



ROOKIE RALLY - NEXT SATURDAY!

JANUARY 11 - 12



Registration ends January 5

213 enthusiastic Picklers have already signed up! If you're relatively new to pickleball and you're working on mastering your skills, then the Arrow Rookie Rally at Pictona is a tournament just for you. 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.

**** Registration ends January 5th!**

Register for the Arrow Rookie Rally HERE !



Pictona Leadership Change

In an unexpected announcement, John Phillips has resigned as Chief Executive Officer of Pictona to pursue other opportunities. We wish John success in his future endeavors.

Rainer Martens has agreed to return as acting director until the Pictona Board of Directors can find a replacement for Phillips. Rainer will be assisted by Julie Martens in conducting the activities of Pictona in the interim. Expect no interruptions to pickleball play or your work at Pictona. Julie and Rainer, and the Pictona management team, look forward to working with our members to continue making Pictona our happy place.



EMPLOYMENT OPPORTUNITIES

Marketing Director

We seek a marketing director who can work with our staff to develop strategic and tactical plans to market memberships, tournaments, special events, and much more. Excellent planning skills will be accompanied with strong working knowledge of website development and social media campaigns. The Director must be able to collaborate with staff, members, and community agencies in the marketing and selling of Pictona.

For full job posting click [HERE](#).

Tournament and Event Manager

We seek a manager who has demonstrated experience as an event planner organizing and conducting events. Excellent planning skills will be accompanied with strong working knowledge of tournament operations and event logistics. The Manager must be able to collaborate with staff, attendees, and outside organizers.

For full job posting click [HERE](#).



January Flex Leagues

Sign up for the 2.50 - 3.5 League [HERE](#).

Sign up for the 3.0 - 3.99 League [HERE](#).

Sign up for the 3.5 - 4.0+ League [HERE](#).

Flex Leagues are sponsored by [Wire 3](#).



This is a NATIONAL QUALIFIER for the 2025 US Senior Pickleball National Championships. The Gold, Silver and Bronze medalists will

receive priority registration for the National Championship at Pictona in December 2025.

- Enjoy our special welcome party Saturday night with FREE food and drinks. (Guests may also attend for \$15).
- Come early and enjoy the World's Famous [Daytona 500 Race](#) on February 16th.
- Extend your stay and enjoy playing pickleball on Pictona's state-of-the-art courts with our 1400 + members! Our non-member daily fee is \$15 per day or \$60 for one month.
- Visit our [lodging partners](#) to receive your special Pictona discount on your visit.
- Membership IS required to play in the North American Championships. To join USSP, go [HERE](#). It only costs \$20 per year.

USSP REGISTRATION HERE!

9
AGE GROUPS!

5
SKILL LEVELS!

PICONA
at HOLLY HILL

CHALLENGE
2025

FOR MORE INFO

CLICK HERE 

March 20-23

Join us for women's doubles, men's doubles, mixed doubles and singles in our annual Spring tournament, the Pictona Challenge!

EARLY BIRD SPECIAL! Save \$\$ if you register by January 31st!
Click below for details!

Register for the Pictona Challenge [HERE!](#)



USA Pickleball Sanctioned Tournament - Click [HERE](#) for more Info.

    **ACTIVITY & EDUCATION CENTER**



Waltz Lessons

WITH TOM AND JO SANDERS

JANUARY 9, 16, & 23
THURSDAYS AT 3 PM
\$5 DONATION



ACTIVITY CENTER
@PICTONA



VOLUNTEERS



Pictona would like to recognize Becky Lash as the January Volunteer of the Month. Becky was instrumental in working the 10th Street entrance to Pictona collecting money as a parking attendant during the highly successful PPA Daytona Beach Open December 18-22. All told, Becky volunteered for 12 three-hour shifts Wednesday through Sunday accounting for nearly 60 hours of volunteer service. Becky's efforts raised funds for Pictona that will be used to help improve our vibrant and magnificent facility. Becky also has been a volunteer assistant for our Pickleball 101 classes for beginning players. Becky's dedication to working through multiple shifts as a Pictona volunteer during our biggest tournament of the year is why she deserves January's Volunteer of the Month. Becky will have access to the Volunteer of the Month parking spot in front of the Pictona One entrance through the month of January. Thank you, Becky!





Camp Pictona will once again be holding 3-day camps this winter for beginner and intermediate levels. Pictona instructors are highly experienced at teaching pickleball players how to improve their games. Camp Pictona will not only provide you with a warm escape, but will provide quality instruction and lots and lots of playing opportunities help make that winter seem much shorter!

For more information, including how to register click [HERE](#).

Camp Dates: Self-Rated Skill Levels 2.5 - 4.0

- **January 28-30, 2025**
- **February 18-20, 2025**
- **March 12-14, 2025**



SPONSOR HIGHLIGHT

We want to end 2024 with a BIG THANK YOU to MetroHealth, Inc. and Dr. Quaning. MetroHealth Stadium has been home to many memorable events, tournaments, celebrations and matches! Thank you for your partnership and support of our Pickleball Community!



Learn more about MetroHealth, Inc



CITY OF HOLLY HILL CONCERT SERIES

CLICK HERE FOR TICKETS !



GOLF CARTS



Thank you **Bintelli Golf Carts**.
Your beautiful and comfortable golf carts allowed for a
terrific visitor experience!



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.



Pictona at Holly Hill | 1060 Ridgewood Ave. | Holly Hill, FL 32117 US

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