



It was January 26, 1987, 32 years ago, that NY Magazine first introduced the Children's Athletic Training School, aka CATS to New Yorkers with a Best Bet selection, Then, again in late, 1992. CATS presented to the nation its unique concept of developing foundational athletic skills before specific individual sports training. Collaborating with physical educators from Columbia University, Hofstra, Queens College, and the owners own experience, a unique program was developed.

Helping children at an early age learn basic motor skills gave them enjoyment, confidence, and physical competence resulting in happier healthier children.

The core CATS Development Program is still relevant to today's youngsters. A child's physical competence is related to their sense of well-being. Classes are offered in our state-of-the-art gym conveniently located in Midtown Manhattan and on Long Island.

New to CATS is the Butch Seewagen Tennis Academy (BSTA). With a United States Tennis Association grant CATS was able to build its own 'Centre Court', an official USTA and ITF sized tennis court for 3 – 8-year-olds. This is New York City's first and only tennis court exclusively dedicated to young children. With its intimate environment, low 4 – 1 student to coach ratio, the Butch Seewagen Tennis Academy offers the best children's tennis program in New York.

The BSTA is directed by CATS'S owner, Butch Seewagen, a former international touring pro with over 15 National and International titles including being United States National Amateur Champion. Butch Seewagen was also the varsity coach of Ivy League Champion Columbia University and recently put in their Hall of Fame.

Having our own USTA sized court devoted for children in convenient midtown (235 East 49th Street) allows us to focus exclusively on teaching tennis in a fun and productive private environment. Without outside distractions, we feel confident in offering NYC's finest tennis program.

Awards

CATS' Butch Seewagen Tennis Academy was selected by the United States Tennis Association for 'Innovative Tennis Program Award'!

Civil Writes

In this age of instant communication, we like to think that *some* people still write letters and send thank-you notes and party invitations. And we like to think they write them on Alamo Graffiti's cards, which are inspired by traditional Japanese woodcuts or turn-of-the-century marbled papers or antique feathered endpapers (\$8 to \$12 for a box of ten cards and envelopes).

BERGDORF GOODMAN/Seventh floor
CARDIER/212 Third Avenue, near 18th
Street/473-7971

JENNY B. GOODE/1194 Lexington Avenue,
near 81st Street, 794-2492, and 11 East 10th
Street, 505-7666



The Play's the Thing

His years as a tennis instructor convinced Butch Seewagen that youngsters needed the Children's Athletic Training School (CATS). "I couldn't teach children how to serve until they knew how to throw overhand, and I couldn't teach them to return a ball until they knew how to track one." So Seewagen combined his accumulated wisdom as a tennis pro and Columbia University coach with his sister Barbara Steger's tennis prowess and knowledge gained from years of working with little ones, and together they devised this unique and engaging sports program. Here, city children three to six years old (who miss out on the spontaneous

games of catch enjoyed by their country or suburban cousins) learn all about motor skills, body stability, hand-eye and eye-foot coordination, and tracking. The best part is they learn by playing games and running relay races. And they pick up some tennis basics: how to grip a racquet, follow-through, timing, and keeping an eye on the ball. CATS can't guarantee that your children will end up at Wimbledon, but it does promise they'll find sports more fun. (Ten weeks of 50-minute classes, \$200, plus one-time \$15 registration fee; spring session begins March 30.)
CATS/751-4876

BEST BETS

The best of all possible things to buy, see, and do in the best of all possible cities

By Corky Pollan



Itty Bitty Kiddie One

The last time we met up with Butch Seewagen and his sister, Barbara Steger, it was 1987, and they had just started their Children's Athletic Training School (CATS). Like the rest of us, Seewagen and Steger have grown older, but the youngsters they instruct have gotten younger. Now the siblings, who are experts in child development, have created a parent-child program for toddlers and preschoolers ages one through three and a half. Low-key, relaxed, yet focused, the program helps little ones develop agility, balance, motor skills, and hand-eye and eye-foot coordination. There's free play, warm-up, an obstacle course, relay races, rudimentary instruction in basketball, baseball, soccer, and tennis, and—best of all—lots of fun (\$325 for sixteen 45-minute sessions).

KIDDIE CATS/751-4876 or 877 3154



Buy Buy News

In recent years, Bloomingdale's has traveled from China to France to Japan to Italy to fill its shelves. How nice to see it come home at last! Instead of trekking through souks and *mercados*, the store buyers turned to their favorite designers and had them come up with exclusive creations. Among the lively "Only at Bloomingdale's" mix are clothing by Donna Karan, Calvin Klein, Giorgio Armani, and Nicole Miller; accessories from Gucci and Jean-Paul Gaultier; Ralph Lauren and Baker furniture; jewelry by Carol Dauplaise, Robert Rose, and Carolee; tableware by Wedgwood and Villeroy & Boch; even a special Bloomingdale's pen from Parker. (From \$8 for a bag of coffee to \$250 for a Wedgwood crystal bowl to \$7,375 for an armoire.)

BLOOMINGDALE'S/Through November

The Art Of the Batter

When Sylvia Weinstock bakes a cake, there's always excitement: The breathtaking white tower covered with violet petals she created for Whitney Houston's wedding was the height of the confectioner's art. And though Weinstock's cakes can often be found at parties where money is no object, she's adding a line of more modestly priced, less lavishly adorned cakes. (Well, they're fancy enough for us!) Look at this twelve-inch chocolate cake with mocha filling and buttercream icing, decorated with tiger lilies, bittersweet, and shafts of wheat, then gasp when you learn it costs only \$150. There are others: a fudge cake covered with snowflakes, a white cake tumbling with white roses, and more. Give five days' notice. —Barbara Costikyan



SYLVIA WEINSTOCK CAKES, LTD./273 Church Street/Third floor/925-6698



**UNITED STATES TENNIS ASSOCIATION
EASTERN SECTION - LONG ISLAND REGION**



**INNOVATIVE TENNIS PROGRAM
AWARD**



Presented To

CATS

BUTCH SEEWAGEN



2013

DANIEL BURGESS

President

USTA Eastern Long Island Region