

SUNASKEO SOLUTION

Sunaskeo is a greek word which means to help one practice, train, educate and discipline fully.

All too often immense talent is squandered because parents are unable to coordinate the activities of disparate parts of the equation with their own agendas. Sunaskeo solves that equation by providing all the necessary services under a single umbrella at one price: \$49,500 per school year.

Tennis in the U.S. differs from much of the rest of the world because parents put Education #1 and Tennis #2. At Sunaskeo, we believe those who end up playing tennis at universities like Stanford, Virginia and Duke (to name a few) are players who work toward being professionals, but fall just short. Consequently, we have a mantle supported by both the Education and Sport pillars. No longer will parents need to worry about the scheduling and conflicts between education and sport training

For players striving to succeed at a professional level, they must train like a professional in all areas: the sport of tennis, physical strength, speed, agility, mental preparedness and toughness, communication on court and off, as well as acquiring a top-notch education. In order to fit in all those arenas of vital and necessary training, players must veer off the conventional path and employ an unconventional model that provides intense focus and the best use of time. That model is Sunaskeo, which embraces the imperative that as Leaders we must bring about continual change while as Managers our responsibility is to develop, employ and maintain systems that ensure consistency, reliability and results. Change for players already among the best their age comes from exposing them to burgeoning and cutting-edge disciplines, like our Sports Performance Vision Therapy.

A top-notch team is vital for managing the growth and evolution of a player and every member of that team must constantly and consistently work like a well-oiled machine, firing on all cylinders with no room for miscommunication. Under Sunaskeo, players learn to understand how varying preferences, choices and decision-making tendencies among team members affect the overall dynamic and the results. To best manage this entire process, Sunaskeo utilizes a unique client management system that allows open and direct collaboration among team members, the player and their parents.

SERVICES INCLUDED IN SUNASEKO

On Court Training (TOPS)

The on court training of elite tennis players needs to encompass technical and tactical elements. Our TOPS (tournament optimal performance system) curriculum includes one-on-one, two-on-one and doubles modules. Chief Performance Architect Duey Evans designed and is active in both the group and private instructional programs of each player.

Additional staff have expertise teaching and playing at all levels of the game and will provide instructional and hitting partner support.

Education

Through a partnership with Plano based Ed Gurukul Institute, we have developed a blended (eLearning/bricks & mortar) model. Participants will be in a classroom setting 3 hours per day, 4 days a week, taking licensed on-line and traditional courses. Currently going through the accreditation process, the first year's offering is presented as a structured alternative to home-schooling.

While some parts of the educational process are best done in social group settings, other parts can be accomplished much more quickly and equally efficiently on-line. Combining the two under the auspices of Ed Gurukul Institute gives us an educational model we are confident will more than adequately prepare clients for entry into the highest standard post secondary programs anywhere in the world.

Sports Performance Training

Tennis, as with sports in general, has evolved to a point where many believe the athletic requirement outweighs the technical one. Zoom speaks the language we believe in: the functions of speed and the need to develop the overall athlete, create functional strength and apply scientific training protocols specific to the individual sport.

Jim Swieter, Zoom Founder, and John Kasa, Director of Sports Performance Training, worked directly with Duey Evans to develop a set of protocols specifically for this program. The use of high speed treadmills, plyometric drills and land (court) -based training using sport cords separate this from standard tennis academy training. Players from major metroplex programs have already commented, "Zoom's warm-up is equal to other programs' workout!"

Physical Therapy

In addition to being a Sports Performance facility, Zoom is also an area leader in Physical Therapy. Kyle Brookhart, licensed therapist (Master of Physical Therapy), is known throughout the area for his aggressive treatment. He gets professional & recreational athletes back functioning quickly and effectively.

Other Zoom Services

Personal training will be available to parents both while their kids are training and at other times. On-site chiropractor, Dr. Sam, can be consulted for both remedial and enhanced performance adjustments. The services are rounded out with Meagan, Zoom's massage therapist.

Performance Architecture

The SNAVE Group division of Evans Kurth Holdings LLC provides many services that help provide both the blueprints for achievement and the personnel capable of helping players execute those plans.

Mental Toughness and MBTI Assessments

Anne "Kip" Watson will be working with us to provide MBTI assessments. I was first introduced to the value this could have in developing a program by my dad, who spent much of his career in HR and teaching Organizational Behavior at the university level. A certified MBTI tester, Kip (who also has an MA in counseling and is a certified personal trainer) will be helping us decode the dynamics that plays out between different personality types within the Player/Parent/Coach(es) triumvirate. Preferences, choices and decision making tendencies, if

understood, can play a key role in easing some of the stresses that can, if unchecked, derail an otherwise outstanding talent.

Vision Training for Sports Performance

Dr. E. A. Gus Guthrie is joining us to develop a practice that will be one of the leading pioneers in this burgeoning field. Already in use by Nike with their elite athletes, Vision Training for Sports Performance can increase a player's effective field of vision, focus and reaction time. This program is a major differentiator for us over other offerings nationally and internationally. Participants will have weekly individual therapy for a six month period, followed by an ongoing periodic maintenance program.

The Man in the Middle

As Chief Performance Architect, Duey Evans' role is to create, monitor and continuously refine the systems that connect the excellent selection of people and organizations committed to making this project not only a reality, but the absolute future leader in this field. I am also always seeking out ways to integrate various technologies and looking for places to employ the talents of great people, including developing a non-profit component and a culture of giving back.

Media Training/Communication Coaching

Our program will be provided through Evans Kurth Holdings' K2 Communications division, headed by Principle Kim Kurth. How you communicate can either open doors to a bigger, brighter future or cause you to miss the mark and leave you wondering what went wrong. **YOU** are your own biggest asset. Making the choice to invest in improving your communication skills is one of the wisest investments you can ever make. K2 Communications will teach participants to deliver professional and effective interviews that work to their advantage.

Client Management

We are using a multi-tenant client management software system to organize, manage and chronicle our relationship with every client. Through a unique partnership with Conex Med/Pro Systems we are launching a completely confidential (HIPAA compliant) client management system. It will go a long way toward separating us from any other offering currently available.

Measurement Tools

We can conceptualize the greatest programmatic offering ever. However, as educators and architects who base our thinking on scientific principles, it is incumbent upon us to develop methodology to measure the effectiveness of our training. Scott Watson's company Beyond ROI is a leader in this field. Scott, who is also an Ironman Triathlete, says, "Measurement is no longer a mystery. Today we can clearly show the connections between how people behave after training and how they perform. It's like seeing inside the black box." We are consulting with him in the hopes of developing a measurement tool capable of quantifying how our training improves athletes performances.

Video Capturing and Analysis

High-Tech Tennis out of Atlanta has established itself as the southeast leader in recording tournament matches and providing third party Dartfish analysis to tennis academies. Our history

with Danny and Julie Thiets goes back to the early days of their company. We are exploring the possibilities of establishing a partnership that would extend their brand to the Texas Section and make them the service provider for all EKH tennis offerings. Because their service is highly systematized, it is easily replicated.