

PROFESSIONAL PLAY

by Jessica Luck | Managing Editor

Cedars Tennis Club hires new tennis pro

You might recognize tennis pro Robbie Salum. He has improved the swings of island players at the Longboat Key Club & Resort, The Colony Beach & Tennis Resort and now Cedars Tennis Club and Resort. As of Nov. 1, Salum joined the tennis team at Cedars, which includes Tony Easton, director of tennis.

Salum started playing tennis at age 5, in Buenos Aires, Argentina; and, a mere 12 years later, he was teaching tennis to others. Now, the 49-year-old has racked up an impressive 30-plus-year teaching career, during which he has managed to craft a unique teaching point of view.

He refers to his style of teaching as “mental-toughness training” and views it almost as the science of tennis. His teaching addresses the technical, physical and mental aspects of the game to make each person a complete player.

And, what makes Salum such a positive addition to Cedars, is his understanding of a resort/club atmosphere and his ability to adapt his teaching style to each player's needs.

“Each player's goals are different,” Salum said. “And this method of training can be applied to recreational-and-professional players as well as to individual players and a team.”

Salum has worked with the GTA Tennis Academy, in Sarasota, and at the Nick Bollettieri Tennis Academy, in Bradenton, where he organized the Dr. James Loehr's Mental Toughness Training program. He hopes to help Easton create a junior tennis program at Cedars, as well.



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Robbie Salum joined Cedars Tennis Club as its new tennis pro at the beginning of this month.

“It's great working together, because we are both easy going and share the same goals,” Easton said about Salum. “Some pros get competitive with one another, but we both love the game. It's important if you love the game first and foremost and always have a passion for it.”

Easton said Cedars has a goal of creating more of a social forum with social play during the week, as demonstrated by the club's Hit and Giggle social games. The club, which is currently undergoing renovations that include a new pro shop, fitness center, new landscaping, restaurant, tiki bar and Jacuzzi, also allows players to book courts and games online for convenience. The club also hopes to attract groups of people looking for a tennis getaway, and will provide bikes, kayaks and even a trolley for guests to utilize in their down time.

“We want to create a place where people want to stay, even after they're finished playing,” Easton said.