



# SCOV Pickleball Club Newsletter April 2023

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## **PICKLEBALL RULES YOU SHOULD KNOW!**

### **SECTION 4.A. Serving Rules**



**Do you need to call out the score before serving?**

According to rule 4.A.1.

the entire score must be called before the ball is served.

**Is it permissible to call out the score as you serve?**

According to rule 4.M.11.

It is a service fault if the server hits the ball to make a serve while the score is being called out.



# WHAT'S NEW ON THE COURTS!

When paying dues, please remember that each of you must renew separately. If you are a couple, each of you must renew with your own name and individual email address.

Please do not wind light timers down or turn dials backwards. Let time run out naturally.

The Club recently purchased three new ball baskets which are available for members to use. The new baskets are on wheels which can lock into place, are more stable than the old ones and can hold more balls. They are stored with the other pickleball equipment in the storage room.

The HOA replaced the court nets last week.

The Board is currently looking for a large cabinet to purchase in an attempt to clean up and organize our limited storage space.

## Pickleball Suzy Foster Memorial Poker Tournament

Thank you to Phil and Suzy Rose, Karen Burnham, all our volunteers and all those who participated and donated to the Food Bank of Southern California for a fun event for a good cause! \$1185.00 and 410 pounds of food was collected for the food bank! Way To Go Club!



Casual Winners! 1<sup>st</sup> Place  
Roger Paluska



Suzy Foster Family



Competitive Winners! 1<sup>st</sup> Place  
John McConaughy



Volunteers!



Volunteers!



Casual Participants



Food Drive!



Competitive Participants

# 2023 BLOCK PARTY FUN!

Thank You to MaryAnne London and her committee for another wonderful Spring Block Party. Plenty of food, fun, games and dancing in the street!



# PICKLEBALL POPULARITY EXPLODED LAST YEAR!

## The Real Dill!

Across the country, tennis courts are being replaced, and pickleball courts are moving in as other investors are shoring up big money. In Southern California, the Santa Monica Tennis Center just invested \$250,000 in a new facility dedicated to pickleball. Outside of Sarasota, Florida, real estate developers have invested \$180 million into a 15-court facility called The Pickleball Club. They expect to have 600 members.

The pickleball restaurant-entertainment model is also gaining steam. From Chicken N Pickle to Camp Pickle, entrepreneurs are hoping to capitalize on the craze. Food and entertainment industry veteran Robert Thompson says he plans to roll out at least 10 Camp Pickle facilities across the country in 2024.

Terri Graham, the co-founder of the Minto US Open Pickleball Championships, the largest event in the sport since 2016, says enthusiasm is at an all-time high. Player applications are up 30% over last year and they've seen a 25% uptick in sponsorships with their leading sponsors Minto and Margaritaville, which both signed multiyear extensions at a 30% increase.

"Last year we established a new record for attendance at a pickleball tournament with more than 35,000 spectators-10,000 more than we estimated". And from the early demand for tickets, "The Biggest Pickleball Party in the World," will be even bigger in 2023. She says when tickets go on sale later this month, she expects they will sell out within 48 hours.

Life Time founder and CEO Bahram Akradi is a pickleball player himself and it led him getting in on the craze early. The upscale fitness center, described as an athletic country club, has deployed the equivalent of half a billion dollars of assets into pickleball at 120 of its more than 160 locations to date.

Since 2022, Life Times has constructed indoor and outdoor pickleball courts at a rate of five new permanent courts each week. It now has 400 courts across their clubs, with the goal of exceeding 600-700 by the end of 2023. Members are offered lessons, social play and even competitive leagues and tournaments.

"Pickleball participation [at Life Time] in a given month has risen from about 16,000 people to like 160,000. So, it's almost tenfold January to December," Akradi tells CNBC.

Equipment makers are also benefiting. Selkirk Sport, one of the top paddle makers in the sport, has grown from a family-owned business in Idaho to selling gear across the country at big-box stores at major chains. The company's business with retailers such as Dick's Sporting Goods, Costco and Walmart is growing at more than 100% year over year, Selkirk co-CEO Rob Barnes told CNBC.

More on pickleball's popularity in our May Newsletter!

# Tips to Improve Your Play!

## What it REALLY Takes to hit a GOOD Pickleball Backhand!



I think it's pretty safe to say that for most pickleball players, our backhand is not as consistent as our forehand. While you might be able to run around your backhand for a time, it's not a successful long-term strategy.

So, how do you develop a good pickleball backhand?

Laura Fenton-Kovanda says it starts at our feet. Laura probably doesn't need an introduction because whenever she visits Tahoe, we shoot several videos for the [Better Pickleball YouTube Channel](#). While she is a 4-Time US Open Gold Medalist, her most outstanding pickleball achievement is her teaching ability. According to Laura, "One of the biggest things that I see everywhere I teach is we have a commonality of people struggling with their backhands. So, the first part of learning how to hit a backhand starts with our feet. That's why we call it footwork, making the feet do the work."

### Good Pickleball Backhand Footwork

The key to backhand consistency is that, ideally, every time we hit the ball, it's the same distance from the body and height from the ground. Most people's footwork doesn't position them to do that. If you want to hit a good pickleball backhand, there are three critical points to proper footwork.

**1. Drop Step** The very first thing you want to do is drop step. If you're not familiar with the drop step, start by assuming your ready position facing the net. Your feet should be about shoulder-width apart, parallel to each other with your toes facing forward. If you're right-handed, reposition your left foot, so you have the same stance but are now standing perpendicular to the net. When your left foot moves back, the paddle swings back too.

**2. Shuffle Step** Once we've drop stepped, we are going to need to move to a position behind the ball. The most effective way to accomplish this is by using a shuffle step, which positions our bodies behind the ball to hit the shot.

**3. Use Forward Momentum to Hit the Ball** Lastly, we want to utilize our forward momentum. Often people are very good at getting back to the ball, but then they stop their feet and swing with their arm. Instead, we want the entire body doing the work. We want one smooth, complete motion starting with our feet. The arm swing is an extension of what our body and feet are doing.

So how do we get to that point? We push off the front leg when we begin to move forward. Begin by turning your toe slightly outward and push off that foot. At the very end of the swing, your eyes and shoulders should be directly over the ball. When you're balanced and can hold that position, you know that you've done it correctly. If you feel you're going to fall over or you're reaching way out for the ball, and you're off-balance, something's not right. Usually, your feet aren't doing the work.

**Conclusion** Your footwork sets up your success or lack of it. There are three things to keep in mind to position your body consistently from the ball and have the ability to hit the shot at the same height: **Drop Step; Shuffle Back; Momentum Forward.**

If you want to hit a good pickleball backhand, start at the bottom!

## April Mystery Member ... Who Am I?

I was born in Chicago and soon afterwards my folks moved our family to a fruit farm in Southwestern Michigan where my 8 brothers and 2 sisters were kept very busy and out of trouble working on the farm. Growing up with that many siblings we played lots of games, worked hard and had great fun together.

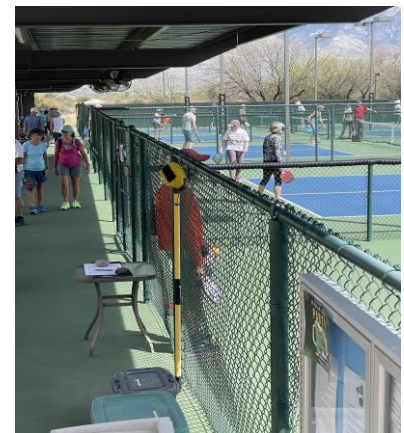
After high school I attended Western Michigan University and graduated in 1972. My life's work was in sales where I was a manufacturer's rep in the chemical treatment of water in industrial settings throughout the Midwest.

My wife and I had always vacationed in Florida along with our 5 children. After the kids were gone the desire quickly faded for a crazed and crowded vacation destination. We had some good friends who spent winters in Green Valley and they told us about the beauty of the Sonoran desert. Having never ventured to the western states we decided to give it a try in 2015. We stayed for a month and loved the desert and the hiking trails. We came back the next year for six weeks and then decided to buy so we could stay longer and enjoy our winters here.

We found a home in Sun City and as the saying goes the rest is history. The game of PICKLEBALL was introduced to us by none other than Nelson Brown. He personally mentored us on the scoring and techniques of the game. We joined a beginner's group and to this day we still get together with the same people to celebrate a meal together and catch up with each other. We both love the game but more importantly we enjoy the friendships made on the court. I know that additional courts would be great but for the time being I'll see you on the courts we have and Keep Pickling!

Can you guess who this mystery member is?

### SKILLS CLINICS



**IN ACTION!**

Did you guess who our April mystery member is? Thank you, Jim Schueneman, for sharing with us!