



FEBRUARY 14



This past week, Pictona proudly hosted the **2025 APP Vlastic Classic - Daytona Beach**, welcoming nearly 700 registered players for an action-packed tournament. With a **\$100,000 total pro prize pool on the line**, the **competition was fierce across all divisions, delivering thrilling matchups from start to finish**. Beautiful weather, with temperatures reaching 82°F and minimal wind, provided the perfect backdrop for an exciting week of play.

Vlastic Classic was one of the biggest events hosted at Pictona. As we wrap up an amazing week, we extend a **huge thank you to the players, fans, volunteers and APP staff** who made the tournament such a success. We are proud to be a premier destination for pickleball and look forward to welcoming everyone back to Pictona at Holly Hill for future

events!

Mark your calendars and tune in to **CBS Sports Network** for an exciting recap series of the 2025 APP Vlasic Classic - Daytona Beach.

February 14 | 6 - 7 pm ET

February 16 | 8 - 9 pm ET

February 17 | 6 - 7 pm ET

February 17 | 9 - 10 pm ET



ATTENTION MEMBERS!

We announced our new membership rates in the last issue of Pictona News, the annual rate for an individual increasing from \$400 to \$500. We strive to keep our costs down so that we can keep your membership fees as low as possible. We have not had **an increase in two years**. You may be surprised to know that our **membership dues represent only 23% of Pictona's revenue**. Tournaments, sponsorships, instruction, special events, the Player Shop, and the Kitchen are our other sources of income.

We thank many of you who volunteer your time to help us conduct these other activities to provide the funding that supports Pictona. As you know, we are a nonprofit club owned by the City of Holly Hill who provides us with free utilities.

MEMBER Private Groups - We have increasing demand on our courts which we are delighted to see. Intramural classes, instructional classes, special events, Play Pictona (small groups of visitors coming to play), tournaments, and private groups who have self-organized play.

To manage the use of our courts we strongly recommend that Member Private Groups reserve courts. Although we charge \$10 per court per hour or special rates for outside groups, we will exempt Member Private Groups from paying a court fee for 2025.

TO RESERVE COURTS: Please contact Jayna Ryan at **Jaynar@pictona.org** or 386-310-7067, our Member Services Manager.



CONGRATS & WELCOME!



Deb Christensen has been promoted to the position of **Business Development Director** overseeing the Division of Events and Tourism. She will be aided by two new positions, an Event Planner and Business Development Manager.



Christopher Stahler is our new Marketing Director. Chris has 6 years of digital marketing experience and has hit the ground running! You'll be seeing lots more of his work as he keeps you informed of the many activities at Pictona.



Please welcome **Jordan Ferrell** as our new **Tournament Planner**. He replaces Bob Panzak who managed our tournaments. Jordan has 16 years of tennis at a 4.5 - 5.0 level and has been playing pickleball for a year and a half. He is self-diagnosed as pickleball obsessed, playing 7 hours per day and then watching videos of pros playing and analyzing features and the technology of new paddles.



INTRAMURAL PROGRAM

*Pictona Intramurals will replace Pictona Organized Pickleball (POP!)

We are excited to be introducing Pictona Intramurals*! We have been working hard to add even more options for organized play for all skill levels here at Pictona! Be on the lookout for new types of **leagues, ladders,**

mixers, and even group drilling! From DUPR Challenges to men's and women's flex leagues, we are excited to launch Pictona Intramurals on March 1st! Be sure to ask Jayna about the exciting opportunities coming up!



FEBRUARY FLEX LEAGUES
PAY-AS-YOU-OPT-IN FORMAT!
SPONSORED BY:
wire 3 **8^{OR}9** **DAYS OF PLAY!**

February Flex Leagues

Sign up for the 2.5 - 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](#).



 **TOURNAMENTS**



GENERATIONS

PICKLEBALL TOURNAMENT

What is "Pictona Generations"?
TWO different tournaments!



SPLIT AGES

GENERATIONS
PICKLEBALL TOURNAMENT

Split Ages Tournament

May 31/June 1, 2025

One partner is under a certain age and the other partner is over

COMBINED AGE



GENERATIONS
PICKLEBALL TOURNAMENT

Combined Age Tournament

September 20-21, 2025

Players combine their two ages to be above a specified age.

a certain age.

**CLICK HERE! GENERATIONS TOURNAMENTS INFO AND
REGISTRATION!**



**March
20-23**



EMERGE INSURANCE SERVICES - Title Sponsor for the Pictona Challenge! Join us for women's doubles, men's doubles, mixed doubles and singles!

Age categories: 8-29, 30-39, 40-49, 50+, 55+, 60+, 65+, 70+, 75+

Skill levels: 3.0, 3.5, 4.0, 4.5 and 5.0

Format: Round robin or pool play followed by top 4 teams in playoff.

Sign up [HERE](#) for the Pictona Challenge by Emerge Insurance Services!

USSP North American Championships NEXT WEEK!

BRACKETS 50+

USSP
US SENIOR PICKLEBALL!

**US SENIOR PICKLEBALL
NORTH AMERICAN
CHAMPIONSHIP**
PRESENTED BY
Humana.

FEBRUARY 21-24

**NATIONAL
QUALIFIER**

PICTONA
at HOLLY HILL

A NEW EVENT FOR USSP! MASTERS DIVISIONS

(50+55+60+) LEGENDS DIVISION (65+, 70+75+80+)

260 PLAYERS Friday 2/21/25 Women's Doubles

Saturday 2/22/25 Mixed Doubles

Sunday 2/23/25 Men's Doubles

Monday 2/24/25 All Singles

VOLUNTEERS NEEDED for the USSP! [CLICK HERE FOR INFO!](#)



PLAYER SHOP



Holbrook Aero Metallic!

New Featured Paddle!

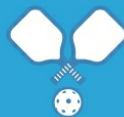
Elevate your game with the sleek, power-packed **Holbrook Aero Metallic Paddle**! Lightweight, durable, and designed for precision—it's time to play like a pro. Come in and try it today!



ACTIVITY CENTER

DON'T FORGET - Pictona's campus is fortunate to have the **Florida Health Care Plan Activity Center** which offers a wide array of classes! If you have not been in the facility, please pop in! **Steve Croak, Activity Center Director**, has never met a stranger and would love to tell you all about what FHCP offers!

[View ALL FHCP Activity Center Classes HERE!](#)



CAMPS



Escape to Pickleball Paradise!



Camp Pictona **SESSION 2** starts **Tuesday!**

Spread the word - Pictona instructors are highly experienced and want to help you improve your game!

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

Camp Dates: Self-Rated Skill Levels 2.5 - 4.0

- **February 18-20, 2025 - A few spots left!**
- **March 12-14, 2025**



VOLUNTEERS



Pictona would like to recognize Keith Shelley as the Volunteer of the Month of February. Keith snapped some selfies with a few APP Pro's last week!

No stranger to volunteering, Keith spent 25 years as a volunteer for the PGA TOUR's Sony Open in Honolulu, Hawaii. He moved to Daytona with his wife Lisa two years ago where he was introduced to the great game of pickleball. At the beginning of February, Keith became a member of Pictona and immediately looked to assist as a volunteer for the APP Vlasic Classic. You may recognize Keith who put in 40 volunteer hours for the week as a Parking Attendant collecting money at the Ridgewood Ave. entrance of Pictona. Keith will have access to the Volunteer of the Month parking spot for the month of February. Congratulations, Keith!





Feb 17-23 - Turkey Tetrazzini \$13

Turkey with sauteed mushroom, celery, and peas in a creamy sauce with egg noodles. Topped with toasted breadcrumbs and parmesan cheese.

Feb 24-Mar 2 - Shrimp Po Boy w/fries \$14

8 cajun grilled shrimp on a fresh hoagie roll, with lettuce, tomato and sliced dill pickle. drizzled with our home made tangy & spicy creole remoulade sauce. Served with fries.



EVENTS



CITY OF HOLLY HILL CONCERT SERIES

Two concert posters are displayed side-by-side. The left poster is for 'Rocky and the Rollers' on March 28 at 7:00 PM, featuring a group photo of the band members and a red starburst graphic that says 'FREE'. The right poster is for 'A TRIBUTE TO THE BEATLES' on April 25 at 7:00 PM, featuring a group of musicians dressed as The Beatles and the text 'THE BEATLES' in large letters over a Union Jack background.

CLICK HERE FOR TICKETS !

SAVE THE DATES:

- **All-American Canteen Show** with Michael Evans and the American Sirens on May 23rd

PICTONA DAY at Bethune-Cookman University Women's Basketball game this **Saturday, February 15th, 2025**. Members get in free with your Pictona Membership Card. Game starts at 3pm at Moore Gymnasium on the campus of Bethune Cookman University. Wear PINK for Breast Cancer Awareness! For more info about the team, click **HERE**.



SPONSOR HIGHLIGHT



Play with confidence that the unexpected will be covered. Close the Gap on Out-Of-Pocket Expenses that Health Insurance Does NOT Cover! **Emerge Insurance Services** accidental injury insurance covers accidents **24/7, pays you directly and does not have a deductible!** Learn more **HERE**.



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Thank you **PB Golf Cart Guys, LLC** for the use of carts for the APP Tournament. Our guests appreciated the comfortable ride to and from their cars!

Robin Hanger of [The Car Shop](#) - Thank you for supporting Pictona! The Car Shop offers fair and affordable pricing on car repairs and maintenance.



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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