

## EDITOR'S NOTE

# Pay It Forward

In an industry dependent on volunteer involvement, recognition for all of the good things going on is essential.

**O**ur Champions of Tennis awards issue, which appeared last month, is always one of the most satisfying issues of the year for me. I long ago realized that it's important to the success of this sport to recognize the people, organizations and companies that are doing great things in this industry—and it's probably something most organizations in this industry too often take for granted, or just don't spend time doing.

There's a very practical side to this recognition, too. At least a few times a year, after our awards issue comes out, I receive a call or email about how one of our honorees—because they received national recognition in our magazine—was able to get a grant or other support that helps sustain them and all the good they do. That's really the most satisfying for me, and it is continuing evidence that we're doing the right things here at *RSI*.

For the last several years, I've had



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the pleasure of recognizing some of our award winners in the late fall at both the USTA New England Tennis Weekend and the ASBA's annual Technical Meeting. Both events are terrific, with lots of great information for both those making a

living in this industry, and for those who are volunteers. And it's the volunteers—collectively—who I'd like to call out.

So much of this industry depends on volunteer help. The USTA, for instance, fosters volunteer involvement throughout its structure—from the top national board president and board of directors right on down to the most local of grassroots organizations. I see it firsthand with the sections, CTAs and NJTLs I deal with. Our Champions of Tennis awards recognize many of these volunteers for what they do to promote this sport—especially on the local level.

One of the most effective and enjoyable meetings I go to annually is the ASBA Technical Meeting, and a lot of the ASBA's growing success is due to the engagement, involvement and recognition of the volunteers throughout that organization, which is encouraged not just by the group's leadership (itself all volunteers), but also by the top-notch management company guiding the ASBA, the Stringfellow Management Group.

In your own organization or company, take the time to recognize and genuinely appreciate the people and groups that are important to growing your business and growing this industry. Whether you're dealing with volunteers or employees, a little recognition goes a long way to paying it forward.

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