



The Match

Summer 2010

www.mtef.com



D'Souza

MTEF Elects New Officers

D'Souza Steps Up to President at 2010 Annual Meeting

Trevor D'Souza was elected as president of the Milwaukee Tennis & Education Foundation at the organization's annual meeting May 14.

D'Souza, is a venture capitalist, a managing director of the Mason Wells Venture Funds and Great Lakes Ventures. He joined the MTEF board in 2003. He previously served the foundation as secretary, treasurer and vice president and as a member of the executive committee.

D'Souza holds a B.S. in engineering from Catholic University of America where he ma-

jored in computer science engineering and an M.B.A. from George Washington University with a concentration in systems theory and cybernetics.

D'Souza says he hopes to build on the momentum gained in the past few years and to continue to improve the quality of the programs offered during his two-year term.

Other officers elected are: Michael Sperling, vice president; Lia Moeser, secretary, John Weitzer, treasurer. Thomas O'Byrne assumed the post of immediate past president.

12th Annual Tennis Ball Promises to Be 'Priceless'

Theme Honors Past Supporters; Goals Include Record Revenues and Attendance

The perky Humboldt's penguins may already be whispering at the prospect of the exciting evening that awaits when MTEF holds its 12th Annual MTEF Tennis Ball at the Milwaukee County Zoo, 10001 W. Blue Mound Road on Sept. 24. Mark your calendars!

Always properly attired for a black-tie event such as the Tennis Ball, the birds are sure to be splash- splashing as they watch festively dressed ball-goers parade past their enclosure at the entrance to the Zoo's Peck Welcome Center, where the gala will take place for the third consecutive year.

"The Tennis Ball is our biggest fundraiser of the year and we expect to have a record-setting year in 2010," said MTEF President Trevor D'Souza.

As in the past, the Ball will offer a spectacular evening of dining, dancing and entertainment. The 2010 theme is "Priceless," a nod to the foundation's priceless friends and supporters.

The evening's activities will begin with cocktails and a silent auction at 6 p.m. In addition, youngsters from MTEF's TEAM program will be circulating among the cocktail crowd selling tickets for items being raffled off.

Following a multi-course gourmet dinner catered by Shully's Cuisine, a live auction featuring some of 2010's highest-end items, will be conducted by MC Steve (The Homer) True of WAUK/ESPN radio.

The night cap will be dancing to the multi-genre music of the Brew City Horns, a popular group which has something for every-

one in its extensive repertoire.

Spearheaded by Christy Beckmann, the committee organizing the ball hopes to increase attendance to 450 and raise \$150,000 to benefit MTEF's nationally recognized (Continued on Page 2)



Mary Fran Cahill

Each year, TEAM program participants engage in selling raffle tickets at MTEF's Tennis Ball.

Inside

- 2 Executive Director's Report
- 3 NJTL Kid's Day Rally Weekend
- 5 Sherman Park Day IV
- 7 TEAM Update
- 8 Gifts and Grants
- 9 First Serve
- 10 Drop Shots
- 11 CLC Wellness Initiative; Adult Programs
- 12 Happenings

MTEF Officers and Directors

President: Trevor D'Souza
President Elect: Michael Sperling
Treasurer: John Weitzer
Secretary: Lia Moeser
Assistant Secretary: Kim Kirkpatrick

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

Past Presidents

Charles C. Mulcahy (Founder, 1975-2006)
David Pelisek (2006-2008)
Thomas K. O'Byrne (2008-2010)

MTEF Staff

Executive Director: Jay Massart
Controller: Wendy Orthober
Office Manager: Diana Miramontes

Tennis Ball Sets Lofty Goals

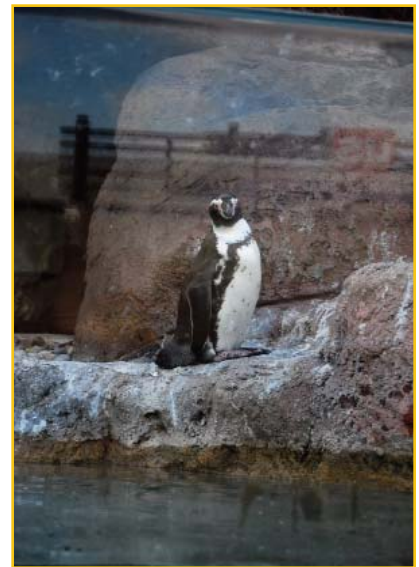
(From Page 1) programs. The goal represents approximately 25% of MTEF's annual budget. Last year's Tennis Ball raised more than \$105,000.

"Christy and her Tennis Ball committee have set the bar high this year," said Jay Massart, MTEF's executive director. "I, for one, will not be surprised if they reach all their goals."

Individual tickets are priced at \$125 each. Sponsorships, ranging from \$500 to \$25,000 and above, also are available.

Beckmann's committee is actively seeking items for both the silent and live auctions.

For complete information on the Tennis Ball and how to donate auction items, log on to www.mtef.com.



Mary Fran Cahill

The Humboldt's penguins will be on hand to welcome those attending the 12th Annual MTEF Tennis Ball

A Special Season

Summer TEAM Program Strives to Offer Youngsters a Unique Experience

Summertime is a special time of the year in Milwaukee. Great weather, Summerfest, outdoor activities, and children out of school all are signs that summer has arrived.

For us at MTEF, this is an extra-special time. We are able to use outdoor public courts, hire seasonal staff and, most of all,



Jay Massart
Executive
Director's
Report

have all-day access to children, which allows us to provide a comprehensive seven-week, seven-hour-per-day program that is far and away the most comprehensive that MTEF has ever offered.

There aren't many (if any) executive directors who are also program directors and curriculum developers and for good reason. The workload is heavy and skill set necessary for the two jobs isn't often found in one person.

In my case, tennis programming, children and teaching are areas that I have studied my whole life. I enjoy each aspect equally, so learning the educational component, while challenging, has been reward-

ing.

By this time you're probably wondering why I'm telling you all of this. Well it's simple. I want everyone reading this newsletter to understand that the curriculum and lesson plans that have been developed offer more than tennis lessons to the children we teach.

Don't get me wrong, tennis is a prominent part of MTEF and, without it, I wouldn't be involved. I've spent the better part of my life playing, studying, and teaching tennis. As many of you know, it's how I make my living.

That being said, my job is to use tennis to highlight the educational facet of the Summer TEAM program, which includes literacy, life skills, nutrition, fitness, as well as mentoring components.

More importantly, it's my job to wrap them into one comprehensive curriculum with individualized lesson plans for each day. Luckily, I have an advantage over many curriculum developers in that I have been a teacher for 30 years; I understand the conceptual versus practical aspects of making a lesson plan.

Once the lesson plans are finished the actual work begins – making the written

words come alive by training and educating the instructors and mentors who will be delivering our product.

Not to sound overdramatic, but this is where the rubber meets the road because without the proper teacher all of the other stuff means nothing.

Study after study shows that children enjoy their teachers more than they initially enjoy the activity, proving once again what a powerful role tutors and mentors have in the lives of the people they touch. Without them the lesson plans aren't worth more than the paper that they're printed on.

A lot of good things came from our Ford Foundation partnership. Obviously, the money and publicity allowed MTEF to serve more people as well as build much needed exposure. More importantly, it made me realize that accountability and measurements were an integral part of programming. The feel-good stories of success are great and still important, but there must be documented results to go with them.

Until recently, MTEF was missing the most important piece of the puzzle – measurements and testing. In my early years with the foundation, I (Continued on Page 6)



Mary Fran Cahill
Stan Smith helps a youngster with his backhand at the 2007 NJTL Rally.

Top of the Line

Smith Set to Headline Pro-Am, Rally

Returning after a two-year hiatus, tennis legend Stan Smith again will take the starring role in MTEF's 2010 NJTL Kids' Day Weekend July 23 and 24.

Smith is known not only for his domination of tennis in the 1970s but also his superb sportsmanship and courtesy both on and off the court. His career included 39 singles and 611 doubles titles including the US Open in 1971 and Wimbledon in 1972. Smith was inducted into the International Tennis Hall of Fame in 1987.

The busy weekend will kick off Friday, July 23 with the High Performance Junior Clinic. Friday evening will feature MTEF's 5th Annual NJTL Pro-Am and Reception. The schedule continues Saturday with the morning Super Saturday session for Milwaukee Country Club members and their guests and the afternoon NJTL Kid's Day Rally at Milwaukee's Merrill Park. In formation on the individual events is found below.

High Performance Junior Clinic

*Milwaukee Country Club
8000 N. Range Line Road, River Hills
Friday, July 23, 11 a.m. to 2 p.m.*

The High Performance Junior Clinic is open only to junior players who are state, section or nationally ranked competitors. Enrollment is limited to 24 participants.

The clinic is presented by MTEF, Milwaukee Country Club and Prince.

Smith will be the lead instructor, assisted by some of the Milwaukee area's top USPTA professionals and coaches. The tax-deductible entry fee is \$75, which includes a T-shirt autographed by Smith and Jensen. All proceeds will go to MTEF's Summer Tennis & Reading Program.

Advance registration is required. To register, download an entry form from www.mtef.com and follow the instructions on the form.

5th Annual NJTL Pro-Am & Reception

*Milwaukee Country Club
Friday, July 23, 5 to 9 p.m.*

One of MTEF's two major fund-raisers of the year, the Pro-Am & Reception will pair 14 amateur players with 14 pros, including Smith.

Reception attendees will be able to savor cocktails, sample bountiful hors d'oeuvres and indulge in delicious desserts while watching the action from courtside.

Sponsored by Prince and Milwaukee Country Club and presented by Morgan Stanley Smith Barney/Frank and Kathleen Thometz, the Pro-Am is designed to raise money for MTEF's TEAM program and to highlight recent TEAM accomplishments and the Saturday Arthur Ashe Kid's Day Rally.

The Pro-Am entry fee is \$500 per player. Tickets to the reception are \$75 per person or \$140 per couple. Corporate court sponsorships are available for \$125 (company must supply its own banner).

Advance registration is required. To register, download a registration form from www.mtef.com and follow the directions on the form. Or send a check, payable to MTEF, along with your name and those of any guests, to Jay Massart, W131-N8808 Country Club Drive, Menomonee Falls, WI 53051.

Super Saturday

*Milwaukee Country Club
Saturday, July 24, 8:30 a.m. to 12:30 p.m.*

Super Saturday is a clinic for members of Milwaukee Country Club and their guests. It will include instruction for both juniors and adults from top-tier pros including Smith and Jensen, along with an opportunity to try the latest in racquet and shoe technology from Prince. There also will be a chance to win some great prizes.

The entry fee is \$55 per participant.

Advance registration is required. To register, download an entry form from www.mtef.com and follow the instructions on the form.

Super Saturday is sponsored by Prince, Morgan Stanley Smith Barney and Miller-Coors. *(Continued on next page)*



Mary Fran Cahill
Amateur competitor Alex Jesse launches a serve at the 2009 NJTL Pro-Am.



Terrie Christensen

The 2009 NJTL Kids' Day Rally drew more than 300 youngsters and 67 volunteer staff to Milwaukee's Merrill Park.

Popular Rally Draws Hundreds to Merrill Park

NJTL Kids' Day Rally
Merrill Park
 461 N. 35th St.

The NJTL Kid's Day Rally is free to children and adults of all ages and abilities.

The fun-filled afternoon will feature both on-court and off-court activities as well as appearances by local dignitaries

and business leaders.

Smith, the lead instructor, will be assisted by some of the area's top USPTA coaches and professionals.

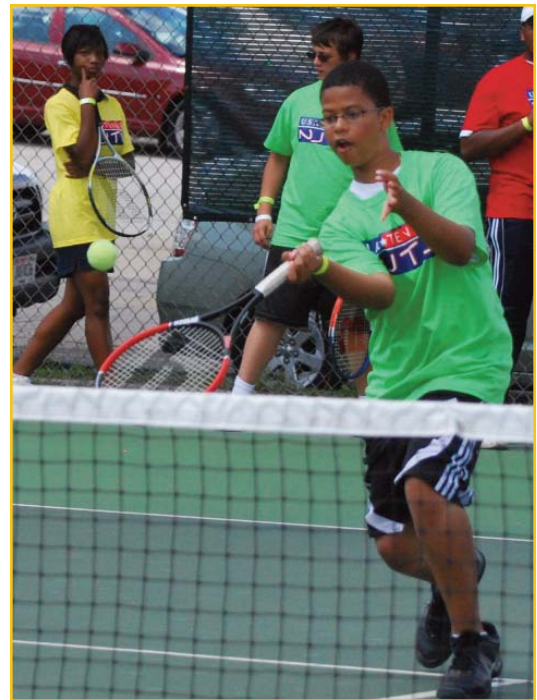
All participants will enjoy not only tennis but also lunch, refreshments and a commemorative T-shirt, which will be available in several colors.

The rally, which is expected to draw as

many as 350 children, is presented by MTEF, the USTA and Prince.

To register, download a registration form from www.mtef.com and follow the instructions on the form.

If you have any questions about any of the weekend's events, call Jay Massart at (414) 362-5263 or e-mail him at jaymassart@wi.rr.com.



Mary Fran Cahill

Above: The rally offers lots of on-court time for youngsters to hone their tennis skills. **Top left:** Parents, even grandparents come to watch their young family members play at the NJTL Rally. **Bottom far left:** Lunch is always fun. **Left:** Once finished, this pretty pot was destined to be raffled at the 2009 Tennis Ball.



Volunteers replant and spread mulch in the center of Sherman Park's circle drive.



Many Hands Make Light Work

Volunteers Turn Sherman Park into Neighborhood Jewel



Linda Pullen Agee, a Sherman Park resident, repaints a picnic table.

With more than 125 volunteers swarming the park armed with shovels, trowels, rakes, sanders, paint brushes and paint rollers Sherman Park Day IV on June 5 proved to be the epitome of the old saying “many hands make light work.”

Within a morning, the park's drab winter garb was transformed into a landscape sparkling with color and springtime energy – a neighborhood jewel.

Tables and benches were sanded down and repainted. The tennis and basketball courts were washed with fire hoses, courtesy of the Milwaukee Fire Department's Engine Co. 34. New wind-screens were installed around the tennis courts and new nets on the basketball courts. Flowers and plants were added not only in the center of the park's circle drive, but also around the Mary Ryan Boys & Girls Club and in beds *(Continued on Page 6)*



J.R. Calloway, president of Wisconsin Leaders, finishes up sanding a table.



Bonnie Andrews, director of the Volunteer Center of Greater Milwaukee, helps with planting the center of the circle drive.



Mary Fran Cahill Photos

A group, including MTEF Executive Director Jay Massart (left on ladder), installs a new wind screen on one of the Sherman Park tennis courts, still damp from its hosing down by the crew of the Milwaukee Fire Department's Engine Co. 34.



Mary Fran Cahill

Steve Allen (from left), Bryce Osborn and Crystal Miller separate ties used to mount windscreens on the tennis courts. The three were part of a volunteer group from the Church of Jesus Christ of Latter Day Saints. **Right:** Jim McCormack, chairman and CEO of Diversified Insurance Services, tends a grill filled with bratwurst.



Volunteers Spruce Up Sherman Park

(from Page 5) elsewhere in the park.

“This could be our earliest finish yet,” said Jim McCormack, chairman and CEO of Diversified Insurance Services, as he tended a large grill filled with bratwurst to feed the hungry volunteers once the work of spiffing up the park was done.

“It’s only 10 o’clock and we are almost ready for lunch,” he said as he turned a sausage.

In part, McCormack said, the task was easier now than when Diversified started Sherman Park Day as a company community service project to mark its 25th Anniversary in 2007.

“When we arrived today, he said, “the park was in better shape than when we left the first couple of times.”

In the intervening years, he said, the park staff has taken a greater role in maintaining the grounds and neighborhood residents have developed a real pride of ownership.

“This is the biggest thing we do,” McCormick said of the annual event. “We also provide Christmas presents to children with MS, but this is the event our associates most look forward to. It’s a chance for them to get together and have some fun.”

Bonnie Andrews, director of the Volunteer Center of Greater

Milwaukee, who suggested the project to Diversified in 2007, was among those engaged in planting the flower bed in the center of the park’s circle drive.

“It is satisfying,” she said, “that four years later the system is still in place.”

For Sherman Park Day IV, Diversified employees were joined by volunteers from the Milwaukee Tennis & Education Foundation, the Mary Ryan Boys & Girls Club, the Sherman Park Community Association, the Volunteer Center of Greater Milwaukee and Wheaton Franciscan Healthcare.

Many neighborhood residents also turned out to help. So did a group young people from the Church of Jesus Christ of Latter Day Saints, who said they learned about Sherman Park Day IV from a volunteer web site.

Also represented was the Wisconsin Leaders, a group that, according to its president J.R. Calloway, engages young people in community service “before it is court ordered.”

Diversified, Lowes and David J. Frank Landscape Contracting, Inc. underwrote the cost of most of the materials and the food served to volunteers.

Testing Will Provide Proof MTEF Is Making a Difference

(From Page 2) often became frustrated when a potential funder would ask me to prove that our programming was making a difference. In my heart I knew it was but proving it was much more difficult than I ever imagined.

The Ford Foundation initiative required each city to prove that their plan was viable, so with the help of a group of consultants from the USTA, we put together the “list of thirty-seven,” which amounted to a series of tests (metrics) based on four core programming areas – academics, tennis, fitness and nutrition, and life skills

(attitude).

As we begin our second year of implementing the “list of thirty-seven” you should expect to see correlations between our programming and more successful children, both on and off the court, and most importantly in life.

That leads me to my final question, “where was MTEF when I was a kid?” While I was lucky enough to be blessed with a childhood full of opportunities, I sure could have used the vast array of program opportunities that MTEF now provides.



Mary Fran Cahill

Instructor Ryan Duescher drills a group of girls at Kosciuszko Park last summer. **Right:** Tutor Stephanie Wegner discusses a TEAM participant's Arthur Ashe Essay entry with him.



Break Out Time

Summer TEAM Program Offers Enhanced Programming

Building on the momentum and successes of 2009, the 2010 Summer TEAM program is off and running for what looks to be a break-out summer.

Two former sites will be back into the mix along with an extra week of programming, which will enhance this summer's offerings; all this is the result of good financial management by the MTEF leadership team.

MTEF has continued to refine and improve on past programs by constantly striving to improve each summer program.

Here's a look by the numbers for this summer:

- The Summer TEAM program runs for seven weeks, five days a week, seven hours a day, starting June 21 and finishing August 6.
- Participation is open to all children ages 9-18 who submit a year-end report card to MTEF. First Serve students are required to participate if they want to be part of the 2010-11 First Serve program.
- Partnerships with Milwaukee Public Schools Division of Recreation and Community Services and Milwaukee County Parks allow MTEF to use all summer courts free of charge. This is an in-kind donation of approximately \$7,400 worth of court time.
- The program consists of four sites – Sherman Park, Merrill Park, Kosciuszko Park and Custer High School.
- The registration numbers at each site vary greatly with Sherman being far and away the most popular site with a weekly average attendance of 65 participants. Custer is averaging 34 participants per week; Merrill is averaging 32 players per week. Kosciuszko's numbers fluctuate daily because it is a combination of three distinct programs – Milwaukee Christian Center, Summit, and the community TEAM program. With all three programs included Kosciuszko is averaging 70 participants per week.

- Sherman and Merrill Park are all-day sites running from 9a.m. - 4p.m. daily. Free lunch is available to all participants. Kosciuszko and Custer High School are half-day sites. Kosciuszko operates from 9a.m. - noon and Custer from 1 - 4p.m. daily.

- A partnership with Milwaukee Christian Center and Summit account for approximately 150 children at the Kosciuszko Park location.

- Each site has a site director who is responsible for the overall performance of that site. The directors are: Amber Birkett, Merrill Park; Jerry Westmorland, Kosciuszko Park; Seth Pamperin, Custer High School and Rashad Grace, Sherman Park.

- Each site will use the Summer TEAM curriculum which consists of five individualized curricula – First Serve Life-Skill Development, literacy, tennis, nutrition and health, and fitness. The overall curriculum consists of 35 separate lesson plans, one for each program day.

- The summer staff consists of 17 tennis instructors, 9 literacy/nutrition tutors, 5 fitness trainers, and 4 life-skill coordinators.

- To-date, 16 volunteers have signed up to teach tennis or tutor children with 13 coming from the University School of Milwaukee.

- Fresh fruit is delivered daily to all four sites as part of the nutrition curriculum.

- A partnership with St. Joseph's Hospital resulted in securing Trish Meyers, a physical therapist, who will speak to the Sherman Park participants about fitness, stretching and body mechanics.

- The two full-day sites, Sherman and Merrill, offer weekly competitive play in the form of USTA Jr. Team Tennis (JTT). This year, MTEF will have five JTT teams, our best ever. Sherman Park (Continued on Page 8)

Changes Enhance MTEF's Summer Programming

(From Page 7) will have three teams – 14-and- under major division, 12-and- under minor division, and a 10-and- under major division. Merrill Park will offer two teams – 14-and- under minor, and 12-and-under minor.

- The number of children who play junior tournaments has risen dramatically in the last year to the point where more than 50 players now compete in either the USPTA Rookie Tour and USTA sanction tournaments.

- The literacy component includes the Arthur Ashe Essay Contest, a mandatory contest that is graded for rubric scores by MTEF tutors. Participants' essays are submitted to the Participants' essays are submitted to the USTA as part of a national contest.

- First Serve life skills will be taught at all four sites using the First Serve curriculum.

- The nutrition curriculum is the result of a partnership between Wheaton Franciscan Healthcare (WFHC) and MTEF where St. Joseph's has provided a community nurse, Jenny Ovide, who has expertise in nutrition. WFHC is providing \$14,000 worth of in-kind time and resources for this innovative nutri-

tion component.

- Children will be tested on the following fitness activities: sit and reach, number of sit-ups in 60 seconds, number of push-ups in 60 seconds, vertical jump, 20-yard dash, spider run, sideways shuffle, hexagon test, and the 1.5 mile run.

- In order to show that the children are improving their tennis skills, they are tested on how many shots they get in the court out of 20 chances in the following categories: forehand ground strokes, backhand ground strokes, forehand and backhand alternate feeds, forehand volleys, backhand volleys, alternate volleys, overheads, and serves.

- To enhance the quality of programming at each site, something MTEF strives to do each year, A.J. Klotsche has been hired as the Summer TEAM program coordinator. He will conduct site visits to assist in the delivery of programming and in the oversight of staff. In addition, Klotsche will be responsible for making sure that each child completes all necessary testing.

MTEF looks forward to a successful year, one in which we will be expanding our sites and improving the quality of our services.

Gifts and Grants

Grants

Boys and Girls Clubs of Greater Milwaukee
Bradley Foundation
Midwest Youth & Tennis Foundation
Milwaukee Public Schools
Service Club of Milwaukee
United States Tennis Association
University of Wisconsin-Milwaukee
Wisconsin Tennis Association

Corporate Gifts

Robert W. Baird & Co.
Wells Fargo Foundation

Individual Gifts

Brady Corporation Foundation
Laurie and Chris Covert
Jeff and Cindy Davis
Gretchen Durkin
Pat and Ralph Felton
Dale and Jan Fritz
Terry and Holly Hoy
Allan and Mary Klotsche
Joe and Nancy Lucas
Milwaukee Golf Charities
John and Laura Peck
Robert and Judy Scott
John and Sarah Weitzer
Western Racquet Club

2009 Friends Campaign

Craig Adelman
Robert Auxer
Robert W. Baird & Co
John and Janet Beck
Jody Bronson
Paul and Ruth Ann Bronson
Bruce and Julie Buchanan
Shiv Kumar Bhupathi
Deborah Burgess
Kathleen Burke
Century Fence
Chapman Foundation
James and Penelope Deshur
Donna Drosner
David and Laura Epstein
David and Susie Fondrie
Jeffrey and Vanessa Foran
David J. and Jane Frank
Susan Freeman
Michael and Elizabeth Hayes
Jodi and Alan Holman
James and Maria Janicki
Jewish Community Foundation
Fred and Susie Kasten
Nancy Kaump
Krause Family Foundation
Bill and Christie Krugler
Mary Lacy
Michael and Linda Levey

James and Karen Lloyd
Todd and Linda MacKay
Barry and Eileen Mandel
Mary Kay Mark and Brian Sikorski
Mark and Cynthia Mason
David and Patricia Massart
Glorianne Mather
Steven and Ruth McGuire
John and Cheryl Miller
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Henrik and Barbara Moe
Morgan Stanley Smith Barney
Kenneth and Elizabeth Nowakowski
Christopher and Anne Noyes
Daniel and Elizabeth O'Connell
John Ogden
Jamie Ruvalcaba and Kathleen Ostrenga
Dave and Mindy Pelisek
Barbara and Frederick Quilling
William and Wendy Randall
Marion and Verne Read
Tom and Trudi Roesch
David and Sarah Sinense
Frank and Kathleen Thometz
Carl and Nancy Trimble
Rick Vetter
Fred and Anne Vogel
William and Deborah Walker
James and Julie Winston
Michael and Susan Woods

Leading the Way

MTEF's First Serve Participants Set the Pace Among 32 Chapters

The First Serve class of 2010 performed at record levels this program year in comparison to their counterparts at the other 31 First Serve chapters throughout the US. This year's class included three curriculum levels (Game, Set, Match) for the first time since MTEF became a First Serve chapter in 2007. The First Serve program has two separate components – a life skill curriculum and a national student athlete competition.

MTEF's group of 30 First Serve students includes 12 Game participants, 14 Set participants, and 4 Match participants. Four trained life-skills coaches delivered 87 hours of life-skill development work over the course of the school year in both on-court and classroom settings. Students took chapter-ending quizzes and kept notes in a playbook throughout the school year.

The national student athlete competition is a yearlong points-based competition for First Serve students in grades 5-10. Students receive points based on school report cards, USTA Jr. Team Tennis (JTT) matches and tennis tournament results during the competition year. At the end of the year, the male and female student with the most points each win a \$5,000 college scholarship and the title of "First Serve Student Athlete of the Year." This year's winners also will receive an all-expense paid trip to the US Open and the opportunity to meet Roger Federer, Rafael Nadal, and Venus Williams.

Two major changes were made to the 2010 First Serve program in order to enhance each child's overall experience. Individual academic and tennis plans were introduced with emphasis on goal setting, and tennis excellence was stressed by implementing a new tennis competition-based curriculum and private lesson instruction.

Public Ally Kenneth Sykes became the First Serve academic coordinator and as-



Laura Miller

During a drill, Cedric Armstrong, a First Serve participant, prepares to hit a backhand.

sisted in implementing the academic curriculum and collecting data. In addition, he was responsible for contacting parents and school teachers in order to better assist each child in reaching their academic goals.

A quarterly academic and tennis plan was developed for each participant and then discussed with both the parent and the child, who assisted in tennis, academic, and life skill goal setting. Each student's First Serve plan was then handed out during all tutoring sessions to reinforce goals and objectives to both the student and his tutor.

The second change was an added emphasis on tennis improvement and excellence. To do this, class sizes were reduced, more instructors were added, private lessons were offered, and Jr. Team Tennis and tournament play was increased. A new and improved curriculum was added as was a head instructor with high-performance

coaching experience.

The First Serve chapter tennis results were staggering. The 32 First Serve chapters played a total of 1,307 JTT/junior tournaments, with MTEF playing 500, accounting for 39% of all tournament participation. MTEF's 500 tournaments outdistanced the next closest chapter by 300.

In addition to MTEF's overall chapter success in the First Serve network, a record number of individual participants have cracked the Top 50 in the First Serve national student athlete competition. Eleven MTEF children are currently in the Top 50 with four in the top 10 and three currently in the top five.

Last year's runner-up in the Girls Middle School division, Charlee Goodman, currently is in first place with 5,010 points, 50 points ahead of her nearest competitor. Newcomer Rhamses Lo sits in third place in the Boys Middle School division with 5,020 points, 50 points behind Jinjie Ling of the Zina Garrison Academy in Houston, TX.

Both Charlee and Rhamses have earned 12 straight As in this current academic year, one in each respective quarter in the four core subjects – science, English, math, and history. Charlee has seven consecutive quarters of straight A's, dating back to the 2008-2009 competition.

The student athlete competition is weighed heavily in favor of academics with each A equaling 400 points, compared to 10 points for a JTT match or junior tournament. A player winning a tournament receives 50 points.

MTEF never had a player win a tennis tournament until this spring when Asia Butler won two 14-and-under events. Kerby Vargas and Elijah Johnson followed shortly afterward with wins at the Mequon Elite Rookie tournament.

The 2009-2010 First Serve student athlete competition ends at 5 p.m. August 11. Results are posted weekly at www.first-serve.com.

Charlee Goodman Adds Another Honor to Her Resume: NJTL Leadership Camp

At first glance Charlee Goodman is a lot like your average teenager, who enjoys music, sleeping late, shopping, and hanging out with friends. Dig a little deeper and one realizes that there is nothing average about Goodman. Quite the opposite actually!

To say that Goodman is on a hot streak is like saying that Roger Federer has had a pretty good tennis career.

Last year, Goodman came in third place in the First Serve National Student Athlete Competition in the girls' middle school division (*see related article on Page 9*). She won a \$1,000 college scholarship and a year-round membership to Elite Sports Clubs for her efforts.

In June, Goodman was selected to attend the USTA's NJTL Tennis Leadership Camp July 19-25 in Atlanta, GA.

Goodman was among 40 players selected for an all-expense paid week, to be held at Emory University. The camp is made available to children 12-14, who were affiliated with a registered NJTL chapter, have a Junior National Tennis Rating Program (JNTRP) level of 2.5 to 3.5, a grade point of 2.7 or above, and were recommended by their coach.

"Charlee's application to the leadership camp was recognized



Goodman

immediately, said Dan Limbago, USTA NJTL manager. "Her first place standing in the First Serve Student Athlete Competition gave her instant credibility with the selection committee."

"Charlee started playing tennis two summers ago as part of the Sherman Park program. I can remember vividly how hard it was to convince her to become part of our year-round First Serve program," said Jay Massart, MTEF's executive director.

"In the end it was the Mayor's Cup and Mayor Barrett's speech that convinced her to keep going in tennis. The Mayor told a story about how he passed up an opportunity to play tennis and how much he regretted it later on in life. That made a real impression on Charlee," Massart said.

The leadership camp provides participants with the tennis and social experience of a lifetime. Young players are introduced to character and leadership development, good sportsmanship, physical fitness, proper nutrition and other healthy attitudes.

In addition, campers will have the opportunity to attend an Atlanta Braves baseball game and be special guests at the Atlanta Tennis Championships, an official stop of the Men's ATP tennis tour.

Former Nicolet, Northwestern Tennis Star Lia Moeser Joins MTEF as Director

Lia E. Moeser has been elected to the MTEF board of directors to fill a vacancy left by the retirement of director Mark Garsombke.

She brings a unique combination of tennis and business skills to her role as a board member.

Growing up as Lia Jackson, Moeser was a tennis star both at Nicolet High School and Northwestern University. She also competed as a professional in Women's Tennis Association satellite and challenger tournaments.

A three-year varsity letter winner at Northwestern (1999-2002), she was named NU's most valuable player in 1999 and 2000. She was a top 50 collegiate women's tennis player from 2000-2002.



Moeser

In 2002, she was named the NCAA Woman of the Year, an award that honors an outstanding female student-athlete who has excelled not only in academics, but also in athletics and community leadership.

Moeser now is an attorney specializing in corporate transactions and business law at Whyte Hirschboeck Dudek. She received her J.D. degree from the University of Wisconsin in 2003.

Moeser is a member of a number of professional organizations including the State Bar of Wisconsin, the Illinois State Bar Association, the American Bar Association and the Milwaukee Bar Association as well as an active community service volunteer.

Retiring Directors Played Key Roles in Growth of MTEF

Three members of MTEF's board of directors recently stepped down after many years of service to the organization.

Laurie Covert, who chaired the foundation's community tennis committee, said she and her husband, Chris, are spending more time at their Florida residence, making it difficult to participate at a level that she feels is necessary to be an effective board member.

"Laurie gave MTEF such sound guidance, especially with regard to USTA matters, that we likely won't be able to replace what she brought to our board," said outgoing MTEF President Thomas K. O'Byrne.



Covert



Garsombke



Frank

"She also brought low-key generosity – year after year she provided many of our highest-end auction items and never sought credit."

Mark Garsombke, who served the last two years as MTEF's corporate secretary and David J. Frank cited the press of busi-

ness commitments.

"Often Mark was the rudder for our ship," O'Byrne said. "We'll certainly miss his calm discernment and principled leadership."

Frank joined MTEF at a time of real transition, O'Byrne said. "[He] brought enthusiasm, confidence and common sense to the decisions that led to the MTEF of today."

Current MTEF President Trevor D'Souza also lauded the three.

"We would like to thank Mark, Laurie and David for their many years of service to the foundation and look forward to their continued support of the organization," D'Souza said.

CLC Wellness Initiative Enters Second Year

MTEF's Partnership with MPS Provides Tennis to 1,500 Youngsters at 30 Sites

After a successful first year partnership with the Milwaukee Public Schools Community Learning Center (CLC) program, MTEF will continue to provide tennis instruction to children, ages 6-12, as part of the CLC Wellness initiative that was launched in 2008 to combat the alarming national rise in childhood obesity.

In 2010, the program, which uses the USTA's QuickStart Tennis (QST), is expected to serve approximately 1,500 children at 30 sites. Specially trained MTEF instructors are implementing the highly acclaimed QST, which is a match-play format developed to help young children enjoy the game. It uses smaller equipment and courts, larger and softer tennis balls, simplified scoring and shorter matches.

QST provides basic instruction through a standardized curriculum of age-appropriate gross motor skills development. By the end of the first lesson, children are playing real tennis. They are competing and, most importantly, having fun on the tennis court.

QST is easy to bring into schools and community organizations because of its versatility.

"One of the main reasons that we chose MTEF as our tennis provider was the fact that they were utilizing QuickStart Tennis," said Beth Marie Kurtz, MPS assistant recreation supervisor. "Our CLC facilities are all very different, so we needed a program that could be used in gyms, parking lots, and cafeterias. Fortunately for us, QuickStart Tennis was the perfect solution."

The play-to-learn teaching format of QST helps children develop balance, agility, coordination, conditioning, and reaction time.



CLC instructor Laura Miller gathers with a group of youngsters at the Metcalfe site. MTEF is providing tennis lessons at 30 sites as part of MPS' CLC Wellness Initiative.

"Our kids love the MTEF tennis program", said Rosario Iraci, Fratney Spanish Immersion School's CLC coordinator. "It is so popular that I have registered (Fratney) for spring, summer, and fall sessions of tennis. This is great stuff!"

During the final week at each site a QST tournament is played, giving children the opportunity to demonstrate their physical and competitive skills.

"The tournament is the highlight of the program, said Brant Vogt, one of the QST instructors at Fratney. "Kids talk about it for weeks after the program is over. At the end of the tournament trophies are awarded to the top finishers; this really adds to the excitement and suspense."

"Our CLC tennis program is critical for introducing tennis to children and families in the central-city and vital to MTEF's overall mission," said MTEF Executive Director Jay Massart. "It wasn't that long ago that we wouldn't have been able to offer something like this to the CLCs and other central-city programs and families because the adaptive equipment

and play-based curriculum weren't available. It's almost like QST was developed just for this partnership."

In addition to the session-ending tournament, MTEF has partnered with Prince Sports to provide a free age-appropriate tennis racquet for all participants.

At the conclusion of the QST program, MTEF contacts each participant's parents in order to encourage them to register for one of MTEF summer or after-school programs, making it the perfect feeder system for the foundation's year-round TEAM program and First Serve.

Five Alive

Adult Lesson and League Program Demonstrates Success of Partnership

The Metro Milwaukee Adult Lesson and League Program kicked off its fifth year in May with the continuation of a partnership that includes MTEF, MPS, Milwaukee County Parks, and the USTA – Wisconsin District.

The two-tiered tennis program includes a group lesson and league component that is offered at various public facilities throughout the Milwaukee area.

Group lessons are divided into three six-week-long sessions – spring, summer, and fall. They are held at various schools and parks throughout the Milwaukee area. Adult lessons are designed for people who want to pick up the game or to further develop

their tennis skills. Registration is open to individuals who classify themselves at the beginner level (2.0) through a tournament level (4.0) player.

"Our tennis program is a prime opportunity to get involved. Players will find that the MTEF instructors offer a fun and structured learning environment," said Katie Seitz, MPS adult recreation assistant supervisor. "Every year we get such positive feedback from players!"

The second component of the Metro tennis program is a USTA adult league that utilizes community courts. It relies on a lesson program that provides direct instruction to players. The summer adult league, which

began May 25 and concludes July 29, has four divisions – women's and men's 3.0 and 3.5 levels of play.

Matches, which are held on Tuesdays and Thursdays, are held opposite days of the lesson program to encourage players to participate in both offerings.

"I can't believe how well this league program has been received by people," said Essie Herron, Metro Milwaukee Adult League Coordinator. Herron continued: "When I was approached to run this league, I was cautiously optimistic that it had a chance of succeeding. Now five years later, I'm truly amazed at how much interest there is out there in tennis." (Continued on Page 12)

Happenings

June 21: Summer Tennis & Reading Program begins.

July 23: High Performance Junior Clinic. Milwaukee Country Club. 11 a.m. - 2 p.m.

July 23: 4th Annual NJTL Pro-Am. Milwaukee Country Club, 8000 N. Range Line Road, River Hills. 5p.m. - 9 p.m.

July 24: Super Saturday Clinic. Milwaukee Country Club., 8:30 a.m. - 12:30 p.m.

July 24: 7th Annual NJTL Regional Rally. Merrill Park, N. 35th and W. Michigan Sts. 1:30 - 4:30 p.m.

August 3 to 6: Mayor's Cup Junior Tournament. All day.

August 6: Mayor's Cup Picnic and Awards. Noon.

Sept. 24: 11th Annual MTEF Tennis Ball. Peck Pavilion, Milwaukee County Zoo, 10001 W. Blue Mound Road. 6 p.m. - midnight.

For more information and a complete listing of all MTEF events, please check the calendar on our website, www.mtef.com.



Terrie Christensen

IMTEF instructor Marcel Sain shows Kayleanna Austin and her daughter Vanessa the proper forehand grip during at group lesson at Wick Field.

Lessons and League Set to Expand in Next Year

(From Page 11) MTEF hopes to continue to expand its adult program to 10 sites by 2011. If the program can find more locations with good courts and a lack of tennis programming, MTEF can project continued growth in adult tennis in the Greater Milwaukee metro area.

To inquire about and register for this exciting lesson program contact the MPS Adult Sports Office at (414) 475-8410, or e-mail Katie Seitz at Katie@milwaukeeerecreation.net.

To inquire about league tennis contact Essie Herron at (414) 228-0527 or e-mail her at essie.herron@sbcglobal.net.