

# MTEF

*For More Than Three Decades Much More Than a Tennis Program*



# History of the Milwaukee Tennis & Education Foundation

**1975:** With the blessing of Al McGuire, then athletic director of Marquette University, the Milwaukee Tennis Classic Foundation, Inc. was founded by Chas Mulcahy, George Gaspar and John Roethle with a mission to promote tennis in general and Marquette tennis in particular, throughout Milwaukee and the state of Wisconsin. To this end, the foundation staged the 1st Annual Milwaukee Tennis Classic, a national inter-collegiate tournament for both men and women beginning on Dec. 28, 1975 with early rounds at MU's Helfaer Tennis and Recreation Center and finals at the Milwaukee Auditorium.

For the first few years, the tournament was co-hosted by Marquette and the University of Wisconsin-Madison. The event quickly grew into the largest (and eventually longest-running) event of its kind in the United States, at times drawing upwards of 200 competitors from schools across the nation. In 1990 an entire squad from the University of Leuven in Belgium traveled to Milwaukee to compete. With this number of participants, early rounds of competition were expanded to other Milwaukee-area indoor clubs, such as Highlander, North Shore Elite, LeClub, Pleasant Valley and Lake Country establishing a strong link between the foundation and the local tennis community.

Unlike most collegiate tournaments, MTC players have always been housed with local families. Throughout the years, hundreds of families have opened their doors to MTC participants and many long-lasting friendships have ensued.

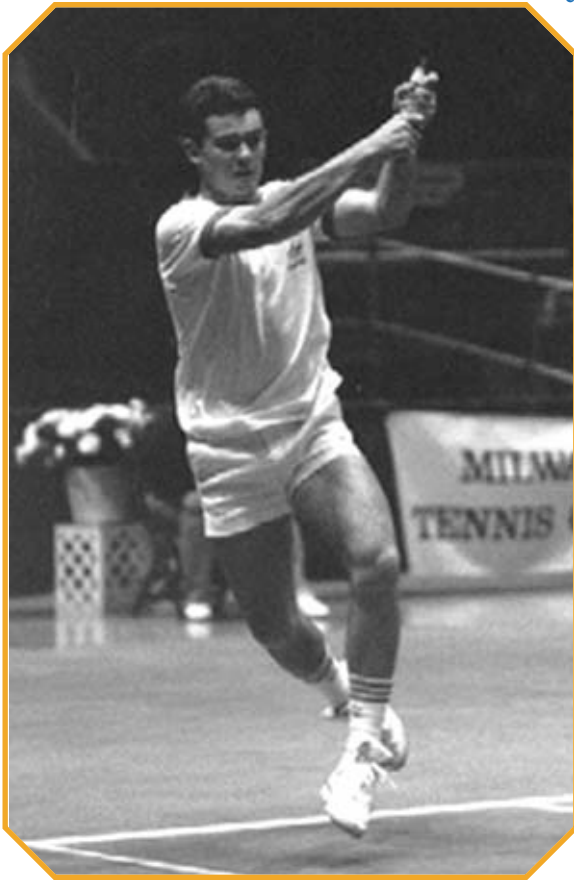
Many competitors, such as Paul Annacone, Byron Black, Thomas Blake, Jane Chi, Tami Whitlinger, Sargis Sargsian and Chris Woodruff, went on to successful careers on the ATP and WTP tours. Others, such as Stella Sampras, became head coaches at major universities. Still others are employed as tennis directors at some of the nation's most prestigious tennis clubs and resorts.

**1984:** One of MTC's community-service objectives was realized with the inauguration the MTC/MPS Scholarship program. Each year since, a \$1,000 scholarship has been awarded to at least one male Milwaukee Public High School graduate and one female MPS graduate, each of whom has demonstrated excellence in tennis, academics and leadership during their high school career. Father Richard A. McGarrity, S.J., was selected to chair the scholarship committee. As of May 2009, 64 MPS graduates have benefited from the program.

**1995:** With support from Milwaukee's business community, a youth outreach program was founded by Tom O'Byrne and Chas Mulcahy. Named Marquette Academics Tennis Leadership Program (MATL), it began on June 15 with 24 participants selected from central-city MPS schools. MATL used Marquette University tennis and classroom facilities to combine tennis instruction, academic tutoring and leadership experiences with local Milwaukee role models on a weekly basis year round.

**1995:** 1995 also marked a year in which the field at the US Open included 17 men and women who previously had performed in the Milwaukee Tennis Classic as collegiate athletes.

**1998:** Milwaukee was selected over Richmond, Detroit and San Diego as the site of the 1998 Davis Cup world semifinal between the US and Italy. Milwaukee Tennis Classic, Inc., teamed with the Wisconsin Center District,



A young Byron Black, playing for USC, won both the men's singles and doubles titles at the 1990 Milwaukee Tennis Classic. Black later went on to a successful career on the ATP tour and was a longtime member of the Zimbabwe Davis Cup team.



Mulcahy



Staff and participants in the MATL summer tennis camp at Kosciuszko Park convened for a group photo in August 2001. Shortly thereafter, the program was renamed TEAM (Tennis, Education and Mentoring).

Geyer and MTC President Chas Mulcahy during the July 1998 Davis Cup world quarter-final between the US and Belgium in Indianapolis. The final decision selecting Milwaukee was based upon the duplicate court facilities provided by WCD, the infrastructure of the MTC to promote the event and the enthusiastic presentation by Geyer and Mulcahy in Indianapolis. The US Davis Cup team consisted of Todd Martin, Jim Courier, Jan Michael Gambill and Justin Gimelstob, with Wisconsin native Tom Gullickson serving as captain of the team. This was the first and only time Milwaukee was selected for Davis Cup competition.

**1999:** The First Annual MTC Dinner Dance was held at the Town Club as a fundraiser for the Milwaukee Tennis Classic, the MATL program and the MPS Scholarship. The event was the kickoff for MTC's 25th Anniversary collegiate tournament, held in January, 2000. (In September, 2009 the foundation will host what is now called the 11th Annual MTEF Tennis Ball.)

**2000:** In late spring, the foundation's MATL program began a collaboration with the United Community Center/Bruce Guadalupe School on the city's South Side. Program Director Lee Martinez, assisted by volunteers, provided the tennis instruction using a curriculum developed by J. Cary Bachman, one of three USPTA Master Professional tennis instructors in Wisconsin. Bachman, as a longtime high school coach, led his Nicolet girls and boys teams to a total of 33 state championships. The school covered the educational portion of the program.

**2001:** The year marked a big change for the Milwaukee Tennis Classic when it was announced that the Milwaukee Auditorium, for 27 years the scene of the tournament finals, would be remodeled into the Milwaukee Theatre, leaving no floor space for setting up the Classic's portable court. For the next three years, 2002-2004, the finals were held at MU's Helfaer facility.

The MTC board approved the addition of a Wheelchair Division. The 27th Annual Milwaukee Tennis Classic, held in January 2002, marked the first time in US history that able-bodied and wheelchair collegiate players participated in the same tournament.

**2001:** The Milwaukee Community Tennis Association was founded in April by Jay Massart, another of Wisconsin's USPTA master professional tennis instructors.



The initial funding that allowed the TEAM program to begin a rapid expansion came from a \$31,000 grant from Potawatomi Bingo Casino's "Miracle on Canal Street" program. This was the foundation's display outside the casino's bingo hall in December 2001.

**2001:** Because of difficulty in securing grants for the outreach program and the fact that “Mat-ul” was a name that did not particularly resound with the community at large, the name of the outreach program was changed to TEAM (Tennis, Education and Mentoring).

Late in the year, Jay Massart was hired as the third executive director of the Milwaukee Tennis Classic Foundation. Genie Gengler and Susan Leichtfuss preceded him in the in the post. Massart took over his duties on February 1, 2002.



Massart

**2002:** When Bruce Guadalupe decided to go off on its own, Massart arranged a partnership with the Boys and Girls Clubs and a 30-participant pilot program, financed by a \$31,000 “luck of the draw” grant from Potawatomi Bingo Casino’s “Miracle on Canal Street” program, was offered through the Pieper Boys and Girls Club, using a tennis curriculum developed by Massart and tutors from Marquette University. The foundation also became Greater Milwaukee’s official National Junior Tennis League (NJTL) Chapter in 2002. This was the beginning of the TEAM/NJTL program as we know it today – a widely recognized, award-winning program serving thousands of central-city youngsters annually.



This happy group gathered at the Mary Ryan Boys & Girls Club at Sherman Park on the day in 2006 that MTEF officially became the second First Serve Chapter in the Midwest Section.

**2002:** The Milwaukee Tennis Classic board and the board of the Milwaukee Community Tennis Association voted to merge the two organizations under the Milwaukee Tennis Classic Foundation name and board of directors.

On December 17, the MTC articles of incorporation were amended to change the name of the organization to Milwaukee Tennis Foundation (MTF), which, it was felt, would more accurately reflect the increased emphasis on community outreach

**2003:** .On Feb. 28, 2003, the MTF articles were amended to again change the organization’s name – this time to the Milwaukee Tennis & Education Foundation (MTEF).

A short two years after the MTC-MCTA merger, MTEF was named Tennis Industry magazine’s 2003 Community Tennis Association of the Year. The organization was cited for its outreach initiative, its fundraising skills, and, in particular, its collaboration with local businesses and other organizations. MTEF had become Greater Milwaukee’s official CTA earlier in the year.

**2004:** MTEF redesigned its existing web site to include a comprehensive listing of its various events and programs, including the TEAM program, the Milwaukee Tennis Classic tournament and the Tennis Ball. It also featured a “player matching” section for Milwaukee area tennis players. In addition, MTEF partnered with the USA League Tennis Greater Milwaukee League to become the official website of the more than 5,000 adult league players in the Milwaukee area.



In the summer of 2006, MTEF moved its headquarters to leased space in the Mary Ryan Boys & Girls Club at Sherman Park.

MTEF was recognized as the USTA Midwest Section NJTL Chapter of the Year.

**2005:** MTEF began offering advanced tennis instruction for TEAM participants who have demonstrated that they are ready to progress on the tennis court. Participation was and continues to be by invitation only. For the second time, MTEF was honored as the USTA Midwest Section NJTL Chapter of the Year. MTEF also was recognized nationally as one of five NJTL Chapters of the Year based on budget.

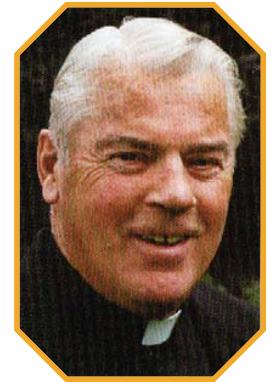
Christine Tang, 10, became MTEF's first national winner in the Arthur Ashe Essay Contest.

**2005:** Because of NCAA rules changes limiting the number of dates on which a team may play, the Milwaukee Tennis Classic tournament was reformatted from a week-long individual event to a three-day double-quad match involving four men's and four women's teams. Previously held indoors in the depths of Wisconsin's winter, the tournament was rescheduled as an outdoor event in late September and continues to be held annually at Western Racquet Club in Elm Grove.

**2006:** Chas Mulcahy retired as MTEF president after 31 years in the post. His successor, Dave Pelisek, became the first president elected to the two-year term established by the board. After it became apparent that the MTEF board primarily was interested in the rapidly growing central-city program, the foundation board voted to spin off the Milwaukee Tennis Classic collegiate tournament and the MTC-MPS Scholarship program (now called the Richard A. McGarrity MPS Scholarship in honor of the original committee chair). Toward this end, Milwaukee Tennis Classic, Inc. was formed on March 30. A divestiture agreement between MTEF and MTC was signed on May 17. The agreement specified equal ownership of all records and histories from each year of the tournament operation to 2006.

**2006:** In December, MTEF became the second NJTL Chapter in the Midwest Section to be designated a First Serve Chapter. The designation entitled MTEF to use the award-winning First Serve Life Skills curriculum, created by a core group of individuals formerly associated with the Stanford Research Institute.

Also in 2006, youngsters in MTEF's TEAM/NJTL program submitted a record number of Arthur Ashe Essay Contest entries (129 of 242) to the USTA Midwest Section. Three youngsters' essays were chosen as sectional winners and submitted to the national competition as Midwest Section finalists. For the first



McGarrity



Tennis legend Stan Smith headlined MTEF's 1st Annual Pro-Am & Reception fundraiser in 2006. Serving was amateur Brian Mikkelson.



Milwaukee Mayor Tom Barrett and his wife, Kris, congratulated Reginald and Raven Lee, regional winners of the Arthur Ashe Essay Contest, at the 2007 MTEF Tennis Ball.

time, six TEAM participants were awarded scholarships to summer tennis camps sponsored by Rod Schroeder Tennis Camps, Nike and the NJTL.

On July 1 MTEF moved its headquarters into leased space in the Mary Ryan Boys & Girls Club at Sherman Park – a move that cemented MTEF’s central-city presence. Previous headquarters locations were in Downtown Milwaukee and Menomonee Falls.

Also in July, MTEF inaugurated its Annual Pro-Am & Reception fundraiser at Milwaukee Country Club. Major sponsors included Don and Sallie Davis and Frank and Kathleen Thometz. Tennis legend Stan Smith headlined the Pro-Am and also the 1st Annual NJTL Regional rally the next day.

In the summer of 2006, MTEF partnered with the Milwaukee Public Schools Recreation Department to offer low-cost tennis lessons to adults of all ages and abilities at three sites. MTEF provided instructors for the lessons, which initially involved about 70 adults.

**2007:** Milwaukee Tennis Classic, Inc., was awarded tax exempt status on Feb. 7, 2007 as a 501 (c)(3) Wisconsin nonprofit corporation by the Internal Revenue Service. MTC continued to present the annual Milwaukee Tennis Classic team tournament, at Western Racquet Club. Beginning in 2008, the event was funded solely by Marquette University. MTC continued to fund the MPS-MTC/McGarrity Scholarship and was involved in promoting the tournament.

**2007:** Largely due to Massart’s concerted efforts over the years to expand the reach of MTEF’s central-city program, the foundation was one of four NJTL chapters chosen to receive a \$100,000 Community Building Initiative grant from the Ford Foundation/USTA. The grant enabled MTEF to embark on an ambitious program involving both children and adults in the Sherman Park neighborhood on Milwaukee’s Northwest Side. The Sherman Park Community Association, the Boys and Girls Clubs of Greater Milwaukee, Wells Fargo Bank, the Milwaukee County Parks, the

Milwaukee Department of Workforce Development, the Center for Entrepreneurship and the Badger Tennis Clubs signed on as local partners in the CBI. As a result, instruction involved whole families from the area and focused not only on tennis instruction, but also on life skills, reading, financial literacy, nutrition education and fitness.

Other 2007 MTEF milestones: The partnership with MPS Recreation was expanded to eight sites offering spring, summer and fall sessions; the Metro Milwaukee Adult League was formed in May offering citywide competitive opportunities for participants; the Mayor’s Cup Junior Tennis Tournament, sponsored by the City of Milwaukee and Mayor Tom Barrett was inaugurated as MTEF’s end-of-summer event; the annual NJTL Regional



The Metro Milwaukee Adult League was formed in 2007 to offer citywide competitive opportunities for its participants.



Participants and staff gathered for a group shot at the 2008 USTA/NJTL rally at Merrill Park. Among those in the second row were Milwaukee County Executive Scott Walker (center, red shirt) and the lead instructor, tennis pro Gene Mayer (white shirt next to Walker).

program.

**2008:** The success MTEF's initial effort in the Sherman Park neighborhood resulted in the foundation's receiving a second \$100,000 grant to continue the project.

Devon Page came full circle from TEAM program participant by returning as one of MTEF's paid summer instructors. Page taught at the Sherman Park, Merrill Park and Custer High School sites.

**2009:** MTEF was hired by the Milwaukee Public Schools to offer tennis instruction at the district's community learning centers (CLC). Six elementary school sites participated in the spring session, with 16 others joining the program in summer.

MTEF began to use the USTA's QuickStart Tennis (QST) program to introduce youngsters aged 10 and under to the game. QST uses smaller courts and more age-appropriate equipment such as lower nets and compression balls. With this method, players are able to keep the ball in play and learn strokes at a suitable pace. Unlike previous programs, it emphasizes match play and competition in conjunction with instruction. MTEF's instructors are trained in the method by Rick Vetter, the third Wisconsin USPTA master pro. Vetter also is a national USTA clinician, certified in the Recreational Coaches Workshop training and in QuickStart Tennis. MTEF's tennis instructors also must attend the Milwaukee area's Recreational Coaches Workshop, which is held each spring at Nicolet High School in Glendale. MTEF has, for many years, sponsored the workshop as Milwaukee's official community tennis association.

For the first time, three teams from MTEF's Sherman Park site participated in USTA Junior Tennis League play, competing with teams from suburbs such as Fox Point and Germantown.

MTEF introduced an "measurements" initiative focused on quantitative results of its programming in four major areas – life skills, academics, health and tennis skills. All youngsters will be tested prior to and at the conclusion of each sea-

Rally drew a record 343 participants to Milwaukee's Merrill Park.

Another highlight was Wisconsin First Lady Jessica Doyle's August visit to the summer tennis and reading program at Sherman Park.

The first two TEAM participants to reach the goal of playing high school tennis were Devon Page and Cody Porter, who played on the Marquette University High School junior varsity and the New Berlin West High School varsity, respectively. Both boys had participated in the Advanced TEAM



Instructor Ingrid Hagerup gathered with youngsters learning to play tennis at the Metcalfe CLC site.

sonal session in order to track their progress in these four areas.

In fall, MTEF was again named the USTA's Midwest Section NJTL Chapter of the Year. The foundation also was one of three First Serve Chapters in the country to receive a four-star rating. The national rating system used by Florida-based First Serve, involves both qualitative and quantitative measurements in four fundamental areas of operation -- academics, tennis, life skills and retention of program participants. For the first time MTEF had participants at all three levels of its First Serve program.

At the 11th Annual Tennis Ball, two First Serve participants, John Little and Charlee Goodman, were awarded national scholarships by First Serve's founder and CEO, Trey Buchholtz.

**2010:** MTEF's TEAM program had a summer that was difficult to duplicate. Not only did the size of the summer program double, there also were two unexpected events -- a concert and partnership with Usher's New Look Foundation and being selected to represent all NJTLs throughout the US at Arthur Ashe Kids' Day via a CBS video presentation.

MTEF's measurements tests were administered twice during the summer and showed that programming is having an impact in the core areas. The average GPA of all participants was 2.73 on a scale of 4. History was the highest subject at 2.85, followed by English at 2.81. Math came in at 2.73. Year-round First Serve children had an overall GPA of 3.37, 10% higher than the previous year's 3.06.

The BMI average was 20.86, right in the middle of the normal weight guidelines -- 18.5-24.9.

MTEF also fielded six Jr. Team Tennis teams from its Sherman and Merrill sites, giving 58 juniors the chance to travel as a team and compete weekly against players from suburban teams.

Charlee Goodman and Juan Torres were selected to attend the 16th Annual NJTL Leadership Camp in Atlanta, GA. Goodman also won the NJTL National Student Athlete Competition and was awarded a \$5,000 college scholarship at the 12th Annual MTEF Tennis Ball.

Also in 2010: Trevor D'Souza was elected to serve a two-year term as MTEF's fourth president; MTEF was rated the No. 2 NJTL chapter out of 560 in the US.

**2011:** MTEF's High Performance TEAM participants showed again that they are geared to success. The program, formerly called First Serve, has three students in the running for college scholarships in the USTA's National Student Athlete Competition. Sydnei Parker, Rhamses Lo and Charlee Goodman all have led their respective age/gender division at one point in the yearlong competition, which ends August 11.

Other highlights:

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

Geana Wraggs graduated from Rufus King High School, where she played on the girls' varsity for three years, with a 3.64 GPA. The first TEAM participant to achieve this accomplishment, she plans to attend Florida State University in the fall.

Three TEAM participants received high school scholarships. Sydnei Parker and Rhamses Lo will attend University School of Milwaukee; Grecia Rodriguez will attend Divine Savior Holy Angels.

MTEF developed a customized set of five curricula geared to its measurements goals that it hopes will set MTEF apart from other national non-profits and NJTL chapters.



Charlee Goodman is interviewed by CBS Sports' Jawn Marales at Sherman Park during filming of a video shown on Arthur Ashe Kids' Day at the 2010 US Open. Others are cameraman Mark Borenstein and soundman Matt Mayer.

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