



JANUARY 17

With appreciation, we announce the retirement of two key staff members.

Mark Shaw, Pictona's Marketing Director for the past 3.5 years, retired at the end of 2024. Mark is looking forward to traveling and more free time to spend with family and loved ones. All of us at Pictona wish him much happiness! Mark focused on writing the Pictona News, managing our website, and creating marketing fliers for our many events. He interacted with all of Pictona's management staff to plan marketing campaigns for tournaments, events, membership, the Kitchen, and Player Shop.

Bob Panzak was Pictona's Tournament Operations Manager for the last 2 years. Bob and his wife, Hali, an active member of Pictona, decided to move to Vermont (brrrrr) to be near Hali's daughter who is giving birth this month. Bob was an unflappable manager of our tournaments and was superbly organized. Once a tournament was scheduled Bob interacted with players to help them register, created the brackets, and oversaw the conduct of the tournaments Pictona owned. We wish Bob and Hali the best and would not be disappointed if the Vermont winters bring them back to Holly Hill.

From Rainer Martens, Acting Director

I stepped in as acting director at the beginning of the year after John Phillips resigned. Julie Martens is helping too as associate director. We both do so as volunteers. Here's a quick update about activities we have been making progress on at Pictona:

- Interviewing candidates for the marketing director position and hoping

to select someone in the next week.

- Searching for Bob Panzak's replacement, a tournament planner or manager. We invite applicants!
- Formalized a Tournament Division where pickleball is the main event. This Division will be overseen by me.
- Formalized an Event Division, directed by Deb Christensen. This Division works with outside organizations to plan and conduct events at Pictona where pickleball is part of the event but not the only focus, such as corporate events, reunions, and celebratory gatherings.
- We have created a new Event Planner position to work with Deb and are actively interviewing candidates for this position.

Event examples:

- January 16, Advent Health brought 50+ employees for a team building event which included beginner lessons, an organized tournament, music pickleball, a catered lunch and a championship match, all held on Championship Court.
- Pictona Single Mingle is coming to Pictona, January 31-February 1. This will be the 6th PSM and we're pleased to have Cris Higgins back directing this event, working with the PSM founder, Karen Butera.

We hear your calls for more programmed activities for our members. We have Jayna Ryan, our new Club Member Services manager, focused on designing these activities, aided by Cris Higgins, and will release an exciting menu of new activities very soon.

Our Florida Health Care Plans Activity Center is now fully operational. It is located in the former History and Chamber of Commerce building across the parking lot from the Kitchen which has been completely remodeled into very functional space for activity classes. Steve Croak is our director of the Activity Center.

Steve is also coordinating our instructors to bring you more of the classes you are requesting. To see the [current class schedule](#), click **HERE**.

The Board of Directors (Andy Melville, Ron Duff, Lisa Hopkins, and Russ Owen) is conducting the search to replace me. The new title for the position is Managing Director.

There is a powerful positive energy among the 7 Pictona managers and 30 part-time associates who work for our 1400 plus members every day. Feel it; embrace it. If you are not a member, join us!

Pictona – where pickleball is not just a game, but a lifestyle.



EMPLOYMENT OPPORTUNITIES

TOURNAMENT OPERATIONS MANAGER

Hey, we are looking for a pickleball aficionado who loves to organize and conduct tournaments. It's a full-time job working with a team of people to plan Pictona's tournaments by helping to register players, preparing the tournament brackets and schedules, and conducting the tournament with the help of online software. The successful person in this position must be well organized, attend to detail, and interact with many people, sometimes under pressure. Interested, apply to Julie Martens, associate director, by sending a cover letter expressing your interest, and a resume to Juliem@pictona.org.

PLAYER SHOP



Keep an eye out for our featured paddles!

Take Your Game to the Next Level with the Diadem Edge 18K and the Diadem Edge 18k Power Pro Pickleball Paddles.

The **Diadem Edge 18K** is designed for players who demand precision, power, and control. Featuring an advanced **18K carbon fiber face**, this paddle offers unmatched performance, whether you're on offense or defense.

- **Lightweight & Responsive** for quick reactions
- **Elite Performance** for competitive players
- **Durable & Comfortable** for long-lasting play

Step Up Your Game with 30% OFF Fila Pickleball Shoes!

Get the comfort, grip, and performance you need on the court—now at an unbeatable price!



FUN FACTS

13.6 million - # of Americans played in 2024

25 to 34 - age of highest number of players

15,043 - # of facilities in the U.S.

63,899 - # of courts in the U.S.

U.S. - highest # of DUPR users

Source: SFIA & Pickleheads Annual Participation Report



POP! PLAY

PICTONA
ORGANIZED
PICKLEBALL



JANUARY FLEX LEAGUES

PAY-AS-YOU-OPT-IN FORMAT!

SPONSORED BY:

wire 3

8 DAYS
OF PLAY!

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](#).

TOURNAMENTS



**Holly Hill +
Pickleball =
Perfection!**



Pickleball's elite professionals, plus players of all ages and skill levels, will compete! Pro players will compete for their share of a \$100,000 prize pool, and amateur players who earn gold medals will secure their spots in the 2025 USA Pickleball National Championships.

REGISTER [HERE](#)

Spectator Tickets - Click [HERE](#)

**Volunteers Needed for
APP!**

PICTONA
at HOLLY HILL

Leave winter behind to compete in Florida's Pickleball Paradise!

Feb. 21-24
2025

USSP
US SENIOR PICKLEBALL
NATIONAL QUALIFIER

SENIORS 50+
CLICK HERE
TO REGISTER

US SENIOR PICKLEBALL
NORTH AMERICAN
CHAMPIONSHIP
PRESENTED BY
Humana

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!

PICTONA
at HOLLY HILL

CHALLENGE 2025

9
AGE GROUPS!

SKILL LEVELS!

5

**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 ENDS JANUARY 31ST!

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



ROOKIE RALLY RECAP:

254 Players from age 10 to 70 +

233 players from Florida, 12 other states represented

145 women, 109 men

Photographer Toni Bocz

Many thanks to photographer Toni Bocz for providing tournament players access to free action shots of tournaments, like the ones above!

Toni has been a member of Pictona since 2022, plays in tournaments and is a familiar face to many that have played here. Toni uploads photos the days and weeks following each tournament. Photos can be found at www.tonispics.com.



Thank you, Toni!

A teal banner with white text and logos. On the left, there are logos for Florida Health Care Plans (including a cross and a shield) and a bird logo. The text reads 'Florida Health Care Plans' and 'An Independent Licensee of the Blue Cross and Blue Shield Association'. To the right, there is a logo for 'MUSIC' with a soccer ball. The main text on the right says 'ACTIVITY & EDUCATION CENTER' in large, bold, white letters.

An advertisement for swing dance lessons. It features a woman in a red dress holding a bouquet of flowers and a man in a black suit dancing. The background is a white, textured wall. The text reads: 'I DON'T WANT FLOWERS... LEARN HOW TO DANCE, THAT'S WHAT I WANT!' in large, bold, black letters.

IN THE FHCP ACTIVITY CENTER at 3 pm!

February 6, 13, 20 & 27

New Patterns each week!



CAMP PICTONA
Escape to Pickleball Paradise!
PLAN YOUR WINTER GETAWAY!
Pictona at Holly Hill is just minutes away from Daytona Beach!

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



CALIDA HOSPITALITY

Calida Hospitality Marlo and Ronnie of Calida Hospitality share your love for adventure and exploration. As avid vacation home renters they know what makes for a great getaway experience. Their properties are carefully selected for their exceptional locations, amenities, and stunning views. Traveling with their two dogs, Dexter and Petunia, they have learned how important it is to find pet-friendly accommodations when traveling! Check out Calista Hospitality listings [HERE!](#)



EVENTS



PICKLEBALL SINGLES MINGLE VI

Only two more weeks to sign up for the PSM VI festival, and over 175 single pickleball enthusiasts will be in attendance!

[PSM VI REGISTRATION - CLICK HERE!](#)



FEB 14
7:30 PM

FREE

MARCH 28
7:00 PM



The complex block contains promotional information for two concerts. On the left, the date and time for the first concert are listed in brown text: 'FEB 14' and '7:30 PM'. Below this is a red starburst graphic with the word 'FREE' in white. The date and time for the second concert are listed in blue text: 'MARCH 28' and '7:00 PM'. On the right side, there are two band photos. The top photo shows the band 'Hayfire' with seven members standing on a dirt road in a field under a cloudy sky; the name 'HAYFIRE' is written in large, stylized letters across the top of the photo. The bottom photo shows the band 'Rocky and the Rollers' with seven members standing in a row, wearing matching dark shirts with light-colored vertical stripes. To the right of this photo is the band's logo, which features the name 'Rocky and the Rollers' in a white script font inside a black circle with red wings.

CITY OF HOLLY HILL CONCERT SERIES

[CLICK HERE FOR TICKETS !](#)

THE CITY OF HOLLY HILL NEEDS YOUR INPUT!



The city is studying options to improve LPGA Boulevard and would like input on what road users (drivers, bicyclists, pedestrians, etc) think about the existing roadway and what they may like to see in a future improvement project.

To take the short two-minute survey, please click **HERE!**



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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