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CADENCE

Wellness Newsletter



Tennis Anyone?



Tennis fosters cohesion. While the larger sports calendar is relatively quiet, July marks the ending of the European grass tournament season and the beginning of the US Open Series hardcourt season. The physical and mental benefits of playing tennis are well documented. This sport's ability to refine eye-hand coordination—along with cardio-respiratory functioning—allow the individual to enjoy tennis well into one's golden years. The application of individual and doubles strategy can be applied in

the workplace as well. This is a game that can build community within and outside the workplace.

World Team Tennis was conceived by Billie Jean King as a way to encourage inter gender team play. This month The Washington Kastles defend their 4-peat championship at the GW Smith Center.

Kastles' team owner Mark Ein was kind enough to meet with us and discuss his passion for tennis. Mark shares his business philosophy while along with the keys to his Kastles' success. He demonstrates how he incorporates wellness in his corporate culture and discusses his long term goals. As a Washington Kastles Ambassador, I hope the benefits of the game inspire you and ignite your passion for sport, whether it be tennis, golf, skiing, basketball or hiking.

We hope this encourages you to build community and informs your ability to foster a rich corporate culture. While we will focus on additional sport activities in future issues, this issue highlights the many benefits of tennis and focuses less on numerical outcomes and more on the beneficial activity-based outcomes.

-- Julian Tait, *Principal Uptick Wellness*

A Conversation with Corporate Wellness Leader Mark Ein



“It’s my personally held belief that I do the best when I’m fit. I feel the same about people that work in our businesses.” Mark Ein, CEO of Venture House Group and Owner of the Washington Kastles on tennis, business alignment and cohesion.

Mark Ein holds a BS in economics with a finance concentration from The Wharton School at University of Pennsylvania and earned an MBA at Harvard Business School. A native of Chevy Chase, Maryland, he attended Bethesda-Chevy Chase High School, where his love of sports was fostered by participation. Recently married, Mark, the CEO of Venture House Group and Owner of the Washington Kastles, talked to UPTick’s Julian Tait for Cadence, sharing his focus on not only the business of tennis but on work-life balance.

Cadence: Tell us about your motivation and love of the game of tennis. How did it develop?

Mark: So tennis has been a sport that has been a part of my life from the time that I was really young. I played a lot of sports. I played soccer and basketball and tried just about everything. I think with tennis one of the things I always was drawn to is that it teaches you all of life’s lessons. It teaches you self-reliance, discipline, and fair play. When you’re on the tennis court and it’s a tight match you can’t sub yourself out, you can’t pass the ball, you can’t run in the corner and hope you don’t see the ball. It’s only you and you have to figure it out and even at a young age I sort of relished that opportunity to try to figure it out. I think one of the things that I am passionate about with Team Tennis is that it combines all those

great individual characteristics of tennis with the team environment. We exemplify that with our team tennis environment. But even as kids we played on high school teams and played on other teams where you would have that intense individual experience but with teammates. So, you got the best of both worlds.

Cadence: How do you balance your work and fitness life now?

Mark: Truly for me health is wealth. Nothing else matters, nothing is more important than staying healthy—besides family—to me.

Cadence: How do you manage that?

Mark: We have reports that show the people are going to the gym. We don't just subsidize the gym membership but actually encourage the use of it and corporate fitness and team things—whether it's kickball, running events. Discounts and incentives that focus on weight loss and smoking all those sorts of things which obviously are good business. But beyond that, as it's my personally held belief that I do the best when I'm fit. I feel the same about people that work in our businesses.



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photo credit for the Mark Ein Interview: *Dominique Fierro*

The Mental Benefits of Tennis and Sport

How can tennis bring out your inner lion? Our advisory board member and Sport Psychologist, Dr. John Murray contributes from his Mental Equipment Archive some fundamental approaches to performance preparation and the psychological benefits of sport. A former tennis coach with the University of Florida, Dr. Murray has worked with a number of professional athletes and is a thought leader on topics ranging from mood control, focus, visualization, goal setting and stress management.



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Tennis Nutrition via The U.S. Tennis Association



What we consume is just as important as how much and when we consume it. In the context of tennis, eating for event performance can differ from eating for recovery. In this issue we address both the pre and post-match consumption best practices borrowed from the United States Tennis Association, the governing body of tennis in the United States.

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Musculoskeletal Performance: Yoga for Tennis

How can yoga power your game? Yoga is a form of isometric musculoskeletal conditioning. Its benefits range from flexibility, core stability and strength development, all essential components of a formidable tennis game. Claire Petretti illustrates the three best yoga poses for tennis players that maximize your capacity to perform at a high level.



On the benefits of Yoga on your tennis game by Claire Petretti...

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