

give each participant plenty of one-on-one time.

Since 2005, TEAM has offered advanced tennis instruction for TEAM participants who have demonstrated that they are ready to progress on the tennis court. Participation is by invitation only.

### First Serve

In December 2006, MTEF was chosen as the nation's 18th First Serve chapter and the second in the USTA's Midwest Section.

The designation entitles MTEF to use the award-winning First Serve Life Skills Curriculum™, created by a core group of individuals formerly with Stanford Research Institute (SRI).

The First Serve curriculum is considered the most comprehensive life-skills curriculum created for any sport, which will give MTEF's outreach effort a powerful boost.

First Serve's life skills are: •Being a team player, •Being positive, •Understanding rules, •Practicing proper hygiene, •Talking with others, •Appreciating diversity, •Embracing fitness, •Understanding nutrition, •Improving study skills, •Staying calm and focused, •Dealing with peer pressure, •Resolving conflicts, •Speaking in front of others, •Making good decisions, •Setting personal goals, •Planning to attain goals, •Overcoming challenges and •Giving and receiving help.

### NJTL

The Milwaukee Tennis & Education Foundation is a registered chapter of the USA National Junior Tennis League (NJTL).

Established in 1969 by Arthur Ashe, Charlie Pasarell and Sheridan Snyder, NJTL has had a significant impact on the lives of many of our nation's youth. It seeks to develop the character of young people through tennis using the ideals and life of Ashe to reach out to those who might otherwise not have the opportunity to fully develop their tennis skills.

As a registered chapter, MTEF offers programs that encourage players to *try, learn, play and compete* in a sport they can enjoy for a lifetime.

Activities include fun-filled community events such as NJTL Regional Rally, the TEAM outreach program, USA Junior Team Tennis, participation in a nationwide Arthur Ashe essay contest and USTA sanctioned tournaments.

In 2007, the Regional Rally drew a record 343 participants. MTEF NJTL participants submitted 204 compositions to the Arthur Ashe Essay Contest. Two youngsters from the Sherman Park site had their essays selected as regional winners in the 10-and-under category.

In addition, Milwaukee Mayor Tom Barrett endorsed MTEF's 1st Annual Mayor's Cup Junior Tennis Tournament, which drew hundreds of children and parents to Sherman Park.

### CTA

The Milwaukee Tennis & Education Foundation is Greater Milwaukee's official community tennis association (CTA).

In that role, MTEF participates in the USTA's USA Tennis Plan for Growth, the largest initiative ever launched to promote and develop the sport of tennis in America. As a USTA Tennis & Education Foundation grant recipient, MTEF works to coordinate and maintain programs that are accessible and open to everyone who wishes to engage in the sport.

Since the summer of 2006, MTEF has joined forces with the Milwaukee Public Schools Recreation Department to offer low-cost tennis lessons to adults of all ages and playing levels at several sites in the City of Milwaukee. To offset a decline in registrants for area tennis lessons, MTEF agreed to provide qualified tennis instructors at three MPS Recreation sites – Milwaukee School of Language, Hamilton High School and Wick Field. The program was expanded to eight sites in 2007.

In 2007, MTEF launched the Milwaukee Metro League, offering citywide competitive opportunities. Other popular events that fall under MTEF sponsorship as a CTA are the NJTL Regional Rally, the USA Tennis Development Coaches Workshop and USA Team Tennis Youth. The Milwaukee USA Team Tennis Youth League, with 1,400 players, is the largest local league in the USTA's Midwest Section.



### Annual Report 2007



Since its inception in 1975, the Milwaukee Tennis & Education Foundation has sought to preserve and promote the game of tennis in Wisconsin.

Since its 2003 merger with the Milwaukee Community Tennis Association, the foundation has focused its efforts on its central-city outreach and community tennis programs.

Named TEAM (Tennis, Education and Mentoring), the program uses tennis as a vehicle not only to introduce youngsters to a sport they can enjoy for a lifetime, but also provides a strong life-skills curriculum as well as tutoring in basic subjects such as reading, writing, mathematics and geography.

In 2007, MTEF was one of four National Junior Tennis League chapters in the country to be awarded a \$100,000 Ford Foundation/USTA community building grant that expanded its outreach efforts to adults as well as children. Involving the entire Sherman Park Neighborhood in partnership with other organizations such as the Boys & Girls Clubs, the Sherman Park Community Association and others, the program teaches not only tennis, but also emphasizes reading, financial literacy and community cooperation.

MTEF, a 501(c)(3) non-profit corporation, has been honored twice in recent years as the USTA Midwest Section NJTL Chapter of the Year and, in 2005, as one of five National NJTL Chapters of the Year, based on budget category.

Today the organization prides itself on "building the lives of Milwaukee children through tennis and education, one child at a time."

### MTEF Activities

#### TEAM

TEAM (Tennis, Education and Mentoring) is a grassroots, neighborhood-based outreach program that combines tennis with education, leadership and teamwork skills. The program annually serves approximately 4,000 at-risk children in grades 3 through 7 at multiple sites on Milwaukee's North and South Sides. Children participate one to three days per week, depending upon the organizational site.

TEAM seeks to provide youngsters with a healthy outlet – physically, mentally and emotionally – and to keep children off city streets and engaged in productive activities that instill pride and discipline.

By incorporating First Serve life skills into each tennis lesson, TEAM helps participants make choices that enhance rather than endanger their lives.

Through its many community partnerships, TEAM delivers a citywide tennis and education program that focuses on reading.

Paid and volunteer instructors and tutors (Continued on back page)





**Our Mission**  
To make Milwaukee a better place to live, work, play and learn through tennis and education

### Our Core Values

- Honesty** – MTEF is committed to the highest standards of integrity, honesty and ethics.
- Teamwork** – MTEF’s mission can best be achieved through the efforts of volunteers, staff and allied organizations working as a team.
- Inclusiveness** – MTEF actively seeks all people who play, watch, support and/or enjoy the game of tennis into its events, programs, leadership and activities on a non-discriminatory basis.
- Perseverance** – MTEF will steadfastly pursue the stated goals and objectives to accomplish its mission.
- Accountability** – MTEF volunteers and staff accept responsibility to be accountable for how their actions support the MTEF mission.

### Our Strategic Priorities

- TEAM** – Tennis, Education and Mentoring
- Community Tennis Development** – Including social and competitive tennis development

### Our Vision

TEAM will provide opportunities for central-city children to learn and play tennis as well as develop life skills and values that will enrich their lives and enable them to, someday, give back to the community.

The number of tennis players of all ages, abilities and diverse backgrounds will be so large that new tennis courts will have to be built in public parks and at schools throughout the city.

The profile of Milwaukee will be enhanced by hosting competitive tennis events that will generate revenue to support the philanthropic activities of the foundation.

### Our Goals and Objectives

- Improve the academic, physical and overall well-being of urban youth.
- Increase the number of young players to such a high level that there is a demand for tennis teams in all high schools.
- Promote tennis as a family sport for people of all ages.
- Make diversity and multicultural participation an embedded part of the Milwaukee tennis culture.
- Raise sufficient revenue to support program and educational activities.

### Dinner Dance Sponsors

Michael Mytych	Piggly Wiggly	Andrew and Jane Stephens
Cindy Nagel	Pleasant Valley Tennis Club	Tastefully Simple
Carol Nicholson	Ragazza Boutique and Beauty Parlor	Gary and Marci Taxman
Noodles & Company	Verne and Marion Read	Thiensville Mequon Small Animal Clinic
North Shore Gymnastics	Vic Reckmeyer	Time Warner Cable
Chris and Anne Noyes	Andrew Royston	Judy and Ray Treinen
RoseMary O’Byrne	Thomas and Harriet Russell	Carl and Diane Veenendaal
Daniel and Elizabeth O’Connell	Allan Samson	Jon and Shari Vegosen
Kevin and Wendy Orthober	Donald and Arlene Sarnowski	Rick Vetter
Otto’s Wine Cask	Denny Schackter	Terry and Judith Vick
William and Toni Owens	John and Kim Schlifске	Thomas and Karen Waldkirch
Ozaukee Ice Center	Dean and Dianne Schmelzer	Shelly Wong
Ozaukee Skateland	Robert and Judy Scott	Worzella Photography
Gary and Nancy Patten	Kristin Severson	Wisconsin Tennis Association
Steve and Monnine Parnitzke	David and Sara Sinese	Ellen Zilli’s Catering
Scott and Nora Pecor	Bob and Evelyn Slater	Susan Zuelke
Pedro’s Mexican Restaurant	Anita Smith	
Dave and Mindy Pelisek	Mike Sperling and Peggy Kirkeeng	

### Grants and Gifts

<b>Grants</b>	Jeff and Cindy Davis	John Miller
Helen Bader Foundation	Donna Drosner	Michael and Sue Miller
USTA/Ford Foundation	William and Roberta Dowsett	Chas and Judy Mulcahy
Midwest Youth & Tennis Foundation	Laurence Eiseman	Keith and Jane Nosbusch
Planning Council – Health and Human Services	Fibreform Containers	Christopher Noyes
USTA/Ford Foundation	Jill Finlayson	Tom and Susie O’Byrne
	David and Susie Fondrie	John Ogden
	David and Jane Frank	Kevin and Wendy Orthober
	Linda and Mark Freedman	Dave and Mindy Pelisek
<b>Corporate Donations</b>	Robert Frisch	Bruce and Mary Pindyck
Robert W. Baird & Co.	George and Anna Clair Gaspar	Bill and Wendy Randall
Bluemound Elite, Inc.	Marty and Debbie Goldin	Verne and Marion Read
Marquette University	Linda Gorens-Levey	Emily Schaefer
Meridian Industries	Lou and Sara Gral	Kristin Severson
Morgan Stanley	Michael and Katherine Grebe	Richard Silverthorn
Munson Fence	David Gruber	Bob and Evelyn Slater
Point of Light Foundation	Andrew and Julie Gusho	Mike Sperling
USTA	Tom and Glenna Haas	Ted Sprinman
US Bank	Herb Hentzen and Mary Fran Cahill	Todd and Jeanine Swenson
Wells Fargo Foundation	Essie Herron	Diane Sykes
	Leonard Jackson	Gary and Marci Taxman
	Erin Jex	Rhona Vogel
	Jeff and Sara Joerres	Barbara Wealon
	Stephen and Barbara Kaainoa	David and Cindy Werner
	Mary Kamps	Robert and Pamela Wham
	Bill and Christie Krugler	Rick Wiederhold
	Lubar Family Foundation	Nancy Wiener
	Mary Kay and Brian Mark	Blair and Stacy Williams
	Jay and Nancy Massart	Beth Witte-Cleary
	Match Point	Joseph and Vera Zilber
	Steven and Ruth McGuire	Gertrude Zinecker
	John and Wendy Mikkelson	Susan Zuelke

## Dinner Dance Sponsors

### Presenting Sponsor:

Toby Crabel

### Match Sponsors

Fullhouse Media  
Forest County Potawatomi Community  
Foundation  
Prince Sports

### Game Sponsors

Laurie and Chris Covert  
Lawrence and Sherry Montgomery  
Quarles & Brady  
Syslogic  
Whyte Hirschboeck Dudek

### Forecourt Tables

Tricia and Reb Bortz  
Sean and Carole Bosak  
Herb Hentzen and Mary Fran Cahill  
Johnson Controls  
Colin and Tia Lancaster  
Jay and Nancy Massart  
Morgan Stanley/Frank Thometz  
Northwestern Mutual  
United States Tennis Association  
von Briesen & Roper

### Backcourt Tables

Answerport  
Jeff and Susie Becherer  
Chase Bank  
Elite Clubs/Kay Yuspeh  
Doug and Beth Feldman  
David J. Frank Landscape Contracting  
Tom and Glenna Haas  
LeClub/Jim Best  
Lueterbach Companies  
M&I Bank  
Jim Niquet and Noel Muceno  
O'Byrne Distribution  
Profab Plastics  
Kailas and Becky Rao  
Carl and Nancy Trimble  
Wells Fargo Bank

### Point Sponsors

Rajeev and Mari Bal

Cleary Gull  
Guthrie & Frey Water Conditioning  
Jeff and Sarah Joerres  
Munson Fence  
Strategic Benefit Solutions

### Donors

Ken and Carolyn Abbinante  
Brian Adams  
Adelman Travel  
Andre Agassi Charitable Foundation  
Ronald and Victoria Alberts  
All About You Nail Design  
William and Mary Andrae  
Applebee's  
J. Cary Bachman  
Robert W. Baird  
Bartolatta Restaurants  
Daniel Battiola  
Jeff Baum/Wisconsin Aviation  
Baymont Inn  
Dawn Becker  
Christy Beckmann  
Ronald Bloom  
Julie Bloy  
Boston Store  
Tom and Lori Boyer  
Boys & Girls Clubs of Greater Milwaukee  
Colleen Bratel  
Briggs & Stratton  
Bub's Irish Pub  
Chris Buddenhagen  
Cabi  
John and Judy Carlson  
Charlie Carter and Patricia Hoben  
James and Celia Ceman  
Mary Cerwin  
Tina Chang  
Angela Colbert  
Comedy Café  
Ryan and Julie Cooley  
Crowne Plaza – Union Station  
Matthew and Michelle D'Attilio  
Trevor and Maureen D'Souza  
Sen. Alberta Darling  
Design Place  
John and Nancy Dickens  
Elite Fitness & Racquet Clubs  
Mary Ellison  
Tom and Laura Ewert  
Pat and Ralph Felton

Thomas and Tanja Felton  
Fidelity Charitable Gift Fund  
First Serve  
First Stage Children's Theater  
Fox 6 Milwaukee/Joanne Williams  
Joseph and Mary Fraser  
Mark and Linda Freedman  
Jacci Gambucci  
Joseph Garstecki  
GMITA  
Marty and Debbie Goldin  
Charlie and Beverly Groeschel  
Lou and Jane Gral  
David and Nancy Gruber  
Guthrie & Frey Water Conditioning  
Paul and Patricia Hasilmaier  
Highland House  
Terry and Holly Hoy  
Margo Hudak  
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Le Club  
Helen Loewi  
Todd and Linda MacKay  
Bill and Jackie Mahoney  
Barry and Eileen Mandel  
Jay and Debra Mackman  
John and Rita Massart  
Brian and April McCarty  
Lisa Meagher  
Thomas and Kathleen Miller  
Miller Park District  
Milwaukee Art Museum  
Milwaukee Brewers Baseball Club  
Milwaukee Chop House  
Milwaukee Public Museum  
Karen Mohr  
Chas and Judy Mulcahy  
Donald Mum

## Teamwork

### Partnerships, Programs Help MTEF Make a Difference



O'Byrne

Welcome to the Milwaukee Tennis & Education Foundation's annual report.

In these pages we are proud to report on the progress of this nonprofit National Junior Tennis League (NJTL), Community Tennis Association (CTA) and First Serve Chapter.

The highlight of 2007 was our selection as one of four chapters in the United States to be awarded the Ford Foundation's "Community Building Through Tennis" initiative, which we implemented at Sherman Park on Milwaukee's West Side.

MTEF is a busy organization, driven by our core passion for creating a positive and nurturing environment for kids, challenging and coaching them as they learn tennis, academics, and life skills. Our welcoming and helpful team of professionals and volunteers is dedicated to empowering kids to be successful both on and off the courts.

MTEF offers year-round tennis and educational programs to approximately 4,000 kids of all ethnicities and abilities, delivering challenging and exciting opportunities for physical, mental, social, academic, and emotional development.

All of our junior programs are entirely free thanks to grants and donor contributions.

As a community tennis association, MTEF offers lessons, leagues, and special events to more than 500 adults who now are able to enjoy tennis and educational opportunities that they otherwise may not have had.



Massart

The formation of the new Milwaukee Metro League provided healthy competition for adults of diverse backgrounds from throughout the area.

In this report, you'll see evidence of our commitment to serving underprivileged kids from multicultural neighborhoods in Milwaukee, something we could not have accomplished without a team of strong stakeholders – our staff, coaches, board members, community program partners, donors and grant makers. Together we design, staff and fund programs that put kids on the road to success, not only in tennis, but also in life. We are grateful to all of our internal and external partners who help make this happen.

Please come visit us – or even better, join us in any way you can.

Sincerely,

 

President

Executive Director

## Officers and Directors

**President:** Thomas K. O'Byrne  
**Past President:** David Pelisek  
**Vice President:** Trevor D'Souza  
**Treasurer:** Michael Sperling  
**Secretary:** Mark Garsombke  
**Assistant Secretary:** Kim Kirkpatrick  
**Executive Director:** Jay Massart  
**Controller:** Wendy Orthober

**Directors:** Craig Adelman, Mary Fran Cahill, Angela Johnson Colbert, Laurie Covert, Donna Drosner, Trevor D'Souza, David J. Frank, Mark Garsombke, Louis Gral, William Henk, Herbert D. Hentzen, Dr. Sarah Joerres, Charles C. Mulcahy, David Pelisek, Thomas K. O'Byrne, Denny Schackter, Michael Sperling, Frank Thometz, John S. Weitzer, Joanne Williams, Susan Zuelke



**Milwaukee Tennis & Education Foundation, Inc.**  
**Statement of Financial Position**  
 Years ended December 31, 2007 and 2006

**Assets**

	<b>December 31</b>	
	<b>2007</b>	<b>2006</b>
<b>Current Assets</b>		
Cash and Cash Equivalents	\$ 142,471	\$ 90,047
Investments, at market	59,307	96,876
Pledges and Accounts Receivable	27,500	37,607
Prepaid Expenses	<u>1,250</u>	<u>1,250</u>
<b>Total Assets</b>	<b>\$ 230,528</b>	<b>\$ 225,780</b>

**Liabilities and Net Assets**

**Current Liabilities:**

Accounts Payable	\$ 10,317	\$ 10,075
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**Net Asset**

Unrestricted	\$ 220,211	\$ 178,320
Temporarily Restricted	<u>0</u>	<u>37,385</u>

<b>Total Net Assets</b>	<b>\$ 220,211</b>	<b>\$ 215,705</b>
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<b>Total Liabilities and Net Assets</b>	<b>\$ 230,528</b>	<b>\$ 225,780</b>
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The financial statements of the Milwaukee Tennis & Education Foundation for the years ended December 31, 2007 and December 31, 2006 were audited by Reilly, Penner & Benton. The audited financial statements are available for review upon request.

**Milwaukee Tennis & Education Foundation, Inc.**  
**Statement of Activities**  
 Years ended December 31, 2007 and 2006

	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>2007</b>	<b>2006</b>
<b>Revenue</b>				
Contributions	\$206,644	\$143,500	\$350,144	\$ 263,345
Investment Income	7,755	0	7,755	5,024
Unrealized gain (loss)	(1,994)	0	(1,994)	(207)
Special Events, net	143,018	0	143,018	94,142
Registration Fees	5,582	0	5,582	3,664
Net assets released from restrictions	<u>180,885</u>	<u>(180,885)</u>	<u>0</u>	<u>0</u>
<b>Total Revenues</b>	<b>\$ 541,890</b>	<b>\$ 37,385</b>	<b>\$ 504,505</b>	<b>\$ 365,968</b>
<b>Expenses:</b>				
Program related	\$405,340	0	\$405,340	\$193,892
General and administrative	48,050	0	48,050	56,475
Fundraising	<u>46,609</u>	<u>0</u>	<u>46,609</u>	<u>31,406</u>
<b>Total Expenses</b>	<b>\$499,999</b>	<b>0</b>	<b>\$499,999</b>	<b>\$281,773</b>
<b>Change in net assets</b>	<b>\$ 41,891</b>	<b>\$(37,385)</b>	<b>\$ 4,506</b>	<b>\$ 84,195</b>
<b>Net Assets, Start of year</b>	<b>\$178,320</b>	<b>\$ 37,385</b>	<b>\$215,705</b>	<b>\$131,510</b>
<b>Net Assets, End of year</b>	<b>\$220,211</b>	<b>\$ 37,385</b>	<b>\$220,211</b>	<b>\$215,705</b>

