



The Match

Summer 2011

www.mtef.com



They're the Tops

MTEF's High Performance TEAM Participants Are Geared to Succeed



Mary Fran Cahill

Susie Wigdale and her daughter, Marina, 5, view the new MTEF stand-alone display at Mequon Elite Sports Club. The display is designed to promote the foundation and its activities in public spaces such as clubs and businesses.

MTEF's High Performance TEAM (formerly First Serve) participants hit the courts and the classroom hard and often during the 2010-2011 school year, garnering impressive results both on and off the court.

They are setting up what looks to be a photo finish in the USA's National Student Athlete Competition (NSAC). Sydnei Parker, Rhamses Lo and Charlee Goodman all are in the running for NSAC college scholarships. Each has led their respective division at one point during the yearlong competition. The points race now will come down to tournament results.

High Performance TEAM, MTEF's most comprehensive and high-dosage program, consists of two interwoven components: 1) a year-long national points-based competition for students in fifth through tenth grades and 2) a three-year First Serve Life Skills curriculum. The latter is divided into three separate units of six life skills each, appropriately labeled Game, Set and Match.

The 2010-2011 invitation-only program, which ends August 11, includes MTEF's (Continued on Page 7)

13th Annual MTEF Tennis Ball

Wimbledon Winner John Austin Set As Honorary Chair

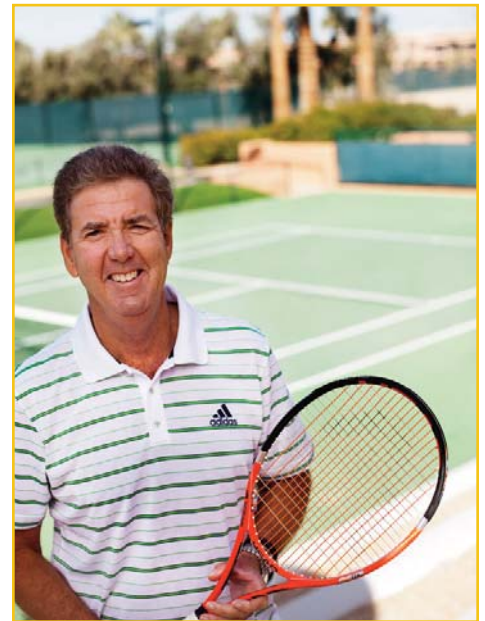
You may not be able to mambo with the monkeys, disco with the dromedaries or cha-cha with the crocodiles, but you can be sure that all those critters have heard by now that the 13th Annual MTEF Tennis Ball is set for their turf at the Milwaukee County Zoo on Saturday, Sept. 24.

The black-tie optional event, which annually raises approximately 25% of MTEF's budget, promises a fun-filled evening that begins with cocktails and hors d'oeuvres and a silent auction at 6p.m. in the Peck Pavilion, 10001 W. Blue Mound Road. Following will be a multi-course gourmet dinner, a live auction and dancing.

Nancy Massart, who again is co-chairing the Tennis Ball committee with Christy Beckman, provided more details.

"I think this year's event is going to be something special," Massart said. "Our committee has been hard at work securing items and putting together tables. Having John Austin as the honorary chair, catering by Shully's, emcee Steve (The Homer) True, and The Eddie Butts Band performing, will make it a fun evening."

Austin, who with his sister, Tracy, became the first brother-sister team to win the mixed doubles title at Wimbledon in 1980, is flying in from Scottsdale, AZ where he is tennis director at the AAA 5-star Fairmont Scottsdale Princess Resort. During his pro career on the ATP circuit, Austin reached a Top 40 world ranking in singles, notching victories over No. 1-ranked John McEnroe, former French Open (Continued on Page 2)



John Austin

Fairmont Scottsdale Princess

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MTEF

Officers and Directors

President: Trevor D'Souza
Vice President/Secretary: Michael Sperling
Treasurer: John Weitzer
Assistant Secretary: Kim Kirkpatrick

Directors: Rebecca G. Bradley, Mary Fran Cahill, Angela Johnson Colbert, Pedro Colón, Timon Corwin, Donna Drosner, Trevor D'Souza, Louis Gral, Michael Haber, Herbert D. Hentzen, Dr. Elizabeth Horneffer, 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 (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 Offers New Twist for 2011

(From Page 1) champion Yannick Noah and Wisconsin natives Tim and Tom Gullickson. After retiring from the pro tour, Austin became a tour teaching professional working with players such as Pete Sampras, Michael Chang, Alexandra Stevenson and Amy Frazier. (For more on Austin's career, log on to www.mtef.com.)

Bidding for the silent auction will have a new twist this year according to Massart.

"We're always trying to do things to make the [Tennis] Ball better," she said. "First it was the laptop computers and now, this year, attendees will be able to use their handheld devices to bid. Our committee wants to improve the overall experience of every guest. Some years we do that in more obvious ways, other times its little subtle

changes. The key is that we always want it to be better."

The Tennis Ball committee has set goals of 450 attendance and \$150,000 profit although money isn't the only consideration.

"This event is so important for the Milwaukee Tennis & Education Foundation not only because it raises much needed funds, but also it is an opportunity to hear about all of the great accomplishments of the organization," Massart said.

A variety of sponsorship opportunities, ranging in price from \$500 to \$30,000, are available for the 13th Annual MTEF Tennis Ball. Individual tickets are priced at \$150. Reservations are required by Sept. 13. For complete information on sponsorships or to purchase tickets, log on to www.mtef.com.

Sticking to Principles

Innovative Programming Is Key to Changing Children's Lives

It's taken a long time for MTEF to get where it is today. Defining our goals and priorities has been a trial-by-error, learn-on-the-job process that has fallen into place over the last two years.

Sometimes I wonder why it took as long as it did because, looking back, it seems as if we could have gotten here much earlier. I guess hindsight is always 20-20.



Jay Massart
Executive
Director's
Report

MTEF is never going to be the biggest youth-serving non-profit in the Milwaukee community or in the USA's National Junior Tennis and Learning network for that matter. The New York City NJTL chapter, NYJTL alone, has an annual operating budget of \$5 million and serves more than 20,000 children each year. Right here at home, the Boys & Girls Clubs of Greater Milwaukee is even bigger than the NYJTL.

Don't misunderstand me; I have nothing against being big. I would like to see MTEF grow and serve more children. I truly think we will accomplish this over the next few years.

More importantly, however, I want to see MTEF be an innovator and industry leader in on-court and off-court programming,

measurement testing, and organizational structure. This, I believe, is our best formula for changing lives, especially those of children.

By clearly defining our four goals – academics, tennis, life skills, and nutrition/fitness – and then combining these goals with improved programming, metrics tracking, and quality instruction, MTEF consistently has been building a reputation as one of the top NJTL chapters in the US.

A turning point came a few years back when MTEF was awarded the Ford Foundation's *Community Building Through Recreational Facilities Initiative* grant.

At the time, we focused on the first three goals. After recognizing what a national epidemic childhood obesity is becoming, MTEF added fitness/nutrition as a fourth goal because the two areas are intrinsically linked when studying the problem.

This led to the development of the *List of 39*, a comprehensive four-goal measurement system that we implemented in the summer of 2009 to document previously unmeasured activities. But before we could even pat ourselves on the back, this innovative metric system exposed a whole new weakness – we now needed five separate curricula and a multitude of lesson plans.

We had three choices: stay with what we had; buy a pre-packaged curriculum and

hope we could make it fit our specific needs; or we could use qualities like vision, persistence, and innovation to develop a customized set of curricula that would set MTEF apart from other national non-profits and NJTL chapters.

Never ones for settling with the status quo and not being able to justify the cost of purchasing five canned curricula, it was time to roll up our sleeves and put Ben Franklin's "necessity is the mother of invention" theory into practice.

No one has ever used Franklin's name and mine in the same sentence and I don't expect they ever will. But there's something important and significant about an organization such MTEF applying the same principles it professes to its children to a task that requires the organization to step outside its comfort zone.

As we enter another summer season, I am happy to report that all five curricula have been completed and introduced to the staff of 2011.

There were too many times to count when I thought about giving up and shelving the project until a time in the future. Instead, as in the movie, *What About Bob?*, we chose to complete it in small baby steps. That allows us to proudly say that, as an organization, MTEF practices what it preaches.

Are You Ready For Some Tennis!!!

Join the Irrepressible Murphy Jensen at MTEF's 6th Annual Pro-Am & Reception



The phrase “you ain’t seen nothin’ yet” may take on new meaning when the 6th Annual MTEF Pro-Am & Reception competition hits the courts at Milwaukee Country Club, 8000 N. Range Line Road, River Hills at 5 p.m. Friday, July 29.

Why? Two years ago, tennis star Luke Jensen stole the show with boundless humor and energy. This year, younger brother Murphy is set to lead the action. Since Luke has a reputation as “the quiet one,” the evening, a major fundraiser for the foundation’s TEAM program, promises to turn out as a memorable one!

Check out his web site, www.murphy-jensen.com, and you’ll find that this guy is filled with zest for life, passion and sharing an attitude that “anything is possible, so dream BIG” with the rest of the world.

“My purpose in life,” Jensen says there, “is to ignite a passion for living and use my success to benefit others. Period.” His Murphy Jensen Worldwide, is “dedicated to living the dream and giving back to organizations like the Prostate Cancer Foundation and the Jensen-Schmidt Tennis Academy for children with Down Syndrome.”

Jensen will be joined in the competition by 13 Milwaukee area pros and 14 amateurs. A round-robin format, where players complete as many games as possible in a given time period, again will be used. As in the past, winners in each category will be determined by total games won.

Jensen was a Top 20 doubles player in 1993 when he and Luke won the men’s doubles title at the French Open. These days, Jensen is most familiar for his work with the Tennis Channel, especially his “Murphy’s Guide” and “Open Access” segments. The first takes a light-hearted look around locations where major tennis events are being held. The second features interviews with players participating in high-profile tennis events.

Jensen also is coach of the Washington Kastles of World Team Tennis. The team, which has boasted players such as the Williams sisters, Leander Paes, Rennae Stubbs and Vika Azarenka, won the World Team Tennis title in 2009, Jensen’s inaugural season as its chief.

The event is sponsored by Milwaukee Country Club members Don and Sallie Davis and Frank and Kathleen Thometz along with Morgan Stanley Smith Barney.

The Pro-Am is open to adult amateurs (male and female), who each will pay a \$250 fee to play.

Tickets for the reception are \$60 per person or \$110 per couple. Cocktails, heavy hors d’oeuvres and dessert will be served.

Court sponsorships are available for \$125 and sponsors must provide their own banners.

Pre-registration is required for both the tournament and the reception.

To obtain a registration form, log on to www.mtef.com, click on special events, the NJTL Pro-Am & Reception and follow the link in the article.

In case of bad weather, the Pro-Am & Reception will be moved indoors at Mequon Elite Sports Club, 11616 N. Port Washington Road, Mequon.

High Performance Junior Clinic

Murphy Jensen also will be the lead pro at MTEF’s 2011 High Performance Junior Clinic from 11 a.m.- 2 p.m. July 29 at Milwaukee Country Club.

He will be joined by some of the Greater Milwaukee area’s top USPTA professionals and coaches for the event, which is open only to junior players with state, sectional or national rankings.

Participants will be required to wear white tennis clothes.

The clinic, presented by MTEF, Milwaukee Country Club and Prince, is limited to 24 participants. The fee is \$65 per person and is tax-deductible with all proceeds going to MTEF’s summer TEAM program.

To register, log on to our web site, www.mtef.com, click on special events, High Performance (Continued on Page 4)

2011 Arthur Ashe Kids' Day Rally



Mary Fran Cahill

The Arthur Ashe Kids' Day Rally always draws an enthusiastic crowd of participants, staff and volunteer instructors. This group raised their racquets at the Moorland Indoor Tennis Center in New Berlin in 2010.

Gathering Slated for Milwaukee's Merrill Park

MTEF's annual Arthur Ashe Kids' Day Rally will be held from 1-4 p.m. Friday, July 22 at Milwaukee's Merrill Park, 461 N. 35th St.

The 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 possible appearances by local dignitaries and business leaders.

Some of the area's top USPTA coaches and professionals will be on hand to lead participants through a variety of drills, games and other on-court activities.

Participants also will work on art items that will be included in the silent auction at the 13th Annual MTEF Tennis Ball on Sept. 24. *(See related story that begins on Page 1.)*

All participants will enjoy not only tennis but also lunch, refreshments and a commemorative T-shirt.

The rally, which is expected to draw as many as 300 children, is presented by MTEF, the USTA and Prince.

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

Clinic, Super Saturday Events Round Out Pro-Am Weekend



Asia Butler serves at the 2010 MTEF Pro-Am.

(From Page 3) Junior Clinic, and follow the directions thereon. Or send your name, phone, complete address, e-mail, age and ranking information, along with a check payable to MTEF, to Jay Massart, W131 N8008 Country Club Drive, Menomonee Falls, 53051.

Super Saturday

The next day, Jensen will headline the annual Super Saturday Clinic at Milwaukee Country Club. Assisting him will be some of the Milwaukee area's top USPTA teaching professionals.

The event is for members of Milwaukee Country Club and their guests.

Presented by Milwaukee Country Club, MTEF and Prince, the event will include a chance to try the latest in racquet and shoe technology from Prince and a "demo day" by Playmate Ball Machines. Prizes will be awarded, including a grand prize – a Prince racquet of the winner's choice.

The fee is \$55 per participant. Pre-registration is required.

To register, download an entry form from www.mtef.com and follow the form instructions.

Super Saturday is sponsored by Prince, Morgan Stanley Smith Barney and MillerCoors.

For questions call Jay Massart at (414) 362-5263 or e-mail him at jaymassart@wi.rr.com.



Ally Coran goes for a backhand at the 2010 Pro-Am.

Sherman Park Day V



Left: A group worked on the flower bed in the park's circle drive. **Above:** Kaetryn Koneazny, 11, and Sydan Parker, 11, swept puddles from a tennis court.



With gusts aplenty, it proved best to work from both sides when putting up the windcreens.

Call It Community

Volunteers Band Together to Make Sherman Park Shine

If you're looking to define "community," look no farther than Sherman Park Day.

It was all there in the best sense of the word on June 4 when Sherman Park Day V drew a diverse group of volunteers – from neighborhood kids to college students to corporate officials — who labored together in hot, muggy weather to spruce up the 20.7-acre area on the southeast corner of N. Sherman Blvd. and W. Burleigh St.

It all blossomed from the original clean-up day in 2007 when Brookfield-based Diversified Insurance Services was looking for a way to give back to the community as an unusual way of celebrating their 25th anniversary. At the time, no one would have described the park as a neighborhood jewel, but Bonnie Anderson, a neighborhood resident, saw its potential. Her vision and Diversified's search for a project came together when the firm's leaders approached the Volunteer Center of Great Milwaukee, where Anderson works. *(Continued on Page 6)*



Lisa Engeleiter, from Lowe's Wauwatosa store, was engaged in weeding a flower bed.

Photos by Mary Fran Cahill



Dan McCormack, a part of the Diversified Insurance Services group, tended brats and hot dogs that would be served for lunch.



Celina Williams, who is in the dental assistant program at Everest College, helped with planting.



Dashanae Ford, 12, (foreground) and her mother, Philicia Barnett, painted a picnic bench.



Left: Bonnie Anderson wrenches weeds from a flower bed. **Center:** Jason Gonzalez (from left), Michaela Morgan, Enetrea Newell, Javier Johnson and (foreground) Andre Jones from Cardinal Stritch University. **Right:** Samuel Pasow (left) and Michael Minsky of David J. Frank Landscape Contracting, Inc.

Friends of Sherman Park Will Take Over Annual Event in 2012

(From Page 5) She introduced them to MTEF and the Sherman Park Community Association and, as is oft said, the rest is history.

In five years since the original clean-up day, Sherman Park has made an astounding turnaround. The current clean-up consists more of bringing the park back to prime condition after a long Wisconsin winter rather than the major overhaul that was required initially.

Through the years, Diversified has granted funds to buy new benches, windscreens and nets for the tennis courts as well as to create and maintain a series of fitness stations. It also has provided the funding to buy the paint and other supplies necessary to paint park benches and bleachers.

Many Diversified employees, including CEO James McCormack, were among those hard at work on June 4. The Milwaukee Fire Department sent in Engine Co. 13 from its station at 2901 N. 30th St. to hose down the courts before the windscreens and nets were placed.

Also represented, along with MTEF volunteers, were employees of David J. Frank Landscape Contracting, Inc., which brought a truckload of garden tools to the site and Lowe's, which brought new plants and mulch for the park's flower beds. Groups of students

from Everest College and Cardinal Stritch University – enlisted by Andre Jones, volunteer-meal coordinator of New Beginnings Are Possible, Inc., also participated in the day's events. In addition to working for New Beginnings, an outreach ministry for youth, Jones is a student at Cardinal Stritch.

But perhaps, judging from the T-shirts they wore, the largest contingent present was from the recently established Jim Koneazny's Friends of Sherman Park.

Koneazny, who passed away within the last year, always took great pride in the Park. He lived directly across the street from the park. He was a block club captain and Sherman Park Community Association board member as well as its newspaper editor. Koneazny also was one of the original neighbors who supported the building of the Mary Ryan Boys and Girls Club in the park. Mary Ryan, where MTEF's headquarters is located, is the only non-county facility in the Parks System.

Among the Friends volunteers was Koneazny's 11-year-old granddaughter, Kaetryn, who stopped sweeping puddles off a tennis court long enough to say proudly that the reason she and the others were there "is all because of my grandpa."

The Friends organization is not only dedicated to maintaining the park, but also to helping it grow as a destination for family events, some of which already are in the planning stages.

In turn, Diversified recently announced that it will officially transition Sherman Park Day over to the Friends of Sherman Park.

Robert Sowinski, Diversified's president, had this to say on the firm's web site: "We're proud to announce on our 30th anniversary and in the fifth year of this event, that there is now a dedicated, well-organized, passionate group of residents and businesses who are committed to continuing the work on Sherman Park. It is a vital resource for the Sherman Park Neighborhood and we know that we leave it in good hands."



Left: One of the youngest volunteer workers was Kayla Metzger, 6, whose parents also helped with the effort. **Above:** Sue Carabon filled a roaster with freshly cooked sausages in preparation for lunch.

TEAM Work

Program Highlights Include First State-Ranked Player, First College-Bound Participant, High School Scholarship Winners

(From Page 1) largest class to date with 38 fourth through twelfth grade student athletes. These young players were selected from the 2010 summer program for their dedication and commitment to tennis and academic excellence.

High Performance TEAM participants received nine hours of weekly tennis, tutoring, and life skills development, which were held at Marquette University's Helfaer Tennis and Recreation Center and the College of Education's Cramer Hall classrooms.

This year's academic component was administered by MTEF Education Coordinator, Gloria Roschke who is a seventh grade teacher at the Milwaukee Academy of Science. In addition to teaching life skill and academic units, Roschke developed a math and literacy curriculum. She also added new life skills lesson plans to the First Serve curriculum, making it more interesting and challenging for high school students.

The tennis component of the High Performance TEAM program improved from the previous year as well with additional programming – both group and private lessons – at North Shore Elite Sports Club in Glendale. Private lessons were given to participants who reached their academic plan goals or who accomplished something that was deemed exceptional.

Weekly on-court instruction was supplemented with match play through mandatory bi-monthly Jr. Team Tennis (JTT) matches and tournament play, both of which gave children additional points in the NSAC.

Twice-a-month, participants partici-

pated in JTT matches at Moorland Park Indoor Tennis Club under the watchful eye of MTEF coaches. The coaches critiqued their matches and provided valuable feedback.

MTEF also used a popular series of tennis tournaments developed 15 years ago for unranked juniors by a group of local tennis professionals. It is now endorsed by the Wisconsin Tennis Association and called the Wisconsin USPTA



Mary Fran Cahill

Jay Massart congratulates Kerby Vargas and Asia Butler after the two became the first TEAM participants to play in MTEF's annual Pro-Am fundraiser.

Rookie Tour.

The tour, which consists of 56 tournaments throughout the state, recently started sanctioning its events to increase visibility as well as to allow High Performance TEAM participants to accumulate points in the NSAC. These events target novice tournament players by requiring that all participants not be ranked in the top 20 in the Wisconsin District.

The final and maybe most important component of the high performance program is the academic, tennis and life-skills goal setting report card. This is an assessment tool specifically developed for this program that tracks quarterly

school grades, JTT and tournament points, along with a critique of the student's academic, tennis and attitude progress.

Tennis coaches and tutors set performance goals, which are reviewed weekly with the students, and semi-annually with MTEF's executive director, each student, and their parents.

With only two months remaining, here are some of the highlights from this year's program:

- Kerby Vargas became the first-ever MTEF junior to be ranked in Wisconsin, earning a boys 14 & under ranking of 62. In addition, he played No. 1 singles for Greenfield High School as a freshman.

- Sydnei Parker and Rhames Lo earned four quarters of straight A's and are among the leaders in the NSAC. Both Parker and Lo scored high enough on placement tests to receive scholarships to University School of Milwaukee in River Hills this fall.

- Genea Wragg graduated from Rufus King High School with a 3.64 GPA. Wragg, who played for three years on the girls' varsity, has elected to attend Florida State University in the fall.

- Asia Butler won 10 Rookie tournaments in the past 12 months. As a Whitefish Bay High freshman she briefly played doubles on the girls' varsity. After the return of an injured player, she rotated between No. 1 and No. 2 singles on the JV team.

- Juan Torres won the last nine Rookie tournaments he has played

- Grecia Rodriguez received a scholarship to attend Divine Savior Holy Angels High School this fall.

TEAM Leaders

Parker, Cruise Will Soon Head for Annual NJTL Camp in California

The list of MTEF participants who have been selected for the USTA's National Junior Tennis and Learning (NJTL) Leadership Camp reads like a *Who's Who* of past TEAM program alumni.

Players such as Nick Villareal, Devon Page, Cody Porter, Desha Jenkins, Blake Marlow, Kerby Vargas, Juan Torres and Charlee Goodman, have all attended the camp, which moves its location annually so the young players get a chance to experience the beauty and sights of different areas of our country.

These shining stars of past MTEF programs now will be joined by two of MTEF's current high achievers: Sydnei Parker and Toussaint Cruise.

Parker and Cruise are among 40 youngsters, ages 12 to 14, from NJTL chapters across the country, chosen in a competitive application process based on academic achievement and on-court results for a week of tennis, field trips, career building sessions, educational outings, and a volunteer activity at a local non-profit.

This year's week-long, all-expense-paid camp will be held at Sonoma State University from July 18-24. The campus is in Rohnert Park, CA, about 45 minutes north of San Francisco.

Campers will receive 20 hours of team-based play and some of the best instruction that the USTA has to offer. Experts from the USTA's High Performance division will be on hand to take participants through the latest in fundamentals, fitness, nutrition and proper sportsmanship. In addition, the camp includes field trips, career building sessions, educational outings and a volunteer activity at a local non-profit.

Parker started playing tennis three years ago at MTEF's Sherman Park site. By the end of her first summer, she was chosen for the year-round High Performance TEAM program.

In 2009, Parker was selected for an Elite scholarship and finished sixth in the 2009-2010 National Student Athlete Competition. She recently completed a perfect straight-A school year at Milwaukee's Golda Meir Elementary School. Parker will attend University School of Milwaukee in River Hills this fall.

Cruise also is a product of the High Performance TEAM program. He participated in MTEF's summer program at Milwaukee's Merrill Park. An eighth grader at Racine's Prairie School, Cruise has improved his GPA from a 2.75 to a 3.25 in the last year by improving his study habits and by interacting more with his tutors and teachers.

"Sydnei and Toussaint are great kids, and excellent choices to attend the leadership camp," said Jay Massart, MTEF's executive director. "This is a great opportunity and I'm confident that they'll get a lot out of this experience. I'm really excited they were both selected."

Parker also appreciates the opportunity.

"The chance to make new friends and attend a camp like this is really exciting," she said. "I'm a little nervous that my tennis game is not good enough.... I'll have to work really hard this summer so I'm playing my best."

When asked his thoughts about being selected, Cruise said he was glad to be attending with someone else from MTEF.

"I'm excited and a little nervous," he said. "I didn't expect to be selected so I didn't think much about it until now. I'm glad that Sydnei is going because it will be nice to have someone there that I know."

Parker and Cruise have agreed to keep a diary and write about their experience in MTEF's fall newsletter.

If their experience is anything like those experienced by previous participants, they're going to have a lot about which to write.



Cruise



Parker

Drop Shots

Books Needed

With its summer reading program in full swing, MTEF is in need of new or gently used books geared to youngsters aged 7 to 14.



Anyone who wishes to donate books may drop them off at the MTEF

office in the Mary Ryan Boys & Girls Club, 3000 N. Sherman Blvd., or at the Milwaukee Country Club tennis house, 8000 N. Range Line Road, River Hills, during normal business hours.

Donations will be accepted until Labor

Day as reading materials also are used in MTEF's after-school program.

If you have questions or need more information, e-mail Jay Massart, executive director, at jaymassart@wi.rr.com.

MTEF Seeks Tennis Instructors, Tutors

Throughout the school year, MTEF uses academic tutors and tennis instructors as part of the TEAM staff. Jay Massart, who is responsible for hiring and training staff, is looking for qualified applicants to tutor or to give tennis instruction. MTEF is particularly interested in education majors who can do both.

MTEF's most comprehensive program

is called High Performance TEAM. It takes place on the Marquette University campus, on the Helfaer Tennis & Recreation Center courts and Cramer Hall classrooms. Tutoring takes place Sundays from noon - 3 p.m.

Tutors also are needed for one-on-one tutoring Mondays through Thursdays for MTEF's fall after-school TEAM program.

If you are interested in these positions, contact Massart at (414) 403-6823 or e-mail him at jaymassart@wi.rr.com as soon as possible.

For more information about the program, to read the job descriptions or to complete an online application, please log on to the MTEF website, www.mtef.com, and click on employment on the left hand side of the screen.

Welcome Aboard!

Five New Directors Bring Their Skills and Talents to MTEF's Board

Five new directors have been elected to the MTEF board. All are avid tennis players and each brings a special skill set to his or her new post.

Dr. Elizabeth A. Horneffer was elected to the MTEF board of directors in January. Atty. Rebecca G. Bradley, Judge Pedro Colón and tennis pro Timon Corwin were elected at the foundation's annual meeting on May 20. Michael Haber was elected on June 6.

Horneffer is a graduate of Harvard University in Cambridge, MA, where she played on the junior varsity tennis team. She received her M.D. degree from the



Horneffer

University of Michigan Medical School in Ann Arbor and did her pediatric residency at the University of Michigan Hospitals there.

She worked as a board certified pediatrician in an independent private pediatric group and held staff privileges at Waukesha Memorial Hospital and Children's Hospital of Wisconsin from 1993 to 2007. She served

on a committee that focused on the treatment of childhood obesity and taught and supervised family practice and pediatric residents.

Horneffer is a club member both at Highlander Elite Sports Club in Brookfield and Western Racquet Club in Elm Grove. She was captain of a 5.0 women's team from Highlander that made it to the 2009 Nationals in Indian Wells, CA.

Bradley, who is a shareholder in the Milwaukee office of Whyte Hirschboeck Dudek S.C., concentrates her legal practice in commercial, information technology and intellectual property litigation and transactions. She received her B.S. degree in business administration and business economics from Marquette University and her J.D. from the University of Wisconsin Law School.

She is a member of the State Bar of Wisconsin Business Law Section's board of directors and serves as that section's



Bradley

president. She belongs to many professional associations and is active in numerous community organizations. In 2010, she received the 2010 Women in Law award from the Wisconsin Law Journal and was named a "Rising Star" attorney in information technology/outourcing on the Wisconsin Super Lawyers list, a designation awarded to the top 2.5% of lawyers under 40 years of age.

Bradley is a member and tennis team captain at Western Racquet Club.

Colón, who moved to Milwaukee with his family when he was 11, has served as a judge in Milwaukee County Circuit Court Branch 18 since September 2010.

For the 11 years prior to becoming a judge, he represented much of Milwaukee's South Side in the Wisconsin state assembly. As an assemblyman, he sought funding to ensure that every neighborhood in the city was properly patrolled. As a member of the joint finance (Continued on next Page)



Colón

Three Announce Retirements From Board



Henk

William Henk, Ph. D., dean of the Marquette College of Education, has left the MTEF board because of time constraints related to his post at the university. Henk has been a director since 2005.

Chas Mulcahy, MTEF president when Henk joined the board, praised him highly.

"Bill brought the successful Marquette educational presence to the TEAM program," he said. "MTEF benefited from his educational ideas and insights."

Thomas K. O'Byrne, immediate past president, echoed Mulcahy's sentiments: "We were extremely fortunate to have had the dean of MU's College of Education guide our curriculum. Bill will certainly be missed but his expertise remains with us in the first-rate curriculum he helped develop."

Henk will stay involved with MTEF as the first member of the foundation's newly created advisory board. Members of this board, which will not have group

meetings, support MTEF on specific issues related to the organization's mission and programs that fall within their fields of expertise. Henk will offer advice on issues related to MTEF's education component.

Dr. Sarah Joerres, another long time director also chose not to run for re-election to the board. Joerres joined the board in 2002, and served during most of that time as a member of the TEAM committee.

"Sarah has been a dedicated and effective board member, leveraging her numerous business and community contacts to help raise awareness and fundraise for MTEF," said Jay Massart, MTEF's executive director. "I'm pleased that she has agreed to continue to help support us even after she leaves the board."

Lia Moeser, who joined the board in 2010, has resigned.

Moeser, an attorney and former Northwestern University tennis star, left after taking a new job in Chicago.



Joerres



Moeser

Gifts and Grants

Grants

AXA Foundation
 Robert W. Baird & Co.
 Elizabeth A. Brinn Foundation
 Herbert H. Kohl Charities, Inc.
 Midwest Youth & Tennis Foundation
 Stackner Family Foundation
 United States Tennis Association
 Wisconsin Tennis Association

Corporate Gifts

M&I Bank
 Wells Fargo Foundation
 Wheaton Franciscan, Inc.

Individual Gifts

Answerport
 Dan Battiola
 Michael and Katherine Grebe
 Diane and Robert Jenkins
 Patrick and Jill Marget
 Jay and Nancy Massart
 Chas and Judy Mulcahy
 Juan and Anna Munoz
 Tom and Trudi Roesch
 Tracy Rothman
 Jeff and Amy Smith
 Mike Sperling

2010 Friends Campaign

AT&T
 John Beck

Robert Burrington
 Tom and Frankie Carswell
 Norman and Barbara Cohen
 Timon and Rachel Corwin
 Gordon and Barbara Davidson
 James and Penelope Deshur
 Pat and Ralph Felton
 Fidelity Charitable Gift Fund
 First Century Bank
 Theresa Florio
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 Jeffrey Foran
 Michael and Susan Freeman
 Robert Frisch
 Eugenia Gengler
 Glenn and Eileen Graves
 Karen and Steve Guy
 Christopher and Debra Hansen
 James and Maria Janicki
 Jewish Community Foundation
 Stephen and Barbara Kaainoa
 Fred and Susie Kasten
 Rev. William Kelly, S.J.
 Krause Family Foundation
 Bill and Christie Krugler
 Michael and Sarah Kubly
 Mary Lacy
 Michael and Linda Levey
 Joe and Nancy Lucas
 Lubar Family Foundation

Todd and Linda Mackay
 Barry and Eileen Mandel
 Mary Kay and Brian Mark
 David and Patricia Massart
 Glorianne Mather
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 Judy Schmitz
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 Gary and Marci Taxman
 Carl and Nancy Trimble
 Peter and Nancy Vandenberg
 Rick and Jo Anne Vetter
 Deborah and Bill Walker
 Wells Fargo Foundation
 David and Cindy Werner
 James and Julie Winston
 Beth Witte-Cleary
 Andrew and Carlene Ziegler

Corwin and Haber Bring Coaching Expertise to Board

(From Page 9) committee, he played a central role in funding Milwaukee's summer crime prevention program. He also was instrumental in bringing an additional \$10 million to Milwaukee Public Schools or math and science education. He is a graduate of Marquette University and the University of Wisconsin Law School.

His game these days is limited to playing "family tennis" with his daughters, ages 8 and 12. Now that he is no longer driving back and forth to Madison as a legislator, he hopes to return to playing social tennis and perhaps some league tennis in 2012.

Corwin is the managing director of tennis operations at Western Racquet Club and Moorland Park Tennis Center in New Berlin. A Milwaukee native, he is a graduate of Kalamazoo College in Kalamazoo, MI and the Marquette University Law School.

Prior to joining WRC in May 2010, Corwin served as senior director for junior and collegiate competition for the USTA Player Development Office in Boca Raton, FL. He was actively involved in providing leadership and direction on all competitive fronts from QuickStart competitions in the sections and districts to Campus Showdowns run on college campuses across the country.

Before joining the USTA, he served as men's athletic director and men's tennis coach at his alma mater. His teams finished third or higher in the nation six times, including two national run-

ner-up finishes (1997 and 1999). He was named the Intercollegiate Tennis Association's NCAA Division III National Coach of the Year in 1997 and Midwest Coach of the Year in 1999.

As a collegian, Corwin led the Kalamazoo men to the 1986 NCAA Division III Team championship. That same year, he was the recipient of the ITA's National Arthur Ashe Award for Leadership and Sportsmanship.

Haber, currently territory sales manager for Wilson Sporting Goods, has many years experience as a coach and tennis director.

He is a graduate of Ferris State University in Big Rapids, MI, where he majored in marketing and minored in professional tennis management.

His coaching experience includes stints as head men's coach at Ferris State and as assistant women's coach at UW-Madison and the University of Colorado in Boulder.

Haber has been head tennis director at River Trails Tennis Center in Arlington Heights, IL; director of the Junior Tennis Academy at Millenium Harvest House in Boulder and director of tennis at Miramont Lifestyle Fitness in Fort Collins, CO.

He is a certified USTA high performance coach and former USPTA member. He has participated in many ITA, NCAA, USTA and USTA events and conferences both as a coach, speaker and committee member.



Corwin



Haber

MTEF's CLC Programming Benefits from USTA Rule Change

This spring, as MTEF began its third year of a partnership with the Milwaukee Public Schools (MPS) for tennis programming at city-wide Community Learning Center (CLC) sites, some exciting changes from the United States Tennis Association (USTA) were implemented that again will improve the overall tennis experience for children and bring more attention to the sport.

A bit of background: In 2008, only months before the MTEF/MPS CLC partnership began, the USTA launched a new play format called QuickStart Tennis. Now, the governing body, which regulates how tennis is played and taught in the US, has made additional changes, including its first rule change in 100 years: QST now will now be called 10 & Under Tennis and, beginning this year, all 10 & Under tournaments must use smaller courts, lower-bouncing, slower-moving balls and lighter, shorter racquets.

"The rule change is significant," said Jay Massart, MTEF's executive director. "It affects every organization that provides tennis to children at an early age because all sanctioned events will now use the slower moving balls and shorter courts."

In addition to the now mandatory equipment and court changes, QST brought the games-approach method of teaching tennis to children 10 and under — a technique that had not been used before the



Mary Fran Cahill

Beginning this year, the USTA requires age-appropriate equipment, lower nets and shorter courts for all players aged 10 and under

QST initiative was implemented.

"This is the biggest change," said Massart. "The softer balls and small nets have been around for a while but it's the new teaching method that is so different from the old days."

"The kids here at OWH just love the tennis program," said LaRon Glover, CLC program director at Oliver Wendell Holmes Elementary School. "The MTEF staff does a great job and the new QuickStart Tennis format has been a big hit with the children."

Two additional benefits of the program are a session-ending QST tournament complete with trophies and a free, age-appropriate Prince tennis racquet for each participant. "The tournament and free racquet are all the kids talked about," said Glover.

Also worthy of note is that the 2011 spring CLC initiative was MTEF's the largest to date with 19 instructors serving 511 children at 11 sites.

"This spring surprised us," said Massart. "Generally, we get a handful of sites wanting us to provide spring programming. Having [this] many CLC sites was a challenge."

MTEF is in the process of writing a proposal to provide its tennis program for five more years at MPS CLC sites.

"Someday," Massart said, "we might begin to see young tennis players entering our [TEAM] programs from these sites."

Sixth Season

Metro Adult Lesson and League Program Continues Its Popularity

The Milwaukee Metro Adult Lesson and League program began its sixth year in May with the start of the spring group lesson program and adult league.

The program, in which MTEF partners with MPS and the USTA-Wisconsin District, runs through July 27.

Group lessons are held at various schools and parks throughout the Milwaukee area and are designed for individuals who want to brush up on their skills or learn the game as a beginner.

"This has been one of our most popular summer programs," said Katie Seitz, MPS adult recreation assistant supervisor. "MTEF instructors are all very good and tennis is a popular recreational sport."

The USTA adult league program, which is administered by adult league coordinator Essie Herron, offers competitive play in four divisions — women's and men's 3.0 and 3.5. Matches are held on Tuesdays and Thursdays, which allows

players the option of participating in group lessons on Mondays and Wednesdays.

"I'm pleased to see this program continue to flourish," said Nancy Massart, USTA-Wisconsin District executive director and co-founder of the Milwaukee Metro League. "Milwaukee is home to over 400 public tennis courts and we need to continue to utilize partnerships like this one to keep adding instruction and competitive play opportunities to draw more adults to the game."

Spend time with any one of the 50+ players who take part in the lessons and you'll likely hear a similar story. Each talked about three qualities they like about tennis — exercise, socialization, and fun.

"I played when I was little, then stopped playing for a while," said Leon Voelz, a spring participant. "Now that I've come back, I realize how much I missed playing."

"I like the lessons because the coaches

are great," said Tai Luc, a lesson regular throughout the years. "It's great to be around motivated coaches who approach learning so positively."

"I really like the way we have the lesson and league program set up," said Rashad Grace, one of the instructors. "Players can get instruction and play competitively through one program and all for a very reasonable price."

If those we talked to are any indication what the rest of the participants think, the Milwaukee Metro League is a valuable asset to the Milwaukee community.

To inquire about or to register for the Metro lesson program contact the MPS Adult Sports office at (414) 475-8410, or e-mail Katie Seitz at Katie@milwaukeekeerecreation.net.

For information or to register for adult leagues call Essie Herron at (414) 228-0527, or e-mail her at essie.herron@sbc-global.net.

Happenings



June 20: Summer TEAM program begins at Sherman Park, 3000 N. Sherman Blvd., Merrill Park, 461 N. 35th St. and Burnham Field, 1755 S. 32nd St. 9 a.m. - 4 p.m. (1-4 p.m. at Burnham Field)

July 18-24: NJTL Leadership Camp. Sonoma State University. Rohnert Park, CA.

July 20-22: Usher New Look Leadership Conference. Atlanta, GA.

July 22: 8th Annual Arthur Ashe Kids Day Rally. Merrill Park. 1:30 - 4:30 p.m.

July 29: High Performance Junior Clinic. Milwaukee Country Club. 11 a.m. - 2 p.m.

July 29: 6th Annual NJTL Pro-Am. Milwaukee Country Club, 8000 N. Range Line Road, River Hills. 5 - 9 p.m.

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

August 1 to 4: Mayor's Cup Junior Tournament. Sherman Park. All day.

August 5: Mayor's Cup Junior Tournament finals. Sherman Park. 9 a.m. Followed by awards ceremony at 11 a.m. and picnic at noon.

Sept. 24: 13th 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.

You also can follow us on Facebook

