



January 1 - 7



As we prepare to celebrate the New Year we will be closing early over the Holiday weekend. We wish you all a healthy and prosperous New Year! Pickle On!

- New Year's Eve Hours 8 am - 3 pm
- New Year's Day Hours 8 am - 5 pm



Happy New Year!

Dear members and visitors,

2023 was an amazing year for Pictona. Our membership stands at about 1200. We've had thousands of visitors who have come for a day of play or to participate in one of 13 tournaments we hosted. We've been recognized as one of the best pickleball facilities in the country and that's why we were host to the APP, PPA, MLP, and USAP's Diamond Amateur Championships. While we enjoy hosting these major events and watching the best players in the world, we equally delight in watching our diverse members challenge each other in day-to-day recreational play.

Julie and I have many people to thank for making 2023 a successful year at Pictona. We have 14 full-time staff and 35 part-timers who work to keep the facility open and clean, while offering lots of activities for you. We thank them for their competence and dedication. Throughout the year we've had hundreds of wonderful volunteers who help with tournaments and other events. We appreciate you very much. Indeed, we appreciate all of our members.

We will provide you with a full annual report at the end of January. Julie and I are very proud of Pictona and think of it as OUR HAPPY PLACE. We wish you a healthy and safe 2024.

Rainer and Julie Martens



Camp Pictona - Coming in 2024!

Make your plans to come down to Pickleball Paradise! Camp Pictona will be holding four Adult 3-day camps this winter for beginner and intermediate levels. Camp Pictona will not only provide you with a warm escape, but will provide quality instruction and plenty of playing opportunities to help make winter seem much shorter!

Camp Dates:

- | | |
|------------------|-------------------|
| • February 20-22 | Levels 3.0-3.99 * |
| • March 7-9 | Levels 2.5-3.49 |
| • March 21-23 | Levels 3.0-3.99 |
| • April 11-13 | Levels 2.5-3.49 |

**Only 3 spots remaining for the 1st Camp !!*

[More Information and Sign up HERE](#)



THE KITCHEN AT PICTONA



Meatloaf with Mashed Potatoes and Broccoli - \$13

We're bringing back our ever popular homemade meatloaf, the perfect comfort food. Served with steaming hot mashed potatoes and fresh broccoli.

Delicious!



TOURNAMENTS



Züca Rookie Rally

REGISTRATION ENDS JANUARY 5TH

242 players have already signed up for this year's Züca Rookie Rally. It is your opportunity to play others of like skill and age in a fun round robin format. ***Team up with your partner to play men's, women's, and mixed doubles at the 2.5 and 3.0 skill level.***

[Züca Rookie Rally Registration Link HERE](#)



Volunteer for the Züca Rookie Rally

Thank you to the 63 Volunteers who've currently signed up for the Rookie Rally! There are 20 Volunteer shifts left to fill.

Volunteering has many incentives!

- Earn POP! Credits to play organized activities for FREE
- Free Meal Vouchers to use in The Kitchen and The Depot
- Eligible for FREE One Month Pictona membership: (monthly drawings during tournament season, courtesy of Karen/Jeff Dillard of Realty Pros)
- Invitation to annual volunteer appreciation BBQ
- Volunteer of the Month parking spot.

[Click HERE to Volunteer for the Züca Rookie Rally](#)

Register for Upcoming Tournaments at Pictona

You can view our full schedule of tournaments and find details, including how to register, [HERE](#).

2024

TOURNAMENTS @ PICTONA

at HOLLY HILL

<p>FLORIDA PICKLEBALL LEAGUE JANUARY 6 - 7</p> <p>ZÜCA ROOKIE RALLY JANUARY 13-14 <small>(PICTONA)</small></p> <p>AARP U.S. CHAMPIONS CUP FEBRUARY 1-4 <small>(APP)</small></p> <p>AETNA ELITE TEAM TOURNAMENT FEBRUARY 10 <small>(PICTONA)</small></p> <p>SUBARU OF DAYTONA CHALLENGE MARCH 14-17 <small>(PICTONA)</small></p>	<p>MONEYBALL MARCH 30</p> <p>PBX PRO-AM TOURNAMENT APRIL 13-14</p> <p>METROHEALTH SUPER SENIORS TOURNAMENT MAY 3-5 <small>(PICTONA)</small></p> <p>AETNA ELITE TEAM TOURNAMENT MAY 11 <small>(PICTONA)</small></p> <p>MINOR LEAGUE PICKLEBALL JUNE 1</p>
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12.28.23



POP! PLAY

PICTONA ORGANIZED PICKLEBALL



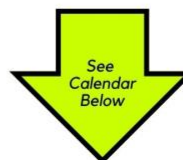
PICTONA ORGANIZED PICKLEBALL

Tired of open play?
Sign up for a POP! activity

Experience 5-6 consecutive games with players in
designated skill levels
1.0 to 4.5+

ONLY \$5 each!!!

*POP! activities include:
Ladders, Mixers (youth & adult),
Tournament Practice Round Robins and Leagues*



PLAY AT
PICTONA
at HOLLY HILL

Click here to register for any POP! Event

POP! Changes in 2024

We're looking forward to implementing new procedures AND new POP! programming in the coming year.

- One new policy to note is that events are being more restricted by skill level to allow for a more positive and better-quality experience for participants.
- We're also introducing new Flex Leagues, including an intermediate division, that is open to both 3.0 and 3.5 players.

You can find information about all the changes [HERE](#).

Do you have questions about POP!?

Either ask a Welcome Desk Associate or you can contact the POP! Activities Committee:

- Jenn Hall - jennh@pictona.org
- Cris Higgins - crish@pictona.org
- Paul Lambers - paul@pictona.org

CONGRATS! Senior Mixed Quad Squad Team League Champions!



INSTRUCTIONAL PROGRAMS

NEW Classes Offered!

There are some new classes on the January Instructional Calendar for 2024! Check out these new offerings:

Pictona Steps Pickleball Series

A series of four courses designed to build your pickleball skills from the ground up! Discounted rate if you enroll for all four courses at once.

The Road to 4.0: Women's Journey from 3.5 to 4.0

Improve your game to the 4.0 level with instruction, drills, and competitive play!

Ball Machine Skill Building

A fun, fast paced class where you'll hit hundreds of balls to build skills

Also check out new class offerings from Sylvia Whitehouse, Mary Burns and Chase Blocker. *Is the class you want to get in full? If so make sure you check other dates that may have openings.* See you on the courts!

JANUARY- INSTRUCTIONAL CALENDAR

12/21/23

NEW! CLASS CHANGES FOR 2024!

PB 101 For the beginner **FREE**

Mondays - January 8, 15, 22, 29 4:00-5:30 pm
 Tuesdays - January 2, 9, 16, 23, 30 1:00-2:30 pm
 Wednesdays - Jan 3, 10, 17, 24, 31 6:00-7:30 pm
 Thursdays - January 4, 11, 18, 25 5:00-6:30 pm
 Saturdays - January 20, 27 1:00-2:30 pm

Adult Steps Classes

A series of classes that will teach all the skills necessary for successful pickleball!

PB 204 Step 4 - Paul Lambers
 January 29 & 31 1:00-3:00 pm

PB 203 Step 3 - Paul Lambers
 January 22 & 25 1:00-3:00 pm

PB 202 Step 2 - Chase Blocker
 January 16 & 18 1:00-3:00 pm

PB 201 Step 1 - Paul Lambers
 January 9 & 11 1:00-3:00 pm

Adult Steps Courses Individually \$100 member, \$115 non-member
 Package of all four Courses: \$320 member, \$400 non-member

Ball Machine Skills & Drills 90 Min.
 Instructor: Paul Lambers
 Wednesdays, January 10, 17 & 24 2:00-3:30 pm
 Monday, January 15 6:00-7:30 pm
 Min 2 / Max 4

NEW YEAR - NEW YOU! Looking to Get More Active & Make New Friends?
Become a Pictona Member TODAY

- We have daily passes or monthly and yearly memberships available.
- Save when you purchase an Annual Membership.
- We also offer family and youth rates.

SPECIALTY CLASSES

\$40- Members/\$55- Non Members ** Unless otherwise noted

Let's Learn to Reset! 90 Min.
 Instructor: Mary Burns
 Saturday, January 16, 30 1:00-2:30 pm
 Min 3 / Max 6

Shot of the Month: Block Shots 90 Min.
 Instructor: Sylvia Whitehouse
 Monday, January 8 5:00-6:30 pm
 Thursday, January 25 5:00-6:30 pm
 Min 3 / Max 8

Drilling for Success with Sylvia 90 Min.
 Instructor: Sylvia Whitehouse
 Mondays, January 8, 15, 22 3:30-5:00 pm
 Thursday, January 11 5:00-6:30 pm
 Monday, January 29 5:00-6:30 pm
 Min 3 / Max 8

Road to 4.0: Women's Journey from 2.5 - 4.0 120 Min.
 Instructors: Paul Lambers & Mary Burns
 Four (4) Session Course
 *\$115 member, \$400 non-member
 Saturdays, January 6, 13, 20, 27 3:00-5:00 pm
 Min 8 / Max 16

How to Hit a Drive 60 Min.
 Instructor: Chase Blocker
 Monday, January 15, 29 3:30-4:30 pm
 Min 3 / Max 6

When to Drop Drop, Drive, Lob 90 Min.
 Instructor: Sylvia Whitehouse
 Monday, January 22 5:00-6:30 pm
 Min 3 / Max 8

Dinking with Chase 60 Min.
 Instructor: Chase Blocker
 Monday, January 8, 22 3:30-4:30 pm
 Min 3 / Max 6

Mastering the 3rd Shot Drop 90 Min.
 Instructor: Sylvia Whitehouse
 Monday, January 15 5:00-6:30 pm
 Monday, January 29 3:30-5:00 pm
 Min 3 / Max 8

Mastering the Pickleball Fundamentals 90 Min.
 Instructor: Sylvia Whitehouse
 Tuesday, January 9, 16, 23, 30 5:00-6:30 pm
 Min 3 / Max 8

NEW! 4.0+ WINTER FLEX LEAGUE
INTERMEDIATE FLEX LEAGUE
STILL TIME TO SIGN UP!
zoca 9.8 ROOKIE
 January 13-14, 2024
 2.5 - 3.0 Skill Level
 Age 18+
 100 Registrations Free!

MEET OUR INSTRUCTORS!

Chase Blocker Mary Burns Paul Lambers Sylvia Whitehouse

www.pictona.org
 (286) 310.7067

PLAY AT PICTONA ROLLY HILL
SCAN HERE FOR POP! ACTIVITIES

PICTONA ORGANIZED PICKLEBALL

Pick Up Your Copy at the Welcome Desk

January Instructional Calendar

Our January Instructional Calendar is out!
We have a full slate of classes available for ALL levels of pickleball play, including many NEW offerings.
View and download the calendar [HERE](#).

Reserve your spot by calling (386) 310.7067 or by registering [HERE](#). See you on the courts!

CLINIC WITH TOP PRO!

Scott Moore

21-Time USAPA National Champion
Hall of Famer

January 30 & 31

Tuesday & Wednesday
Clinics for
3.0, 3.5, and 4.0 Players

PICTONA
at HOLLY HILL

** Plus a FREE Exhibition
for anyone who has
volunteered for a
Pictona Event this
past year.

Clinic with Top Pro - Scott Moore

Scott Moore is a 21-time USAPA National Champion and the 2022 APP Icon Recipient. He's the first player ever to win a Senior Pro and a Super Senior Pro Gold Medal in the same tournament! (Mesa, AZ - APP 2022)

Scott will be conducting clinics for 3.0, 3.5, and 4.0 level players. In addition, he'll be hosting an exhibition for anyone who has volunteered for a Pictona event this last year - **for FREE!**

January 30 & 31, 2024
For more information click [HERE](#).



Where Have All the Paddles Gone??

To serve our members better we have done some paddle reorganization!

- Pictona 1 has some great SALE paddles...including the Ben Johns Hyperion!
- Pictona 1 also has a good variety of regular lower and mid-priced paddles
- Pictona 2 has a more COMPLETE line of paddles including many of the popular new paddles used by the pro players.

Isn't it time to treat yourself to a new paddle? Demos are available to try before you buy!



VOLUNTEERS

Congratulations to our own Daniel Sullivan as the January Volunteer of the Month.

You may see Daniel's friendly face working at the Pictona Welcome Desk when you check in, but he does so much more.

Daniel volunteers to teach PB101, helps instructors with their classes, and helps run Pictona special events. Pictona is very proud to have Daniel on our staff, and thankful that he is so generous donating his time.

Thank you Daniel!



Join the Pictona Success Team!

If you'd like to volunteer at Pictona, please consider joining the Pictona Success Team of Volunteers. Click [HERE](#) and explore the

many opportunities to help us continue to make Pictona one of the finest facilities in the U.S!



SPONSORSHIPS



THANK YOU TO ALL OF OUR SPONSORS!

As we approach the end of this eventful year at Pictona, we want to take a moment to express our heartfelt gratitude for the support of numerous companies that have chosen to become sponsors and exhibitors at Pictona. We greatly appreciate their partnership and encourage you to explore the outstanding products and services they offer.

[Major Sponsors](#)

[Championship Court & Banner Sponsors](#)

[Exhibitors](#)



EVENTS

FREE PICKLEBALL ALL DAY!



The Good Life Expo! - February 10

The Good Life Expo offers a variety of interactive demonstrations, activities, music, food, and fun! The event is designed to provide attendees a full day of fun and learning, including pickleball, line dancing, yoga, cooking, entertaining, and more!

***A highlight of the Expo is that we will have
FREE Pickleball ALL DAY!***

Although the Expo is FREE, you will need to purchase tickets for the BBQ Dinner and Concert.

[Purchase Concert & BBQ Tickets HERE!](#)



Singles Mingle returns to Pictona - Feb. 23-25

Returning for the FOURTH time, Pickleball Singles Mingle will be held at Pictona the weekend of February 23-25. Join single like-minded Pickleball enthusiasts for a weekend of Pickleball fun, open play, a round-robin tournament, king of the court competitions, Friday night Hawaiian Luau, Saturday night Dance Party, socializing, merriment, and more!

[Purchase Singles Mingle Tickets HERE!](#)



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Our mailing address is:

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