

SHOP TALK

SANCHEZ TALKS UP ACADEMY IN NAPLES

Q&A With Emilio Sanchez of the Academia Sanchez-Casal, which last year opened its first facility outside of Spain at the Naples Tennis Club and Resort in Florida:

Q: The Academia Sanchez-Casal in Barcelona, Spain, has trained more top 50 players on the pro tour than the whole of the United States has put into the top 50 in recent years. What have been the keys to your success?

SANCHEZ: Well, hard work, good program, personal care on player development and having coaches that have the experience.

Q: Why did you and Sergio Casal decide to open an academy in the United States? And how did you decide on the Naples Tennis Club and Resort as the site?

SANCHEZ: Because it is the country that (has more to offer) for sharing studies and high performance tennis. (And) Naples because is a great club with potential and owner Mr. Bouchard was very keen on having us.

Q: How do you feel about the progress of the academy that opened in Naples last summer?

SANCHEZ: It's great because it reminds me of the process when we opened 10 years ago, is exciting

Q: Talk about the educational concept you have for young tennis players.

SANCHEZ: We give the best education and we care about our students that become the best tennis players possible. But the most important is that they are great people with values and want to become good personalities independently if they make it or not on the tour

Q: Talk about the facilities and staff you have at Naples.

SANCHEZ: We have 37 courts, a gym, club house, boarding and all facilities needed. The staff from the Academy is from Spain and has some help from the staff that was before at club that is American.

Q: Have you set up an exchange program between the Barcelona and Naples academies?

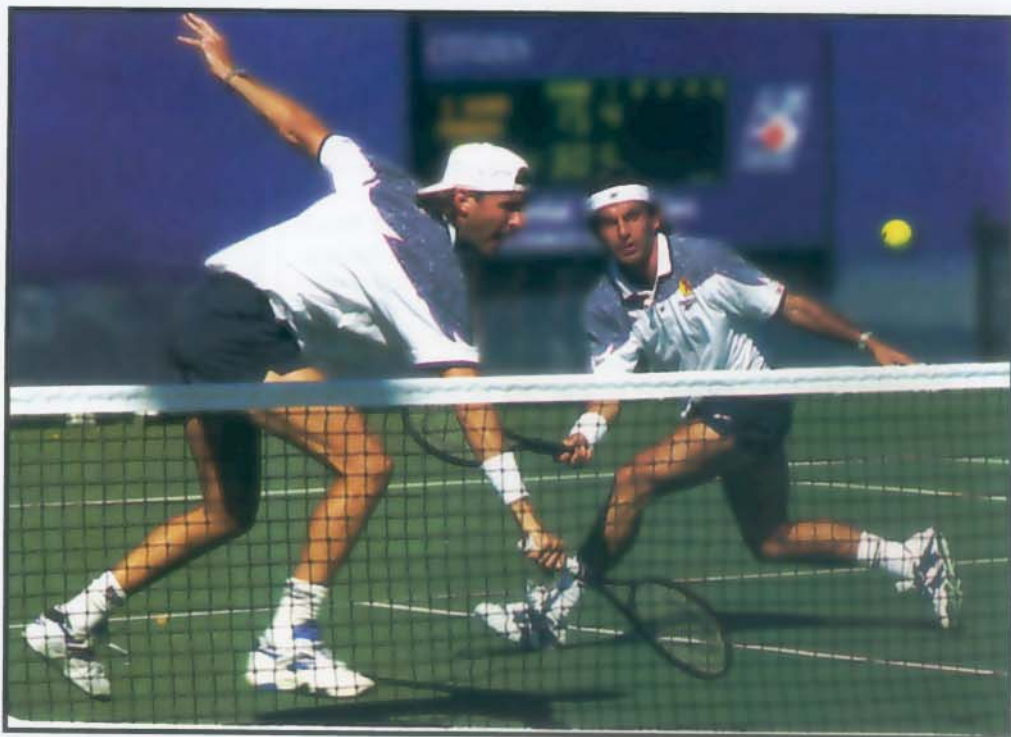
SANCHEZ: Yes. The option to combine the program is very good. It will be great to be able to do the same program in both (spots).

Q: Tell us about the top juniors you are working with at Naples.

SANCHEZ: We have some good prospects and potential players, but as you know it takes long to have success and we just started.

Q: You have programs for adults as well as juniors, right?

SANCHEZ: Yes. Curly Davis takes care of



Emilio Sanchez and Sergio Casal were ATP Tour standouts before opening academies.

adult program and has lots of experience

Q: Are pro tour players training in Naples?

SANCHEZ: Not yet

Q: Last year all nine U.S. men in the singles draw of the French Open lost in the first round. Do you think Americans have put less emphasis on clay?

SANCHEZ: They have to compete more in clay better, but the American problem is a mix of things, not only clay.

Q: We know you don't want to turn U.S. players into clay-court specialists, but with your success of developing players who have succeeded on clay, do you believe the academy in Naples can be attractive to players who want to have a more complete game?

SANCHEZ: Of course, the important thing is to develop a player all the way, then they will be able to play all surfaces, like we have done with Kuznetsova, Murray, Hantuchova ... no more clay specialist; they are overall players.

Q: You are also busy as captain of Spain's Davis Cup team. Talk about the team's outlook for this year.

SANCHEZ: We hope that we can play back the US in Spain, but for that we will have to beat Germany in April and that will be tough.

Q: Tell us about the booth the academy will have at the Sony Ericsson Open.

SANCHEZ: Every year we have a booth at



The Clubhouse at Naples Tennis Club and Resort.

the Sony Ericsson to make everybody know that we're here. Hopefully many will pass by because we will do lots of promos for the academy in Naples.

Q: Is there anything else you want to talk about?

SANCHEZ: We hope to become the academy that gives closer to having a private coach. Then for sure we will succeed, and players will grow with a goal of becoming good human beings.