



# The Match

Fall 2010

www.mtef.com



## One of a Kind

### 2010 Summer TEAM Program Will Be Something to Remember

**M**TEF's TEAM program had one of those summers that it's tough to duplicate. Besides doubling the size of the program from 2009, there were two unexpected events – a concert and partnership with Usher and his foundation, New Look, and being selected to represent all NJTL's throughout the US at Arthur Ashe Kids' Day via a CBS video presentation.

“Those were two really special moments,” said Jay Massart, MTEF executive director. “First, CBS Sports came here to do a piece on us. Then to have Usher perform a mini-concert for our kids at Summerfest and have the New Look Foundation interested in partner ing with MTEF made this summer memorable.



Mary Fran Cahill  
Geneva Wragg was interviewed by CBS Sports' Jawn Morales at Sherman Park. Other members of the crew were cameraman Mark Borenstein and soundman Matt Mayer.

Never mind that it happened in a 10-day time period.”

The 2010 TEAM program was offered seven hours a day, five days a week for

seven weeks at four strategically located parks throughout Milwaukee. MTEF served 678 participants with 245 hours of comprehensive programming. In addition to tennis instruction, literacy, nutrition, fitness, and life skills were incorporated into each daily lesson plan.

Each one of the daily components was accompanied by a series of 37 measurement tests that were administered twice during the summer.

“Testing the kids really let them know that every aspect of the program was important,” said Rashad Grace, site director at Sherman Park. “In the fitness area alone there were seven separate tests, including the mile-and-a-half run. *Continued on Page 7*

## Priceless Indeed

### Tennis Ball Fulfills Its 2010 Theme

**T**he 12th Annual MTEF Tennis Ball truly lived up to its billing as a “priceless evening.”

Held for the fourth consecutive year at the Milwaukee County Zoo's Peck Pavilion, the event was filled with fun, food and festivities that included cocktails and hors d'oeuvres, a multi-course gourmet dinner and both live and silent auctions. As a finale, ball-goers got their grooves on dancing to the varied beats of the Brew City Horns.

Best of all, the Ball, MTEF's largest fundraiser of the year, brought in more than \$96,000 to help fund the foundation's year round programming.

During the silent auction, guests perused table after table of offerings that included items such as lunch with State Sen. Alberta Darling, tennis lessons from some of the Greater Milwaukee area's top teaching pros, autographed items from *Continued on Page 8*



Mary Fran Cahill  
To close out the evening, Tennis Ball attendees enjoyed dancing to the music of the Brew City Horns.

## Inside

- 2 Executive Director's Report
- 3 First Serve
- 5 NJTL Kids' Day Rally Weekend
- 8 Gifts and Grants
- 11 National NJTL Leadership Camp
- 12 Adult Programming
- 13 Meeting Usher
- 15 CLC Update
- 16 Happenings

## MTEF Officers and Directors

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### Past Presidents

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

### MTEF Staff

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

## New Director

### Thomas W. Parks Joins MTEF Board

Thomas W. Parks was unanimously elected to the MTEF board of directors at the board's Oct. 15 meeting.

A graduate of Michigan State University, he also attended the Wharton Business School at the University of Pennsylvania, where he earned the certified investment management (CIMA) designation.

Parks has more than 29 years of experience in the financial services industry. He is the founder of Parks Consulting Group as well as managing director and an institutional consulting director with Graystone Consulting, a national group dedicated to meeting the complex needs of today's institutional investors.

Among his industry awards was recognition in 2007 and 2008 as one of



Parks

the country's "most successful retirement plan advisors" by *Plan Advisor*, a publication of *Plan Sponsor* magazine. This past February, he was named one of America's Top 1,000 Advisors by *Barron's* magazine. In September, he was recognized by *Registered Rep* magazine as one of the Top 10 outstanding consultants in the US.

Parks has worked with many local non-profit organizations. In addition to MTEF, he currently serves on the boards of the Stacey Elizabeth Mayer Foundation and Figureheads, Inc., both of which are Wisconsin-based.

Parks lives in Mequon with his wife, Susan, and their three children. His interests include tennis, adventure travel, golf and other outdoor-related activities.

## Making a Difference

### Data Collected During Summer Session Show MTEF Programming Has Had an Impact

In my last executive director's report I wrote about how accountability and measurements were an integral part of programming and how MTEF developed the *List of 37*, a series of performance tests based on four core program areas – academics, tennis, fitness and nutrition and attitude.

This list was a by-product of the Ford Foundation's *Community Building Through Tennis Initiative*. That grant provided MTEF with a lot more than just money. It offered technical assistance, some of the best consultants in the youth development field, and the opportunity to test and defend our hypothesis that tennis could transform a community.



Jay Massart  
Executive  
Director's  
Report

Much effort went into selecting a community before we ultimately decided on Sherman Park. With the assistance of the USTA, we visited numerous sites and met with the Mayor's office on multiple occasions. While the process was not easy, time has proven it to be a good decision.

Personally, selecting the Sherman Park Community was somewhat of a homecoming, as I was born in Sherman Park and spent the first nine years of my life there living on N. 52nd St. just west of St. Joseph's Hospital, an area that has subsequently been torn down for a large hospital parking garage.

That was the early '60s, and the community was different back then. The years have not been kind to many parts of this community and at the time of this decision we had zero presence there. Selecting Sherman Park was a gamble, plain and simple.

Fast forward to today and Sherman Park is a better place because of MTEF. Our office is there. The community knows us and has embraced us. Our year-round programming plays an important

role to the many members of the community, both young and old. The number of partnerships we have developed and maintained because of this effort is nothing short of staggering.

But Sherman Park's greatest asset may not be the thousands of children who have come through the program, the numerous partnerships, nor even the technical assistance offered by the USTA and the Ford Foundation.

This initiative reinforced our belief that what we do *does* make a difference. We can provide something to communities that *is* valuable and that *does* matter, and it's *not* just tennis.

Because of this project we have developed a metrics system that tests children in four core areas that we believe are critical to a child's success. While it has taken longer and been harder to implement than originally planned, we now have data that will substantiate what many of us have believed all along – MTEF is an important and vital part of the youth-development landscape in the Milwaukee community.

In the areas of ethnicity, gender, and age, 98% of our participants were minorities; 64% were female, and we served children ages 6-18 years old, with 58% of the kids falling in the 9-12 year old age group. Our program included eight different ethnicities, making it a very diverse group, although 89% were either Hispanic or African American.

Academically, the average GPA of all students was 2.73 on a four point scale. The Hmong children had the highest GPA by ethnicity with a 3.59. Asian children came in at 3.52, followed by Filipino boys and girls at 3.0. Everyone else was in the 2.5+ range. Girls, at 2.84, had a higher GPA than boys (2.72) by .12. Merrill Park had the highest site GPA at 2.92, beating out Summit at 2.86. History was the highest subject at 2.85, followed by English at 2.81. Math ranked as the most difficult subject with *Continued on Page 4*

*“Our goal with the life skills curriculum is to refine, update, and improve. While this is a great curriculum, we can make it even better and the first step is to listen what the people who are currently implementing it are saying.”*

– Dan Limbago

## What’s In a Name?

### A Year of Firsts, Change for First Serve Program

What a year it has been for MTEF’s First Serve program. In January, the USTA bought Florida-based First Serve and made it part of the NJTL network. Then, in August, Charlee Goodman was named as MTEF’s first-ever National Student Athlete Competition winner. Now it has been announced that MTEF was rated the No. 2 First Serve Chapter in the US.

“Purchasing First Serve and incorporating the life-skills curriculum and student athlete competition into the NJTL core program offerings is a move that will help NJTL, its local chapters, and ultimately, thousands of children across the US,” said Barry Ford, USTA director of outreach and advocacy.

“Local chapters all over the country, like Milwaukee, will have the opportunity to use a first-rate life-skills curriculum and be part of the very popular student athlete competition,” Ford said. “This will benefit them, their children and help build the NJTL brand name. About the only thing you won’t see going forward will be the First Serve name.”

MTEF was recently rated the No. 2 NJTL chapter in the country by the USTA among those chapters in the First Serve program. MTEF was one of only four organizations out of 38 to receive the USTA’s four-star rating, the highest rating a chapter can receive.

Local NJTL chapters are rated based on four key areas – retention, academics, tennis, and life skills. Retention, or duration, as it is known in some circles, has long been regarded as the most important factor in the ability to change young lives.

“This program is unique in so far as the standards required of each organiza-

tion are very high,” said Jay Massart, MTEF executive director. “Keeping children year-round for three years is not an easy task, even for the most accomplished organizations.”

The academic component measures each chapter’s ability to collect report cards and develop systems to improve grades in four key areas: math, science, English, and history.

“The beauty of the National Student Athlete Competition is that the emphasis is on grades,” said China Kirk, newly appointed USTA NJTL education manager. “Each chapter really has two responsibilities – to collect report cards, which is difficult in and of itself, but then, and even more importantly, to develop systems to improve students’ grades. That’s where the real challenge is.”

Like retention, participation has been widely regarded as critical when transforming youth, and those in tennis development arena see this as a must for improving skills, competitive results, and ultimately minority collegiate tennis scholarships.

“The most difficult aspect of this competition for us as an organization has been the competitive tennis component,” Massart said. “You have to educate the parents on the importance of this so they see how critical it is and understand what’s expected of them. Then you need a knowledgeable administrator to make it all happen day in and day out.”

The final area affecting a chapter’s rating is the graduation from the First Serve



Mary Fran Cahill

Rhameses Lo looks on as Charlee Goodman approaches the podium after being introduced as a speaker by the USTA’s Barry Ford. Goodman won a \$5,000 college scholarship for placing first in the girls’ middle school division of the National Student Athlete Competition. Lo came in third nationally in the boys’ middle school division of the NSAC.

Life Skills curriculum of those children in the program. The curriculum, regarded as one of the most comprehensive in the youth sports industry, has three levels – Game, Set and Match – each of which takes one school year to complete and each of which addresses a different set of life skills. Each unit has a variety of different on and off-court activities.

Students participate in a “challenge” at the end of the level to demonstrate what they have learned about the six focal life skills. Each level culminates with a graduation to the ensuing level, while chapters receive credit for each child’s graduation.

“Our goal with the life skills curriculum is to refine, update, and improve,” stated Dan Limbago, USTA’s NJTL national manager. “While this is a great curriculum, we can make it even better and the first step is to listen what the people who are currently implementing it are saying.”

While MTEF

Continued on Page 4

## Keeping Track

### Data on Attendance, Fitness, Grades Accumulated During Summer TEAM Session

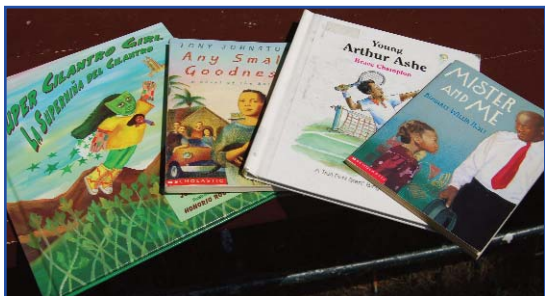
From Page 2 a 2.73 GPA.

Our year-round First Serve children had an overall GPA of 3.37, .64 higher than the rest of the MTEF participants. They scored highest in history and science at 3.38 and lowest in English at 3.35. Their collective GPA was 10% higher than in 2008-2009, when they averaged a 3.06.

Nutrition and fitness has been the biggest addition to our curriculum in the last two years as we have implemented nine tennis-specific fitness tests and a comprehensive nutrition curriculum with the goal of developing healthier children.

The BMI average was 20.86, right in the middle of the normal weight guidelines of 18.5-24.9. The lowest BMI by ethnicity were Asian children at 16.77, and the highest were Filipino children at 25.08. The only other race to be above a 22 BMI was American Indian at 22.47. As expected, girls, at 20.99, had a higher BMI than boys at 20.63.

As a young boy my parents instilled in me the importance of



These are just a few of the books that were available for the reading program at Sherman Park during the summer session. More books, for all reading levels are always needed at all TEAM program sites.

never quitting. "Keep showing up," they would say, "everything will work out as long as you try." Showing up is the first step in never quitting, some-

thing that we're trying to instill in every child we teach.

Attendance is important because it shows how much kids like the program, which is a direct reflection on programming and staff. Even with the addition of two more sites, average daily attendance was 76.53%, an increase of 4.53% from last year, and an increase of 33.53% from 2008.

I could go on and on, but there's only so much space in this newsletter. While this metrics system is new and we haven't fully been able to wrap our arms around it, it is an important step in MTEF's development because it makes us accountable to you, the people who support and believe in us, and who knows, maybe we'll pick up a few new fans along the way.



Mary Fran Cahill Photos  
Genea Wragg put all her energy into a shot during a drill at Sherman Park.

## Beating Expectations

### MTEF Youngsters Make Big Mark on JTT's National Competitive Map

From Page 3 fared well in all areas of assessment, it stood out in an area that surprised everyone – competitive tennis competition. MTEF participants played 588 JTT matches and tournaments, the most of any chapter in the US. This accounted for 41% of all national First Serve participation in the competitive play category – a whopping 399 more matches than the second-place chapter.

"If someone would have told us that Milwaukee would be far and away the No. 1 chapter in the competitive tennis category before this year began I would have said no way," Limbago said. "The perception people have is that you need to be in a warm weather climate to accomplish what MTEF did. I guess they proved all of the experts wrong."

The 2010-2011 program is MTEF's largest yet, with 40 participants. The program, held Fridays and Sundays at Mar-

quette University, includes bi-monthly JTT matches at Moorland Indoor Tennis Center in New Berlin.

"The key to this program is our friends at Marquette. Without their help we wouldn't be where we are today," Massart said.

MTEF always is looking for volunteers to assist in tutoring on Sundays from 12-3pm at Marquette University's Cramer Hall, across from the Helfaer Tennis Stadium and



Mary Fran Cahill  
Jay Massart (center), MTEF's executive director hands out racquets to TEAM participants as they prepare to head out to JTT matches from Sherman Park

Recreation Center, 525 N. 16th St. Anyone interested in volunteering should contact Jay Massart at [jaymassart@wi.rr.com](mailto:jaymassart@wi.rr.com).

## Weather or Not

### Record Rains Could Not Dampen Rally Weekend Fun

**W**hat do you do when Mother Nature unleashes a whammy on your outdoor events?

If you're MTEF, you scurry quickly to find dry indoor spaces to accommodate your activities and never drop a step.

That's exactly what happened July 23 when, after record rainfalls the night before, the NJTL Kids' Day Rally and the Pro-Am & Reception were threatened by another round of vicious weather.

Thanks to the help of Moorland Indoor Tennis Center, Elite Sports Clubs and Milwaukee Country Club, both events came off without a hitch. The rally, which despite the brooding skies, drew nearly 250 participants, found a home at Moorland. Elite owners Kay and Richard Yuspeh, graciously welcomed the Pro-Am to their spacious and newly renovated facility in Mequon. And Milwaukee Country Club made sure the reception repast was just as spectacular as ever.

The thought of 250 eager kids crowding into an indoor facility initiated some worries, which proved to be unnecessary. The noise level seemed decades of decibels above that of the outdoor years, but what might one expect with any group of excited youngsters? The children engaged in both on- and off-court activities just as happily and enthusiastically as ever – tennis drills and games, art projects and, of course, the always-anticipated sub-sandwich lunch.

The setting for the Pro-Am & Reception proved exquisite with plenty of room and, in this writer's opinion, the best indoor-court viewing of the tennis action of any facility in the state. And, talk about timing, the area had been completed

only the day before the event.

Best of all, Stan Smith, who had spent most of the day in the Atlanta (GA) airport dealing with cancelled flight after cancelled flight, made it in time to headline the tennis action, which included the first two TEAM Program participants ever to play in the event – Asia Butler and Kerby Vargas.

Others on the amateur roster were Aly and Danny Coran, Jeff Davis, Alex Jesse, Sam and Sophie Lillie, Tom Long, Jean Stevens, Alex and Jay Sykes, and Nina Vitek.

The pros, led by Smith, were Jeff and Jordan Aranda, Billy Bertha, Jason Caspers, Scott Comehls, Timon Corwin, Michael Dierberger, Patrick Dwyer, Marty and Mark Goldin and Brian Mikkelson.

When it was over, Dierberger and Mikkelson took home the No. 1 and 2 trophies for the pro while Jesse and Alex Sykes were the winner and runnerup for the amateurs.

The event raised about \$16,000 for MTEF programming.



Mary Fran Cahill

Stan Smith gives Asia Butler advice during the 5th Annual MTEF Pro-Am.



Mary Fran Cahill

Balls and racquets moved at blurring speed at the 2010 MTEF Pro-Am and Reception. From left are competitors Kerby Vargas, Aly Coran and Marty Goldin. (More pictures on Page 6)



## 2010 NJTL Kids' Day Weekend



The 2010 MTEF NJTL Kids' Day Rally drew this colorful crowd of children and volunteer staff to the Moorland Park Indoor Tennis Center on July 23. About 250 youngsters enjoyed a variety of on-court and off-court activities during the afternoon event.



### Rally 'Round

#### *Indoors or Out, Annual Rally Is a Big Hit*

It didn't make a bit of difference to the youngsters attending MTEF's NJTL Kids' Day Rally on July 23 that the weather had forced the afternoon's activities indoors.

The drills, games, art projects and, of course, lunch were undertaken with the same level of enthusiasm as they would have been at Milwaukee's Merrill Park, the usual venue.



Mary Fran Cahill Photos

Sub sandwiches are always popular with the young attendees.

This group of children was intent on their task – painting a flower pot that eventually would be auctioned at the 12th Annual MTEF Tennis Ball.



Selecting just the right size and color T-shirt is always an important task for kids attending the rally.



A girl prepares to take a swing at the ball during one of the many drills that were part of the rally program.

# TEAM Data Indicate MTEF Programming Is on the Right Track

**From Page 1** Whether it's mentally or physically, we were always challenging the players, and I think they appreciated that."

Acceptance into this summer's program required that each parent submit their child's year-end report card, a process first implemented in 2008 to eliminate registration no-shows. MTEF is now tracking grades.

"Requiring report cards really served two purposes," said Gloria Roschke, MTEF's academic coordinator. "It showed a greater commitment from the parents, and it also provided key academic information about each participant. With this, we were able to make adjustments in our lesson plans, which really helped us zero in on specific educational topics."

To facilitate match play, six Jr. Team Tennis teams were formed at Merrill and Sherman parks giving 58 juniors the opportunity to travel as a team and compete weekly against players from suburban teams.

"I'm proud that we've been able to develop strong tournament players at Merrill and Sherman. Now we've got to get our other sites up to that level," Massart said. "There's no reason we can't have the same kind of success at our other sites. That will be a point of emphasis for 2011."

MTEF tackled the childhood obesity issue in 2009 through a partnership with Wheaton Franciscan Healthcare- St. Joseph's Hospital, which resulted in daily programs that addressed how participants can achieve a goal of adopting a healthy lifestyle. The partnership continued this

summer with a refined and improved curriculum again headed by community health nurse Jenny Ovide.

"We wanted to design a curriculum to teach children the importance of fitness and nutrition with a well balanced agenda of exercise, healthy food choices, and ways to combat childhood obesity," said Ovide. "Providing fruit daily at all four sites really showed the kids that we were committed to healthy eating, which, in turn, reinforced the concept of a healthy lifestyle through nutrition and fitness. 2009 was a good start, this year was better, but by taking what we've learned and implementing it, 2011 is really going to be something. I've already started

were: Rashad Grace – Sherman Park; Amber Birkett – Merrill Park; Seth Pamperin – Custer High School; Jerry Westmoorland – Kosciuszko Park.

- Of the 678 children in the Summer TEAM program, MTEF was able to record a sufficient amount of information on 434 of them, or 64%.

- The average age of our participants was 9.7 years old, with only 30 kids 15 to 18 years old.

- As in the previous three years, there were more girls than boys - 66% girls compared to 44% boys.

- The ethnic breakdown of the participants was: African American 47%, Hispanic 42%, Mixed 6%; Caucasian 2%, Hmong 1%, other 2%.

- Free lunch was provided for participants at the full-day sites by the Social Development Commission and the Salvation Army. In all, 3,543 lunches were provided at Sherman and Merrill Park.

- All participants were given a free piece of fruit twice daily for the seven weeks. A partnership with Pick n' Save provided 15 cases of bananas and oranges per week, totaling 1,200 pieces of fruit per week, or 8,400 pieces for the entire seven weeks.

- The top three priorities of JTT were: 1) to provide match play, 2) introduce central-city children to suburban children,

and 3) dispel the perception that Sherman and Merrill Parks are not safe.

- A partnership with the Milwaukee County Parks and Milwaukee Department of Recreation provided 4,500 hours of free court time, saving MTEF \$22,500 in court costs.



Mary Fran Cahill

Youngsters from MTEF's Summer Tennis & Reading program enjoyed lunch on the lawn at Sherman Park while discussing the foods they were eating and keeping track of the nutritional values.

making the changes"

Although summer maybe little more than a distant memory seasonally, here are some of the significant facts and figures that are worth remembering.

- Three of the four site directors were first time employees. The four site directors

## MTEF Hires Coordinator to Oversee TEAM's Education Aspect

**M**TEF has hired Gloria Roschke as its academic coordinator.

Born in Texas, Roschke has spent most of her life in Milwaukee. She is a graduate of Brookfield East High School and the University of Wisconsin – Milwaukee where she earned a bachelor's degree in elementary education with minors in math and social studies.

Roschke currently is a seventh grade teacher at the Milwaukee Academy of Science, a charter school on Milwaukee's North Side.



Roschke

Roschke is married and has two children – a 4-year-old daughter and a 9-month-old son.

She began working with MTEF during the summer.

"I was drawn to this organization after reading about the amazing work they do with our city's youth," Roschke wrote in a short bio. "I was especially impressed to see the number of children that MTEF has touched over the years. ...I feel extremely privileged to join such a well-respected organization and look forward to the journey ahead."



Mary Fran Cahill

**Left:** Fashions ranged from short to long. **Above:** Maureen and Trevor D'Souza chatted with Jay Massart and Rachel Neal, executive director of the New Look Foundation's Milwaukee chapter. **Right:** Richard Yuspeh (left) enjoyed spending time with Denny Schackter and Patti Lock.

**From Page 1** Agassi, Maria Sharapova and the Bryan brothers), landscape packages, artworks, Harley gear and even some more practical items such as a pressure washer and a security system installation. Also up for bids were tickets to athletic events, symphony concerts, golf outings and gift certificates to some of Milwaukee's finest dining establishments.

As in the past, Shully's Catering & Events came up with a menu to savor – from the squash bisque soup and roasted beet salad to the lemon mousse gratin with raspberries, pear sauce and blackberry drizzle. Betwixt appetizer and dessert, ball-goers could choose from a “twin entrée” (braised beef with Borolo red wine sauce and panko-crusted tilapia with whole-grain

mustard sauce) or a vegetarian option.

Barry Ford, USTA director of outreach and advocacy, was on hand to review MTEF's many accomplishments as a top-level NJTL chapter. He also presented a \$5,000 college scholarship to Charlee Goodman, who took first place in the girls' middle school division of the National Student Athlete Competition.

Emcee Steve (The Homer) True conducted the live auction with his usual humor and high-level enthusiasm, ramping up the bidding on items that included an opportunity to visit the ESPN radio studio during one of his broadcasts. Several 2011 US Open packages also were on the block along with a Napa Valley tour for two, a week's stay at a luxurious Florida vacation

home and a trip to Las Vegas for the 2011 Andre Agassi Grand Slam for Children.

After the auction, True opened up his own grab bag of items, which included a vintage tennis racquet allegedly used by Roy Emerson.

When the bidding lagged, True was joined on stage by presenting sponsor Toby Crabel as the two urged bidders to up the ante.

Then it was time for the music! With their “something for everyone” repertoire, the Brew City Horns did not disappoint.

And, as usual, the Humboldt's penguins were standing by to peer from their enclosure as the priceless evening drew too soon to a close and ball-goers headed back to the parking lot for the trip home.

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**Emcee:** Steve (The Homer) True  
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**Volunteers:** Dawn Becker, Sue Chavin, Chris D'Amato, Patty Haislmaier, Tammy Hanson, Erin Jex, Rachel Kaplan, Beth Klein, Charlie Kordus, Jackie Lewis, Nancy Massart, Diana Miramontes, Steve O'Connell  
 Lisa Putterman, Jodi Sharp, Steve Sprinkman, Teresa Tighe, Diane Veenendaal, Pat Vogt, Carla Waite

*Continued on Page 10*

## 2010 Mayor's Cup 94 Participants Vie for City Championships

The 5th Annual Mayor's Cup Awards Ceremony & Picnic, held August 6 at Sherman Park, attracted 94 kids in eight divisions from four sites, as players battled for the right to be called City Champ.

The event, which included an awards presentation and picnic for summer participants and staff, has become an annual tradition that signifies the end of the summer TEAM program.

The tournament finals, which showcased some of MTEF's best players, was followed by a picnic and awards ceremony that was attended by local leaders, dignitaries, family members and a host of neighborhood residents.

Missing from this year's event was Mayor Barrett, who had a previous commitment. This was the first Mayor's Cup that Barrett missed in three years.

MTEF President Trevor D'Souza welcomed everyone. He spoke of some of this summer's highlights and introduced the two guest speakers, Ald. Willie Wade, and police Capt. William Jessup.



Kerby Vargas held his championship trophy. With him (from left) were Milwaukee Police Capt. William Jessup, Ald. Willie Wade and MTEF President Trevor D'Souza

– Terrie Christensen

Wade and Jessup spoke about the importance of organizations such as MTEF, congratulated the players and then proceeded to hand out the Mayor's Cup trophies

After the trophies were awarded, each one of the four site directors took the stage to introduce and thank their staff and present their individual site awards. Each director selected a most valuable player, a most improved player, and an effort award.

### Boys' Results

**16-and under:** Ryan Raut def. Juan Torres, 8-0

**14-and-under:** Kerby Vargas def. Cameron Harris, 8-1

**12-and-under:** Elijah Johnson def. Cedric Armstrong, 8-4

**10-and-under:** Elijah Johnson def. Christopher Lo, 8-0

### Girls' Results

**16-and-under:** Asia Butler def. Ciara Jones-Harris, 8-5

**14-and-under:** Asia Butler def. Sydnei Parker, 8-2

**12-and-under:** Arianna Harris def. Michelle Spicer, 8-5

**10-and-under:** Jaiona Spell def. Arianna Harris, 8-1.

## Gifts and Grants

### Grants

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Youngsters attending the National NJTL Leadership Camp in Atlanta gathered for a group picture at the warehouse where they spent an afternoon working with Books for Africa.

— USTA

## Twice as Nice

### Two MTEF Participants Chosen to Attend Prestigious National NJTL Leadership Camp

This summer's National NJTL Tennis Leadership Camp (TLC) was twice as nice for MTEF. Two of its participants, Charlee Goodman and Juan Torres, were selected to attend the 16th annual camp, held July 19-25 on the Emory University campus in Atlanta, GA.

Goodman and Torres were among 40 youngsters – 20 girls and 20 boys – chosen for the weeklong event from 560 NJTL Chapters from around the United States through a rigorous process that considered tennis aptitude, sportsmanship, leadership skills, and financial need. The children, ages 12 to 14, came from 24 states and 17 sections.

The TLC coupled high-performance tennis training with educational, career, cultural, and leadership activities. Highlights of the trip were tours of Coca Cola, CNN, and the Martin Luther King Museum. In addition, campers had the opportunity to volunteer at Books for Africa and to attend the Atlanta Tennis Championships, part of the US Open Series.

For Goodman, being selected capped off a remarkable summer! She won the NJTL National Student Athlete Competition and won an all expenses paid trip to Arthur Ashe Kids Day and the US Open.

"It has really been an unbelievable summer, said Goodman. "And to think that it all started last year when I got third place in the student athlete competition. That was the moment that motivated me. And now it's all been worth it."

Each day of camp began with tennis and

fitness at the world famous Piedmont tennis courts.

Tony Stingly, a USTA high performance coach, conducted the sessions, which included physical fitness training, proper nutrition,

"The tennis portion of the camp was meant to challenge the kids," said Stingly. "Many of these juniors are the best players at their respective chapters, a good number have district rankings, and a couple have



USTA

Juan Torres followed through on a shot during a tennis session at the National NJTL Leadership Camp last July.

sectional rankings – so we wanted to make sure they left feeling challenged."

"We started our mornings with a dynamic strengthening warm-up routine, which pumped everyone up for the day," Goodman said. "Then, during the practice session, there were rotating groups working on the TRX suspension training – boy was that hard, but worth it."

Goodman's teammate from MTEF was Juan Torres. The trip to Atlanta was his first time on a plane and his first trip outside Wisconsin.

"I was really scared the day I was supposed to leave," said Torres. "Having never been on a plane before, I didn't know what to expect! I was happy to have Charlee with me."

Torres is one of MTEF's success stories as he just started playing tennis last summer at Kosciuszko Park.

"I just decided to try tennis last summer," he explained. "I knew they were offering free lessons, so I gave it a try. The reason that I stuck with it was my coach Laura Miller. She made tennis fun."

Miller suggested Torres for MTEF's First Serve program and he improved quickly, gaining the attention of his coaches along the way.

"Juan has improved as fast as any first year player I have ever coached," said Jay Massart. "I'm thrilled he got the opportunity to attend this camp because this is the kind of experience he needs."

While tennis was part of everyday, it certainly wasn't the

Continued on Page 12

## Adults Only

### MTEF's Summer Programming for Adults Drew 118 to Lessons and Metro League Play

A comment by Milwaukee Mayor Tom Barrett at the 2009 Mayor's Cup tournament was borne out by the 118 adults — 70 women and 48 men — involved in MTEF's adult programming this past summer.

Last year, the Mayor told the children in MTEF's summer program he was sorry that, as a boy, he hadn't followed his father's advice to learn to play tennis. Now, he said, he realizes that tennis is a lifelong sport that he could be playing today. His wife, Kris, is a tennis player, and, he said, they could have been playing doubles as a couple.

A typical evening had MTEF coaches Rashad Grace and Marcel Sain warming up the players with forehands, backhands, and volleys before the attendees break into doubles and singles practice. The evening ends with the crew playing "Queen of the Court," where each player takes on all comers. The last one standing is the King/Queen of the court.

Each person there talked about the exercise, the chance to socialize, and how much fun they have playing the game.

Chris Maylock, for example, talked about how his parents played when he was young. He would go to the court and hit



Terrie Christensen

Instructor Jerry Westmoreland (left) demonstrated proper racquet technique to one of the men participating in MTEF's summer programming at Wick Field on W. Vliet St.

around. As an adult he returned to the game for the "fun of it."

Dawn Meyers and Karen Wazbinski each echoed the same sentiment. They played as girls and are now coming back to the game. One thing they emphasized was how they wanted to learn from coaches such as Grace and Sain, who love the game and motivate them to get better. Competitive league play, they said, is always in the back of their minds.

For the 2010 summer season, the USTA Metro Milwaukee Tennis League was comprised of four divisions: 3.0 women, 3.0 men, 3.5

women and 3.5 men. Three divisions — the 3.0 and 3.5 women and the 3.5 men — had a team that advanced as far as the local tournament level at Heyer Park in Waukesha. Metro League Coordinator Essie Herron was proud to tout the fact that a fourth team, from the 3.0 men's division, went directly to the state tournament in Madison.

The adult lessons and the USTA Metro Milwaukee Tennis League are a joint effort of MTEF, MPS Recreation & Community Service and the USTA Wisconsin District.

### NJTL Leadership Camp Was Memorable Experience for MTEF Participants

**From Page 11** only activity that the kids enjoyed. The first stop was the Martin Luther King Museum where campers had the opportunity to see where he was raised, watch a film about him and visit his grave site.

That evening, participants were asked to speak about what their life would have been like if they had grown up in his era.

"This was by far the most moving aspect and experience of the trip," noted China Kirk, NJTL education manager. "The film had almost everyone in tears, but when they were asked to describe what their life would have been like in Martin Luther King's day, that's when you saw the light bulb go off."

The next day's field trip was to CNN where the kids had the chance to be a newscaster in front of a green screen, watch interactive movies of hologram characters like Anderson Cooper and Larry King, and see firsthand what goes into the production of the news and shows.

At Coca Cola participants watched a 4-D animated movie on the history of Coke, had their picture taken with the polar bear, tasted 116 different kinds of Coke from countries all over the world, and finished by making their own flavored soft drink.

The final two days of the trip were spent with 40 teenagers from Usher's New Look Foundation. The first stop was to Books for Africa, the largest non-profit provider of books for Africa in the world. NJTL and Usher children spent the afternoon packaging, sealing, and carrying massive boxes of books that were being mailed to Africa the next day.

"This experience wouldn't be as fulfilling without this exercise, said Dan Limbago, NJTL national manager. "This was volunteering aspect of the trip. Here's where the social leadership aspect and New Look come into play."

On the final day, participants attended the Atlanta Tennis Championships and

watched a match between two Americans, Taylor Dent and James Blake. They then got a behind-the-scenes tour of the player's lounge, operations area and the media center, where they met Andy Roddick and had their picture taken with John Isner.

"It was really cool seeing the players up close," said Torres. "John Isner is really tall and his serve is amazing."

The trip concluded with a talent contest and every camper had to perform a skit, sing, or show off a talent for the group.

"Kerby (Vargas) warned me about this," said Goodman with a laugh. "He told me that he did juggling so I was ready to have to perform."

As Juan and Charlee arrived home in Milwaukee, a legion of family and friends were on hand to greet them.

"I knew right away that Charlee had had a good time, said her mother, Vanessa Goodman. "Because the first thing she did once she got in the car was to text her room-

# A Very Special Show

## For 30 First Serve Kids, Opportunity to Observe Usher's Sound Check Was the Chance of a Lifetime

A lot of great things happened to MTEF this summer, but if you ask the kids (and moms) who attended Usher's New Look Foundation field trip and private sound-check on June 28, nothing else comes close to what happened on this warm summer day.

Founded in 1999 by R & B superstar Usher Raymond IV, the New Look Foundation mentors youth as global leaders making service more diverse, relevant, and accessible to all young people.

New Look provides the training and tools that allow young leaders to create and implement service projects within their own communities. Using leadership as the common thread, New Look and the USTA are combining efforts to expand service opportunities across the country.

The field trip and Summerfest concert opportunities were a result of a new three-year partnership between the USTA and the New Look Foundation. It provided 30 MTEF children the opportunity to join teenagers from New Look for a day of learning and fun.

"The chance to meet Usher was a dream of a lifetime," said Jaymilla Campbell, as her face lit up while recalling that day. "I love his music and to think I actually had the opportunity to meet him in person and ask him a question is unbelievable."

The exciting day began with 30 First Serve participants taking a bus to Washington Park's Urban Ecology Center, a 135-acre home to a wide variety of birds, wildlife, and vegetation.

While there, kids were introduced to New Look's Milwaukee Director Rachel Neal, who introduced New Look teenagers to the MTEF children for a series of workshops – youth and social justice, Theatre of the Oppressed, QuickStart Tennis, Powered by Service, followed by a hands-on park cleanup project.

Assisting Neal were volunteers from New Look, Urban

Ecology Center, Urban Underground, and the USTA. Rosy Ricks, a former Public Ally,

moderated a discussion on how to get involved in social justice and philanthropy, emphasizing the importance of starting at a young age.

Ricks gave examples of people who successfully started as young teens and then continued throughout life, motivated by their experiences as teenagers. She mentioned the national figure Martin Luther King and his path, as well as local civil rights hero, Father James Groppi.



Terrie Christensen

Meeting Usher (center) at Summerfest was a true treat for this group of children from MTEF and Usher's New Look Foundation.

The Theatre of the Oppressed was an interactive workshop led by Laketta Caldwell of the Greater Milwaukee Boys & Girls Club. It examined oppression from both sides, while explaining how it affects family, community,

and society. Participants acted out what it was like be the oppressed and the oppressor.

"This really made me think," said MTEF participant Genea Wragg. "To act out what it was like back in those days was really powerful, although very scary to think how people were treated."

The day's park clean-up centered on indigenous beautification, where participants removed brush around the amphitheatre and lagoons to allow for the native plants to grow more freely and abundantly. Joey Zocher, Washington Park Urban Ecology Center's program director, taught the children the importance of becoming ecologically responsible citizens by engaging in hands-on learning about science, nature, and how to live more sustainably.

"I didn't know that they were going to put us to work," commented Ebony Jones, after finishing with the clean-up. "But I'm glad that we had the chance to learn about this because the environment is something that we're all going to have to pitch in with."

After lunch, the two groups participated in a QuickStart Tennis demonstration and tourna-

Continued on Page 15

# Getting on the Fast Track

## QuickStart Tennis Helps Interest in Game Grow at CLC Sites

The interest in tennis has increased substantially among a core group of Community Learning Center (CLC) sites, according to the site directors who have offered the tennis program in each of the first two years of the MPS/MTEF partnership.

This unique partnership provides CLC participants ages 6-14 with an opportunity to participate in a tennis program where they learn the sport through the USTA's innovative QuickStart Tennis (QST) program. MTEF and MPS implemented the program in the spring of 2009 as a way to bring more children into the game of tennis.

During the first year of the program, tennis instruction was provided at 26 of the 63 CLC sites in the Milwaukee area, serving 971 children with 1,455 hours of instruction. This year, QST was offered at 21 CLC sites, serving 900 children with 1,650 hours of tennis instruction.

"The first year was a learning experience," said MTEF Executive Director Jay Massart. "Understanding the process and how the CLC sites work took some time. We had to hire, train, and administer 57 seasonal staff. That was a huge undertaking."

Those who learned to play tennis even 10 years ago remember tennis lessons that were taught with regular tennis balls, standard racquets, on regulation-size tennis courts.

Today – with the emergence of QST, a games-based approach to teaching tennis that uses age-appropriate tennis racquets, special transition tennis balls and smaller courts – children are learning more quickly and having more fun than ever before. Children are moving into actual game conditions in areas where there are no courts or in gyms where two or three courts can be laid out next to each other.

"QuickStart Tennis has been a lifesaver for places like ours," said Rosario Iraci, CLC site director for Fratney Elementary

School. "Unfortunately most of us don't have the necessary facilities to offer traditional tennis programs, but with the implementation of QuickStart Tennis we now can offer tennis in the gym or on the playground."

And QuickStart is catching on all

may be the biggest beneficiaries of QST," stated Massart. "A program like this really evens the playing field because it increases the chances that central-city children will get hooked on tennis at an early age, which will increase the chances that they will stick with it through high school.

The play-to-learn teaching format of QST helps children develop balance, agility, coordination, conditioning, and reaction time — bringing out the best in kids naturally.

"One of the real keys, and great challenges will be to train instructors to teach QST properly," said Rick Vetter, a certified USTA QST clinician and USPTA Master Professional. "For it to be successful instructors have to change their current way of teaching, which has been a challenge in some cases."

For its part, MTEF uses mostly college students as teachers, including 57 this past summer during peak CLC programming. Each instructor is required to attend a three-hour QST workshop conducted by Vetter.

"Sometimes its easier working with people who haven't had much experience teaching," noted Vetter. "They don't have to relearn anything."

In the typical QST program, trained college tennis players work in groups of two at each site serving 25 children twice a week for six weeks.

"We have nothing but great things to say about the MTEF staff," said LeRon Glover, coordinator for Oliver Wendell Holmes CLC. "The staff is always well organized and they do a great job of controlling and engaging the kids, which isn't always easy to do."

"Doing this tennis program has been a great experience," said Rayette Boston, a CLC instructor at Cass Street School. "It's amazing how much better the kids got, and I think it had a lot to do with the soft balls, smaller racquets, and shorter court."



Terrie Christensen

The USTA's QuickStart Tennis program, which uses age-appropriate equipment and smaller courts, is geared to getting young players into the game.

around the country. This year, for the first time in 100 years, the USTA made a rule change in tennis, making it mandatory beginning in 2012 for all 10-and-under tournaments to be played on a 60-foot court, with a green-dot ball and age-appropriate racquets.

"Organizations around the country, such as MTEF and the children in the programs,

### MTEF Produces Sectional Winners in Ashe Contest

MTEF once again had a good showing in the NJTL Arthur Ashe Essay & Art Contest. Participants submitted 131 of the total 2,409 essays, which produced three USTA/Midwest Sectional winners.

Deshawn Pridgeon, Kosciuszko, won in the Girls' 10-and-under division. Billy Her, Sherman Park, won in the Boys' 10-and-under. Rhamses Lo, Sherman Park, took honors in the Boys' 12-and-under. Lo was a repeat winner. Last year, he won the sectional award in the Boys' 10-and-under division.



Vargas



Goodman



Torres

## Quintessential Quintet

### Five First Serve Participants Awarded Tennis Scholarships

School year tennis scholarships again have been awarded to five participants in MTEF's First Serve program by Elite Sports Clubs and Le Club Sports Club.

As in past years, the five were chosen by an MTEF selection committee based on their leadership skills, their commitment to MTEF's goals, their academic performance, their passion for tennis and their desire to improve their tennis skills through year-round play.

For the fourth consecutive year, Kay Yuspeh, owner of Elite, donated four scholarships valued at more than \$2,000 each. The scholarships each provide a one-year membership, 39 weeks of group tennis lessons and match play at challenge ladder competitions at North Shore Elite in Glendale.

The recipients are Kerby Vargas, 14; Charlee Goodman, 14; Juan Torres, 13, and Rhameses Lo, 11.

Yuspeh has said in the past that she donates the scholarships because she believes that, as a lifetime sport, tennis de-

velops focus, sportsmanship, self confidence and living in the moment – all life skills Elite is happy to provide for the recipients.

Le Club's one-year scholarship, valued at \$1,428, was awarded to Elijah Johnson, 10, who is participating in the club's 34-week Performance Challenger Junior Lessons.

This also is the fourth year Le Club has provided a scholarship.

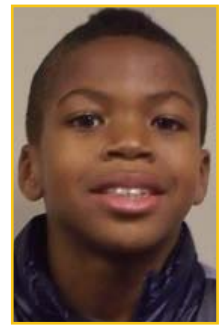
"We welcome Elijah with open arms and are happy to provide this opportunity to this outstanding young man," said Wally Bronson, tennis director at Le Club.

Vargas and Goodman also won Elite scholarships last year.

Goodman also was selected to attend an NJTL Leadership Camp in Atlanta, GA last July, as was Torres. In September, Goodman was awarded a \$5,000 college scholarship for her national first place finish in the girls' middle school division of NJTL Serves' student athlete competition. (See story on page 3.)



Lo



Johnson

## Usher's Mini-Concert Was a Top Summer Highlight for Kids

From Page 13 ment in the parking lot, which was led by NJTL National Manager Dan Limbago, and MTEF staff members.

"We wanted to show all the kids in the park that day that they can all have fun and be successful at tennis," Limbago said. "The beauty of QuickStart Tennis is that it can be played virtually anywhere, on any surface. It was a healthy way to get some exercise and friendly competition at the same time."

Immediately following the tennis was a presentation by Neal on Powered by Service, New Look's mini-grant program. This initiative, part of a partnership between the Clinton Global Initiative and New Look, encourages teenage entrepreneurs to research, select, and construct community service projects through a mini-grant that allows them to test their hypothesis through real-world applications.

"This gave the kids an inside look at part of the New Look curriculum," noted Neal. "Participants are taught to use their creativity and talents to become global corporate

**"I couldn't believe that there I was talking and standing next to Usher. This was a really cool day..."**  
– Juan Torres

and community leaders. Powered by Service is a practical way to make service more relevant and accessible to more young adults."

Following the Powered by Service pres-

entation, the 75 kids and chaperones boarded buses for Summerfest where they all attended an Usher sound check, followed by a question-and-answer session.

The sound check, which was more like a mini-concert, showed off Usher at his performing best, singing such hits as *OMG* and showcasing his impressive dance skills. Children had the opportunity to see up close how Usher prepares for concerts and performances.

After the sound check, Usher spent time answering questions from children and taking pictures with them.

"I couldn't believe that there I was talking and standing next to Usher," exclaimed Juan Torres. "This was a really cool day and I'm glad that I decided to go."

For more information on the partnership between the USTA and Usher's New Look Foundation visit [www.ushersnewlook.org](http://www.ushersnewlook.org).

## Happenings

**Jan. 10:** 2011 TEAM and First Serve programs begin.

**Jan. 1:** Arthur Ashe Essay Contest begins.

**Feb. 20:** Adult Metro Winter League Session II begins. Moorland Indoor Tennis Center, 2900 S. 163rd St. New Berlin.

**June 4:** Sherman Park Day. Sherman Park, 3000 N. Sherman Blvd., 7:30 a.m. - 1:30 p.m.

**June 5:** Recreation Coaches Workshop. Nicolet High School, 6701 N. Jean Nicolet Road, Glendale. 9 a.m. - 3 p.m.

**June 20:** Summer Tennis & Reading Program begins. Sites to be announced.

**June 22:** JTT tennis begins.

**July 10:** Arthur Ashe Essay Contest entries deadline.

**July 22:** 6th Annual NJTL Pro-Am. Milwaukee Country Club, 8000 N. Range Line Road, River Hills. 5 - 9 p.m.

**July 23:** 9th Annual MTEF/NJTL Regional Rally. Merrill Park, N. 35th and W. Michigan Sts. 1:30 - 4:30 p.m.

**August 5:** Mayor's Cup Awards Ceremony & Picnic. Sherman Park. All day.

**August 13:** Student Athlete Competition for 2011-2012 begins.

**August 27:** Arthur Ashe Kids' Day at the US Open

**Sept. 24:** 13th Annual MTEF Tennis Ball. Peck Pavilion, Milwaukee County Zoo, 10001 W. Blue Mound Road. 6 p.m. - midnight.

## Foundation Needs Volunteers

**M**TEF is seeking volunteers for its First Serve program. We need tutors and tennis instructors for the First Serve TEAM program on the Marquette University campus as well as court monitors for the Saturday Jr. Team Tennis matches. Stringers are needed on an ongoing basis.

To volunteer, you may log on to [www.mtef.com](http://www.mtef.com) and register online. Or, you may e-mail Jay Massart, [jaymassart@wi.rr.com](mailto:jaymassart@wi.rr.com) or call the MTEF office at (414) 442-8195.

Sites and hours are listed below:

### **First Serve TEAM Program**

Helfaer Tennis Stadium and Recreation Center  
525 N. 16<sup>th</sup> St.  
Milwaukee, WI, 53233

#### **Fridays**

Life Skills: 5:30-7 p.m., Cramer Hall

Tennis: 7-9 p.m., Helfaer Tennis Stadium

#### **Sundays**

Tennis: Noon-3 p.m., Helfaer Tennis Stadium

Life Skills: Noon-3 p.m., Cramer Hall

### **Jr. Team Tennis**

Moorland Park Indoor Tennis Center  
2900 S. 163<sup>rd</sup> St.  
New Berlin, WI 53151

#### **Saturdays**

2-5 p.m.