

Host Your Own Program

FirstServe Tennis Academy (FSTA) is Northern Virginia's leading outdoor tennis management company dedicated to offering high-quality tennis programs in a fun, friendly and supportive environment featuring small class size. FSTA provides comprehensive, customized tennis program management for public and private facilities, offering group and private lessons, camps & clinics, after school & enrichment programs, team coaching, managed play, leagues, tournaments and special events/socials to municipalities, schools, swim & tennis clubs, residential communities, homeowners' associations, and corporations. FSTA's mission is to bring friendly, fun and supportive high-quality tennis programming to everyone, everywhere!

Tennis in your Parks

Through its PUBLIC program division, FSTA partners with municipal departments of recreation to bring first-rate instruction and programming to players of all ages in their parks. These programs are available to all Northern Virginia residents with enrollment preference given to municipal residents.

Tennis where you live, work and Play

Through its PRIVATE program division, FSTA provides outdoor swim & tennis clubs, homeowners associations, corporations, and other organizations with first-rate instruction and programming to players at their host sites. Private program enrollment is limited in accordance with host site guidelines.

FSTA Public Programs

In the 21st century, municipalities are under great budgetary and time pressure to serve their growing populations. As a contractor, FSTA enters into a partnership with each municipality, to assume active program management-- thus freeing municipal officials from an annual tennis staff hiring process, paying the associated tennis staff salaries, the hassle of staff turnover, and the time investment of active program management. FSTA provides its tennis management services to the municipality at NO COST.

WE CAN START THE TENNIS BALL ROLLING WITH ONE PHONE CALL. Why should your municipality or county recreation and parks department contract with FSTA?

- No time investment associated with active program management
- Your residents receive top-notch instruction led by certified pros
- We have a wealth of municipal experience. Our client list includes: Stafford County Virginia, Town of Vienna Recreation and Parks, City of Falls Church Recreation and Parks, and Arlington County Parks Recreation and Cultural Resources
- Our small class size is our hallmark.
- Our programs turn quiet courts into busy ones (the way it should be!) and, through our contract instructor agreements, program enrollment tuition offsets capital improvements to the courts.

Bids and Requests for Proposal FSTA welcomes the opportunity to bid on providing tennis services for your municipality. Please contact Stephan Schlagenhauff, Managing Partner, Director of Public Programming at 703-867-1970.

FSTA Private Programs

In the 21st century, swim & tennis club board members, homeowners' association volunteers, fitness club directors, and benefit managers are tremendously squeezed for time. Swim & tennis clubs need an experienced partner to provide them with reliable, quality instruction while freeing them from the hassle of ongoing hiring, disruptions caused by staff turnover, and the time investment of active program management. Residential communities, homeowners' associations and corporations are increasingly searching for ways to offer their residents/employees healthy benefits--not to mention creative ways to put existing facilities to great use and differentiating themselves from others as a great place to live or work.

ESTABLISHING A TENNIS PROGRAM WITH FSTA IS EASIER THAN SAYING MARIA SHARAPOVA.

Why should your elementary school after-school program, swim & tennis club, homeowners' association or corporation partner with FSTA?

- we have a wealth of experience in tennis program management and can customize a program that meets the wishes of your constituency
 - turn active tennis program management over to a partner you can trust
 - your residents/employees receive top-notch instruction managed by certified pros, featuring small class size—our hallmark.
 - free yourself of the time and money associated with human resources hassles by making only one phone call to FSTA—we handle the rest
- How the process works…start by contacting us today!The hardest step is the first one…making the phone call. Its easier than pronouncing Maria Sharapova correctly. Once you contact FSTA, we will sit down with you, the decision maker, and take you through our product list where you and we, together, customize a program to your constituency’s wishes. In order to minimize the time investment of our partners, FSTA is always willing and able to support its proposal by attending and presenting at any required approval meetings. FSTA welcomes the opportunity to discuss tennis programs at your host site so we can set about the task of customizing a program for you. Please contact Gregg Deinhart, Managing Partner, Director of Private Programming at 703-593-3291.