

2017 APTA Board Meeting

Platform Tennis Magazine Committee

Mission Statement: To provide the APTA membership with interesting paddle content including features, instruction, lifestyle and fitness articles, and regular columns in five issues annually.

Accomplishments: George Douaire renegotiated the contract with Dollard Publishing, lowering the APTA's costs considerably. The connection between PTM and the APTA website was stronger this year.

Goals:

- 1) Pilot the digital option.
- 2) Work on increasing advertising revenue.
- 3) Make previous issues available on the website, and make sure all past issues are archived on the Hall of Fame website.

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