



WE GET RESULTS



Only extreme dedication gives
you **EXTRAORDINARY** results.



TABLE OF CONTENTS

ATA Egypt	5
ATA Team	6
ATA Mission	8
NEWGIZA Sports Club	10
Academy Philosophy	11
Why Choose ATA	13
ATA Full Time Program	20
Academics	22
College Placement	24
Campus Life	25
Other Programs	26
Tennis Performance Fitness	27
Advantage Juniors	29
How to Register	32



ATA EGYPT

Egypt is a tennis hub in the Middle East and hosts more than a handful of ITFs throughout the year, over 30 weeks of pro circuit tournaments and year-round local competition. Advantage Tennis Academy in Egypt will provide players world-wide the opportunity and access to great training and competition year-round.

ATA Egypt is located at The NEWGIZA Sports Club, A beautiful new facility with views of the Great Pyramids of Giza. A state of the art tennis facility that boasts a combination of both clay and hardcourts, complete gym tailored to the needs of tennis players, classrooms, locker rooms, video room, and dining options.

At ATA Egypt we offer the perfect blend of world-class tennis training, high quality education, and character development tools; an environment to help athletes reach their goals and achieve real results.



ADRIAN GAMES

JIMMY JOHNSON

MAHMOUD KARIM

ATA OWNERSHIP TEAM

In 2002 I founded Advantage Tennis Academy with the intent to create an truly exceptional training environment. In partnership with Mahmoud Karim, we continue to drive excellence with high level development programs and character based coaching. Our goal is to prepare athletes for both collegiate and professional tennis.

We are excited about this opportunity in NEWGIZA and invite you to come experience the finest world class tennis training.

Sincerely
Jimmy Johnson
Founder & Co-Owner

ATA TEAM



**MAHMOUD
KARIM**
ATA Director

Mahmoud Karim from Cairo, Egypt grew up training and competing in Egypt for most of his junior career. He moved to the U.S to train at Saddlebrook Tennis Academy in Florida. Following graduation he landed a scholarship at Rice University and then continued his collegiate tennis at Loyola Marymount University.

In 2005, Mahmoud partnered with Jimmy Johnson to build and grow Advantage Tennis Academy. For over 18 years, Mahmoud has coached top nationally and internationally ranked juniors, including both ATP and WTA touring pros. Mahmoud has coached and mentored junior players who have competed in over 10 Junior Grand Slams and are continuing. Mahmoud assists ATA players on a day-to-day basis with developing their tennis foundations, proper footwork, and game-winning strategy.



**DAVIDE
SPADONI**
ATA NEWGIZA
Head Coach

Davide Spadoni from Pisa, Italy started coaching at the age of 18 in the U.K. Davide found a huge passion for coaching and continued his tennis education while working with junior players of all levels. He moved to Memphis, TN in 2017 where he had the opportunity to work and learn from Steve Smith, one of the most well-known coaches in the industry and Founder of “The Great Base”; a training method that is implemented by Advantage Tennis Academy allowing players to establish a great foundation in their games. Certified by the “The Great Base” and Professional Tennis Registry. Davide is proud of being a competent technician in the development of junior players and an inspiring character coach.



**DIANA
KARIM**
Fitness
Director

Diana is a Certified Tennis Performance Specialist certified with the International Tennis Performance Association. She grew up in Southern California playing competitive tennis on the local, national and international levels. After competing in Division 1 college tennis for Loyola Marymount University, her career was cut short due to injuries. Through rehab and physical therapy, Diana realized her passion for fitness and helping other athletes get stronger, faster, and stay injury free. For the past 10 years Diana has enjoyed working with junior and professional tennis athletes. As a goal-focused trainer with a firm belief in training the body functionally and efficiently, her specialties are tennis specific movement, speed and agility, and injury prevention and rehab. She is also a NESTA certified Personal Trainer, Sports Injury Specialist, and Certified Athletic Conditioning Coach.



OUR MISSION AT ADVANTAGE IS TO MOTIVATE & INSPIRE STUDENTS TO BECOME TRUE CHAMPIONS

Advantage Tennis Academy in California was founded in 2002 with the concept of combining professional coaching with exceptional education to provide our students the best possible learning and training environment.

Today Advantage Tennis Academy is one of the leading tennis academies in the U.S., with a reputation for producing top players competing on the National, ITF, Pro Circuit and Collegiate Tennis.

NEWGIZA SPORTS CLUB

The club is located in NEWGIZA which is one of the most prestigious and sought after new residential communities in Egypt.

NEWGIZA was driven by a vision of uniting people together in a physically rewarding and community inspired environment. A community with a huge array of everyday amenities within its borders. Banking, schools, parks, dining, NEWGIZA University, general stores and much more.

Being the number #1 destination sports hub is integral to NEWGIZA.

NGSC brings together the master minds of athletes and sports affiliations with the expertise of landscape architects and urban designers, resulting in providing convenience and diversity to its members. The club grants access to nearby NEWGIZA residences. A full-fledged area of more than a dozen sports and leisure facilities are strategically surrounded by the vast green fields. NGSC is nothing short of a world-class social and athletic hub that holds a finishing touch of grand social and leisure amenities.



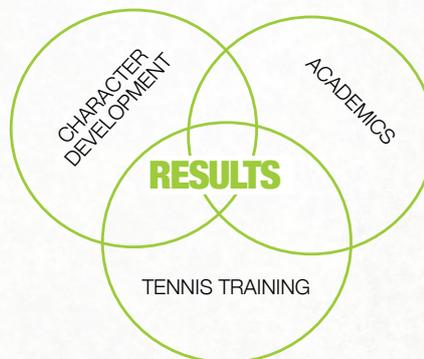
AT ADVANTAGE WE UNDERSTAND THAT OUR STUDENTS ARE SO MUCH MORE THAN TENNIS PLAYERS.

We set ourselves apart by taking a unified approach to training, with an emphasis on 3 key aspects: **CHARACTER DEVELOPMENT**, **ACADEMICS**, and **TENNIS TRAINING**. We believe each aspect is not only important but integral to player development.

» **ATA HAS PRODUCED OVER 200 NATIONAL TITLES**

» **OVER 20 JUNIOR GRAND SLAM APPEARANCES**

» **OVER 100 JUNIOR ITF TITLES**



We work with our players on the group level as well as an individual basis to ensure that they are making progress in each of these areas.



IT IS THIS UNIFIED APPROACH THAT MAKES OUR TRAINING EFFECTIVE & PRODUCES CONSISTENT RESULTS.

Our training method gives players the opportunity to improve on the most important aspects of their game, with a focus on achieving significant improvement. ATA training helps players achieve real results by targeting key training areas, including match simulation drills, match play, technical development, footwork and fitness training.

Our tennis programming is divided into three phases:

- **Developmental phase:** players are guided to get out of their comfort zones in order to make the necessary technical and tactical changes in their games.
- **Transition phase:** we work closely with our players in helping them implement the what they have developed in order to build their confidence to compete at a higher level.
- **Competition phase:** During the competition phase of their training players work on bettering their preparation for competition, focusing on a winning attitude, as well as gaining the tools to perform at their best.

We understand that every player is different and therefore the amount of time spent in each phase will depend on individual progress.



WHY CHOOSE ADVANTAGE TENNIS ACADEMY

GEORGE GOLDHOFF

- #1 U.S National Ranking 18s
- Scholarship Div 1
- University of Texas

“The best coaching/management
team in the business.”



1. No substitute for Match play experience!

Not only does Egypt provide a large number of local and international tournaments throughout the year at ATA we also provide weekly analyzed/ monitored match play and sets at the Academy. From practice sets to ladder matches we provide players ample opportunity for competition.

2. Time Management – Productivity. All under one roof – less wasted time. Having a daily structured schedule allows players to balance and allocate enough time in each aspect of their day for academics, training, competition and down time. This allows them to take full advantage of their day and succeed as student-athletes.

3. Mentoring - we believe in building character and our ATA mentor program focuses on establishing proper habits, managing time, goal setting, as well as dealing with anxieties that come with pressures of competition.



4. Periodization training and customized tournament plans based around each individuals' needs. Players are different ages, have different goals, are at different developmental stages and therefore their sense of urgency differs from one another. We identify three stages in their training and customize accordingly; Development, Transition and Competition (Peak Performance).

5. "Player 's Entourage" To succeed in an individual sport like tennis, it is important to create a support team around each player. The support team has common goals with players and each team member has a different role which is integral to their development. Players learn when they compete they are not only representing themselves but their team as well. This builds confidence in players, motivates them and empowers them to Get Results!



6. Tournament Travel Teams: We offer travel to Junior ITF & Pro Circuit tournaments in Egypt and surrounding countries, as well as ability to join ATA's U.S travel team for junior and pro circuit tournaments; including events such as Orange Bowl, Eddie Herr & ITF's. We guide players through proper warm ups, training sessions, healthy eating, cool downs, pre-match mental preparation and post-match analysis/reviews.

7. Academic Program: (American Curriculum) A Highly accredited academic program that prepares students attend top colleges and universities in the U.S. A hybrid learning environment providing an International Online Curriculum in a classroom setting. Students can enroll in both regular or Honor (AP Classes). The academic program meets the NCAA Clearinghouse requirements to compete in college tennis in the U.S. We provide college counseling to ensure student academic records are up to date and meet eligibility requirements.



8. 100% College Placement Rate. We not only take pride placing our students in a variety of top schools around the country, but we also place them in the best fit school for each individual. We manage each player's college placement process and assist in obtaining the best possible college that meets their tennis and academic goals. We set up visits and negotiate scholarships on behalf of our players.

9. TOTAL Fitness: We provide a state-of-the-art fitness facilities tailored to the needs of tennis players. ATA Egypt is committed to developing each player's athletic base and fundamentals to maximize their physical potential and limit the risk of injury. In addition to developing their speed, power, balance, flexibility, and strength, players will also be educated on pre-habilitation exercises designed to limit injury and maximize athletic performance prior to competition.



10. Coaching Team: Our coaches operate as a team with common goals to make ATA the best training environment in the world. It is a blessing for players to be able to gain knowledge and be coached by multiple coaches with different backgrounds as part of their training. Visiting guest coaches, pro athletes and speakers allowing players to learn from the best in the industry. We are passionate about the coaching we provide and it motivates the players to push themselves and get the most out of their experience.



Advantage tennis academy



SUMMER CAMP AT ATA IN CALIFORNIA

ATA FULL TIME PROGRAM



Full Time Program “Flagship”

A comprehensive tennis training and athlete development program that is simply unmatched. Our program covers every aspect of a player's academics, tennis and athletic development. Our philosophy is based upon improving every aspect of a player's development by improving and creating better habits on and off the court. Our comprehensive training sessions support our players in every aspect so they can reach their full potential. Advantage players come from all continents and backgrounds with one goal in common: becoming the best tennis players they can be.



**Implementing “Great Base”
as a foundation for technical
development:**

We understand that not all players on the tour share similar strokes, but most have a solid foundation that their strokes are formed upon. At ATA, we ensure players have a strong foundation that would help them develop their own unique style. This becomes a base for continuous improvement in their strokes throughout their careers. At Advantage Tennis Academy, mastery is the goal. All of our training promotes a mastery mindset.

ACADEMY FEATURES

- State of the Art Tennis & Fitness Facilities
- Red Clay & Hard Court Training
- ITF, Pro Circuit & Local Competition
- On Site Apartment Style Housing
- Highly Accredited Academic Program (Middle & High School)
- College Placement Services – Inclusive for Full Time Academy Players
- Player Management & Promotion

FULL TIME TRAINING

- Athlete Development Plan
- Daily High Performance Training
- “Worthy to Win” Mental Training Program
- 20-24 hrs of Tennis Training Weekly
- On Court & Off Court Strategy Sessions
- Weapon Development
- Comprehensive Fitness Training & Testing
- Weekly Ladder Matches
- One on one - Player Coach Meetings
- Weekly Private Lesson
- Pre-habilitation & Stretching; Injury Prevention



ACADEMICS

Advantage Tennis Academy is proud to introduce Advantage Learning Academy to NEWGIZA. International Connections Academy provides a highly accredited academic “American Curriculum” through Advantage Learning Academy to our Branch in NEWGIZA.

ADVANTAGE LEARNING ACADEMY

The teachers at Advantage Learning Academy (ALA) are passionate about the academic and personal growth of each student. This is facilitated by a blended learning* environment, which combines best-of-class online learning with the individual attention of a face-to-face teacher. Advantage Learning Academy provides high school students an accredited* college preparatory education, while middle school students undergo a challenging curriculum to prepare them for the rigors of high school.



Advantage Learning Academy's primary curriculum provides:

- Over 300 different high-performance technology-based courses designed to stimulate and motivate students to excel at their own pace
- Accredited courses taught by California credentialed teachers
- Blended learning environment, which provides optimal time for one-on-one instruction
- Ability for students to continue coursework while traveling
- A college-centric and family value based environment
- Cultural experiences, field trips, and other enrichment activities to foster student development in all areas

Blended learning — a teaching strategy that combines online and classroom learning activities and resources to reduce in-class seat time for students in a face-to-face environment. It is the growing trend for university studies and very effective for college preparatory learning.

COLLEGE PLACEMENT

At ATA, we pride ourselves in maintaining an exceptional college placement program which helps students achieve both educational and athletic goals. Our program provides comprehensive college preparation by focusing on developing our players as a whole.

FEATURES:

- College letters
- College video
- Reference & Recommendation letters
- Scholarship negotiations
- Academic reviews & NCAA Clearinghouse

SOME OF OUR RECENT COLLEGE COMMITMENTS

Rice University, University of Alabama, BYU, UCLA, University of Illinois, University of Arizona, Carnegie Mellon University, Virginia Tech, Dartmouth University, UNC, Pepperdine University, LMU

“ATA students are prepared from the very first day they step out on the court of an elite collegiate program. They have the strength, knowledge, and skills to navigate the raging waters of collegiate tennis, and they’re prepared to step up and compete at a higher level.”

Greg Patton

Head Tennis Coach at Boise State University



CAMPUS LIFE

RESIDENTIAL LIVING Advantage Tennis Academy at NEWGIZA offers residential options for those full-time student-athletes wishing to board during the program. Our accommodations provide a home environment adjacent to the training facility within the NEWGIZA Community.



Features:

- Comfortable living in apartment style housing
- Premier location in Egypt; New and safe residential community
- Ample amenities and dining options are conveniently located within the NEWGIZA community.
- Access to NEWGIZA Sports Club.
- Qualified housing supervisors and 24-hour supervision
- Dedicated study time in the evenings (Wifi-Access)
- Cultural Activities (Pyramids, Ancient Tombs, Museum etc.)
- Weekend Activities; movie nights, shopping, dining, beach trips, other activities



OTHER PROGRAMS

CARSON BRANSTINE

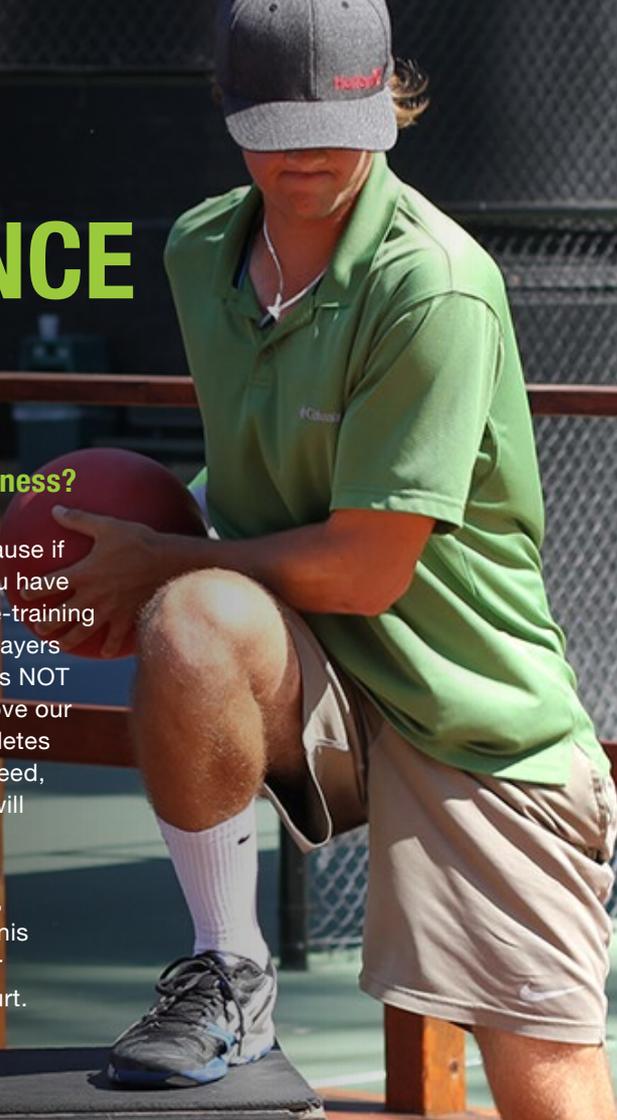
- #4 ITF Junior World Ranking
- Roland Garros Juniors
Doubles Champion

TENNIS PERFORMANCE FITNESS

What is ATA Tennis Performance Fitness?

Fitness is a top priority at Advantage because if you want to be a serious tennis player, you have to be seriously fit. Our tennis performance-training program is designed specifically for our players to achieve ultimate tennis athleticism – it is NOT a “general fitness program” that will improve our player’s athleticism. Our goals for ATA athletes are to achieve greater strength, power, speed, quickness, flexibility and endurance that will allow them to achieve their tennis goals.

Our fitness staff understands the muscles, movements and technique involved in tennis and they design every workout to help our players become better athletes on the court.



OUR TENNIS PERFORMANCE FITNESS PROGRAM INCLUDES:

- **Medicine ball training** – replicating on-court movement and implementing a load to allow players to generate more force from the ground
- **Resistance band strengthening** – upper body conditioning, hip, glute and knee strength, muscle mobility and endurance
- **Plyometrics** – to develop power, speed, improve reaction time, and develop strength in hips, ankles and feet
- **Agility Training** – to work on balance, stability and isometric training (balance of strength/mobility on right and left side of the body)
- **Speed, Reaction and Quickness Training** – to improve reaction, footwork on the court, and first step speed
- **Endurance Training** – hill sprints, stair sessions, long distance running, beach/sand training

FUNCTIONAL MOVEMENT SCREENING

Functional Movement Screens are recommended for all athletes. The Functional Movement Screen is an evaluation that helps to identify compensatory movement patterns that can lead to future injury and inefficient movement that causes reduced performance. This is important for our tennis players so we can uncover and fix their dysfunctions before they potentially lead to injury and keep them from performing at their potential.

FMS Evaluation includes:

- One-on-one assessment
- Personalized corrective program with detailed results and exercises to take home.
- One-on-one session to go over results and program





ADVANTAGE JUNIORS

A program presented by Advantage Tennis Academy with a mission of Implementing “Great Base” as a foundation for technical development allowing young athletes to improve quickly, learn to compete faster and have a great time doing it.



The **most fun your kids** will have playing tennis while learning the proper fundamentals of the game.

Advantage Juniors program offers and introduction to tennis fundamentals and athletic skills. Under the guidance of ATA teaching professionals, classes focus on working to acquire a strong foundation in the fundamentals of tennis and the building of athletic skills such as coordination, agility, and guidance. Starting at this age we use video for technical assessments and as part of the learning process for kids. Parents learn along with their child and are taught how to assist them in establishing an effective practice routine at home. At home practice is one of the building blocks of the Great Base Curriculum and is an essential part of the tennis pathway.

ADVANTAGE JUNIOR TEAMS

RED TEAM: 5 – 7 YEARS

ORANGE TEAM: 7 – 8 YEARS

GREEN TEAM: 8 – 11 YEARS

TOURNAMENT TEAM: ACCELERATED 12 & UNDER



“I wouldn’t be where I am today without the amazing coaches and mentors I had over my 3 1/2 years at Advantage. What a wonderful place to have grown and developed both as a teenager, and as a tennis player. Thank you guys for everything you’ve done for me!”

KYLIE PEEK

Scholarship
Gonzaga
University



HOW TO REGISTER

ATA EGYPT INQUIRES

Email Us: NGSC@advantagetennisacademy.com

ATA EGYPT FULL TIME INQUIRIES CONTACT:

Mahmoud Karim (ATA Director)

Egypt# +2 012 7500 0363

U.S# +1 (949) 294-3037 (Viber/Whatsapp)

ATA U.S Office: +1 (949) 551-6044

VISIT US: **NEWGIZA Sports Club** @ KM 22 Cairo-Alex Road

www.newgiza.com

Good players inspire themselves.
Great players inspire others.



WE GET RESULTS

NEWGIZA

