

## John Yandell's Method to the Madness

To understand the man behind TennisOne and the Advanced Tennis Research Project, you've got to get academic. You've got to hit the books. Time to sharpen you're No. 2 pencil. After all, John Yandell has, above anything else, a scholarly approach to the game. He's an Ivy Leaguer who graduated from Yale with a history degree and studied humanities at both Berkeley and Stanford, and he's always viewed tennis from a thinking man's perspective. From his cutting-edge video analysis to his latest book, *Visual Tennis*, the researcher/author/coach has always pushed the envelope.

"Our goal is to develop new methods for studying and understanding the game — and to make that information valuable in coaching and teaching," says Yandell, who in 1985 produced an instructional video, "The Winning Edge," with John McEnroe and Ivan Lendl.

On a recent April afternoon, Yandell is sitting in his San Francisco office hunched over a laptop computer. He's been working closely with USTA Player Development and is in the process of using high-speed video footage to analyze the serves of several elite juniors. On this particular day he's studying the technique of Amber Liu, a talented teen from La Mesa who recently won the prestigious 18s Nationals title. To the untrained eye, her serve looks both powerful and technically sound. But when Yandell puts

some digital footage of the ultimate benchmark, Pete Sampras, side-by-side with Liu's, the flaws in her technique are exposed. "Watch here. Her toss and racket drop are actually pretty close to Pete's," says Yandell, pointing to the screen. "But now you'll see how off-balance she is in the follow-through. That's something we've been working on with her."

It's such insight and qualitative analysis that's caught the attention of pros and coaches alike, including the powerballing Taylor Dent and USTA National Coach Eliot Teltscher. To check out Yandell's merging of science and technique, log onto [www.tennisone.com](http://www.tennisone.com) and [www.advancedtennis.com](http://www.advancedtennis.com).

—RICHARD OSBORN

Yandell brings his camera/computer combo to court.

