



March 18 - 24



**Subaru of Daytona Challenge - This Weekend**

We are holding our signature Spring tournament this weekend! 750 players will be heading to Holly Hill and playing at Pictona March 14-17 in the Subaru of Daytona Challenge.

**Pictona members, please note, AdventHealth Covered Courts 1-8 are reserved for you and our day pass guests. All other courts will be used for tournament play throughout the**

weekend. *ONLY in the event of rain will we be using courts 1-8 until the outside courts again become playable.*

*Thank you!*



## **Search for CEO**

Rainer Martens, the CEO of Pictona, has announced to the Board and City of Holly Hill his desire to resign by the end of the year. Julie Martens, Player Shops Director and official advisor to the CEO, will also step aside by the end of the year.

Rainer stated, “Since 2018 Julie and I have devoted ourselves to developing Pictona. It’s been a wonderful journey. We have a great team working at Pictona and with a new CEO expect to see Pictona continue to be one of the best pickleball clubs in the world.” Julie added, “The people we’ve met and the opportunities we’ve experienced while at the helm have been terrific. We plan to continue being members of Pictona and getting to play a lot more pickleball!”

We have begun the search for a CEO. The job announcement is [HERE](#) and the job description is located [HERE](#).

Interested and qualified candidates are invited to submit their resume along with a cover letter expressing their qualifications to [Rainer@pictona.org](mailto:Rainer@pictona.org).

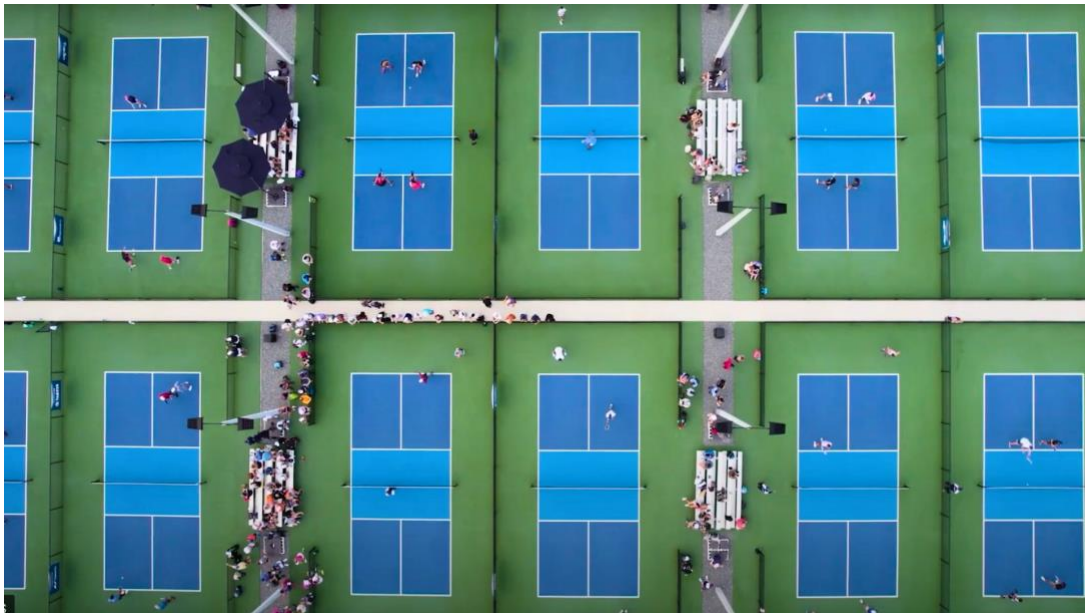


## **Member Factoid**

Our membership income (monthly and annual) for 2023 was \$461,000. Our daily pass income was \$192,000, a total of \$653,000 revenue for ACCESS to Pictona for the year. Our membership income is 70% of our access income and the daily pass income represents 30%. Our annual income was \$2,237,000. Our Membership income represents 20% of the total revenue that sustains Pictona.

Tournaments and Sponsorship are the two additional major sources of revenue, followed by the Kitchen, Player Shops, and Education.

**PICTONA MEMBERSHIPS ARE A BARGAIN !**



## Facility Maintenance

From time to time we have well-intended players attempting to help with equipment. A person recently tried to turn the umbrellas on the P2 courts. He bent the frame. ***Thus a repair was required for a \$1000 umbrella.***

Players are not to grab the VAPTR drying machines to help dry the courts unless instructed to do so by one of our Maintenance staff or Managers on Duty. There is a correct technique to using those machines, otherwise it could damage the fabric.

***When you need something done or fixed please ask a Manager on Duty or Maintenance.***



# TOURNAMENTS





## **MetroHealth Super Seniors Tournament - May 3-5**

Want to win some prize money?!!

Win a gold medal in your division and you will be entered into a drawing to win \$5,000.

There will be a \$5,000 drawing each day.

**Total prize money for tournament is \$15K!!!**

**[Register HERE !](#)**

## **Register for Upcoming Tournaments at Pictona**

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

# TOURNAMENTS @ PICTONA *at HOLLY HILL*

**2024**

**MONEYBALL**  
**MARCH 30**

**METROHEALTH SUPER SENIORS TOURNAMENT**  
**MAY 3-5**  
(PICTONA)

**AETNA ELITE TEAM TOURNAMENT**  
**MAY 11, SEPTEMBER 7, NOVEMBER 23**  
(PICTONA)

**MINOR LEAGUE PICKLEBALL**  
**JUNE 1**

**SUNDOWN SHOWDOWN**  
JUNE 22-WOMEN'S/JULY 20-MIXED/AUGUST 17-MEN'S  
(PICTONA)

**CONVIVA PICTONA OPEN**  
**SEPTEMBER 26-29**  
(PICTONA)

**JUNIOR PICTONA OPEN**  
**OCTOBER 19**  
(PICTONA)

**PPA TOUR**  
**OCTOBER 23-27**

**NATIONAL PICKLEBALL**  
**NOVEMBER 8-10**





## JUNIORS



## Brown & Brown

# YOUTH PICKLEBALL CAMPS



Sponsored by



### Brown & Brown



## 3-Day Youth Camps in June & July

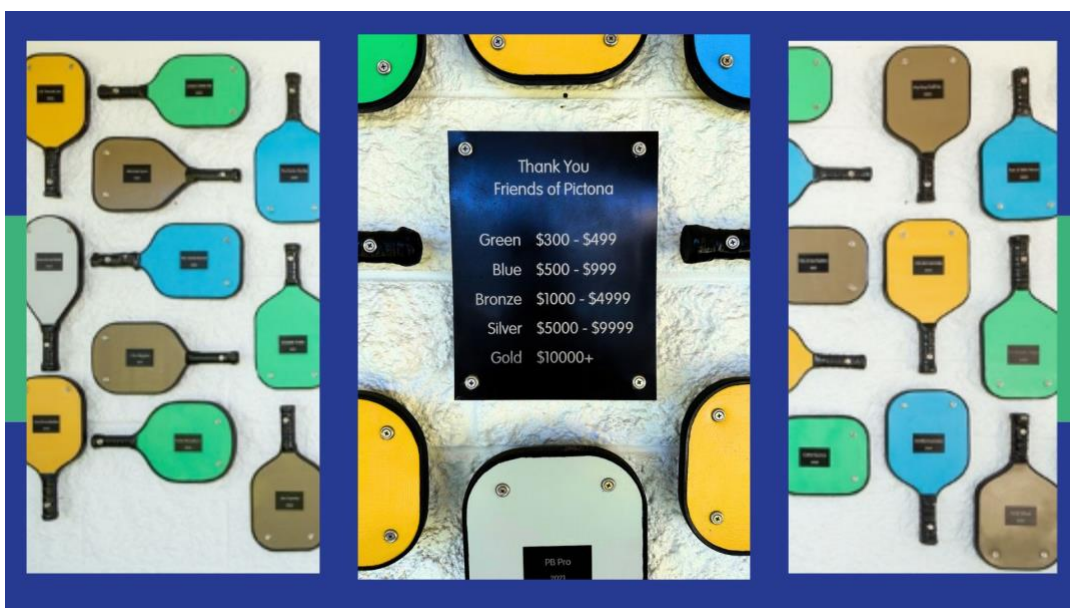
Sign your child up for one (or more!) of our youth pickleball camps! After a fun morning of pickleball instruction and games there will be lots of activity on the FHCP Recreation Courts, including our 9-hole

putting green. We've even built in swim time at the Holly Hill YMCA (across the street from Pictona). Lunch is Included!

[More Info & Register HERE](#)



**FRIENDS OF PICTONA**



## **2024 Camp Pictona Scholarship Drive**

Please join us in helping area youth obtain a scholarship to our Pictona youth day camps. We have 6 camps this year during June and July. Our goal of \$5,000 will fund over 30 campers this coming summer.

*Special thanks to Jim Helmer for his \$1,500 donation for the second year in a row. Each camp is \$150 for a three-day experience of fun at Pictona. Anyone, who sponsors 2 or more campers, will have their names placed on a paddle at the Friends of Pictona Wall in the Pavillion.*



We currently have \$1,800 of the \$5,000 goal. This will be updated each week as we get closer to hosting the camps.

Thank you for your generosity.

[Click HERE to Donate!](#)



**THE KITCHEN**

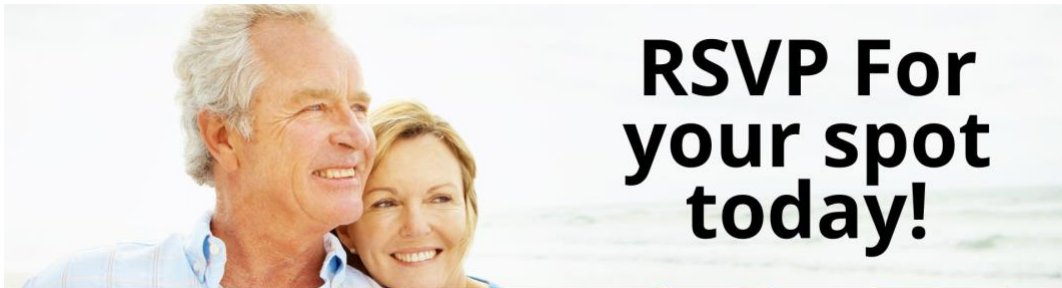


## **The Ultimate Grilled Cheese - \$13**

Ultimate Grilled Cheese : Double Decker Grilled Cheese with American, Provolone, and Swiss cheeses, crispy bacon & fresh sliced tomato.

Served with your choice of side. *(Pairs perfectly with our homemade Tomato Bisque Soup!)*





# RSVP For your spot today!

Please join us at **The Kitchen at Pictona of Holly Hill**  
Aetna Medicare Sales seminar **Thursday, March 25th**  
11am - 12pm



Linda DiGioia  
407-448-7194  
ld@graceagency.org

Choosing the right Medicare coverage is important. We're here to help.

Please join us for a FREE, no-obligation sales seminar event where you'll learn how Medicare works, get answers to your questions and find out what coverage and benefit options are available in your area.



## "POP! PLAY

**PICTONA  
ORGANIZED  
PICKLEBALL**



# FLEX LEAGUES

**SPONSORED BY:**

**PMR** | PROGRESSIVE  
MEDICAL  
RESEARCH

**STRETCH ZONE**  
STRETCH. WORK. PLAY. REPEAT.

## April Flex Leagues!

- April will have 3 different Mixed Leagues
- NEW! Women's 3.0-3.99 League

**FLEX LEAGUE Registration Info**



## INSTRUCTIONAL PROGRAMS



### **Mary Burns, Certified Pictona Instructor, IPTPA Level I**

Pictona Instructor Mary Burns is the subject of this edition's instructor spotlight.

Mary's background has a long history of teaching youth, ages 5 - 12. In addition to Pictona Mary is also the lead instructor at Latitude in Margaritaville. "I enjoy connecting with people and I teach using encouragement and positive reinforcement. The best way to learn is through repetition and drilling. Hands on Learning!"

Need help resetting? Mary's two-handed reset method will get you out of trouble!

You can check out Mary's instructor profile [HERE](#). Sign up for a lesson today!



## VOLUNTEERS



### 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!](#)



## ACTIVITY & EDUCATION CENTER

# Turning 65 soon or new to the area? Understand the Basics of Medicare

1 Hour Presentation

Monday, March 18  
9 - 10 AM

Everything you need to know about Medicare

FHCP  
Activity Center

- Medicare Eligibility & Enrollment
- How to Apply
- Benefits of Parts A and B
- Medicare Part D explained
- MedAdvantage vs. Med Supp Plans

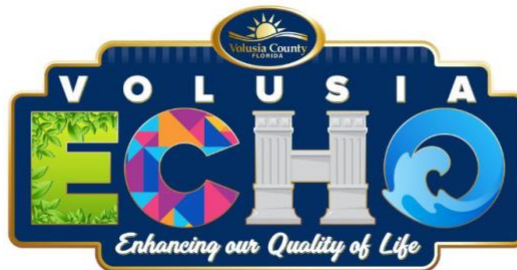


Eleni Deligianis  
Licensed Agent  
Specializing in Health Insurance  
for people with Medicare

## Understand the Basics of Medicare

**Monday, March 18 from 9 - 10 am** in the FHCP Activity Center!

If you're a few months away from turning 65 or if you're coming off a group plan, this seminar is for YOU!



Pictona was built through a public-private partnership with the City of Holly Hill and Martens Charities, and \$2.9 million in Volusia County ECHO grants.