

Super Man Joe Leo Creates SuperTeam...CRUISE CONTROL.® is a wholesale distributor and online retailer of its own private line of sports apparel with an emphasis on tennis clothing. Cruise Control has a USTA Middle States Member Spotlight which is a showcase of members from around the section who are selfless promoters of the game of tennis. It is designed to recognize such individuals so that their efforts do not go unnoticed. Each member who is chosen to have the spotlight cast upon their achievements receives a complimentary gift fromCruise Control.

From that Spotlight...Joe Leo is a person who much like the USTA, strives “to promote and develop the growth of tennis”. Leo, a 47 year-old resident of Macungie, Pa. values the sport of tennis because it relieves stress and develops friendships. He has developed an ability to deal with challenges on the court which in turn have helped him learn about himself and apply this self-knowledge to the challenges he faces in life.

Most recently, however, Leo has given the members of the Lehigh Valley & 24-7 Fitness Club at Westend a new way to connect. In April 2009, Leo founded the Westend SuperTeam Group. A group that started with only 10 members has grown in just a few short months to 34 members.

The concept of the group is to create an organized player’s community for tennis enthusiasts at Westend and guests so that members can benefit from increased access to players and practice sessions. Leo says, “The main focus of the group is to promote community, availability, and fun tennis play.”

The SuperTeam Group is made up of USTA players from W3.5, M3.5, M4.0, and Mx7.0 teams. Leo has created an online Yahoo group appropriately titled the Westend SuperTeam Group that allows members to use polls that provide general information, practice schedules, and options that members can select. The SuperTeam group works with USTA League team practices in a way that allows USTA League captains to coordinate multiple team practices and increase player involvement throughout different USTA teams. Leo comments on the advantages of using online communication tools by saying, “Yahoo groups serve as a great tool to communicate and organize practice and match schedules.”

In addition to serving as founder of the Westend SuperTeam Group, Leo has helped coach his wife to becoming a 3.5 player within three years of her starting to play. Such improvement has resulted in Leo, a 4.0 player, playing with a new partner on his Mx7.0 team. The couple still finds time to practice with each other and watch their favorite tennis player, Maria Sharapova who Leo likes watching because, “she is a beautiful, athletic player and my wife likes her too, so I’m not ashamed to admit that.”