

USTA NEVADA EXECUTIVE DIRECTOR'S ANNUAL REPORT



Above photos: The No. 1 Bryan Brothers ran a world class camp. Asia Muhammad made her name at the US Open, where she is surrounded by president Tim VP Ron Holmes and ED Ryan Wolfington. Rob Kinas ran a Battle of the Sexes at Spanish Trail

Dear Members:

In my first year as Executive Director of USTA-Nevada I wanted to make a significant impact. To achieve this I found out what you as members, captains and pros wanted by meeting with you and sending out the anonymous questionnaire.

What I heard most was the desire for these 4 things:

1. More "Social tennis events."

That is why we created or improved these events:

- Bryan Brothers VIP party LAVO Nightclub (FREE drinks and admission to LAVO for USTA members)
- 50 FREE dinners for USTA-Nevada pros
- Nevada Tennis Hall of Fame with Tony Bennett, Andre Agassi and Steffi Graff (USTA members got discounted seat at \$75.00 instead of \$250)
- Improved Ladies League Luncheon with picture show, silent auction and decorations
- Alumni Night at Phantom of the Opera for adult players who played as children
- Retro "Wood Racket" Tournament
- Improved Captains meeting with Wayne Bryan and FREE Tennis Channel Open tickets & bag for Captains
- ESPN ZONE Davis Cup viewing party (FREE buy your own lunch)
- UNLV tennis events
- FREE "BELLA" movie screening with Producers, Director and actor Promoter of Rob Kinas's great events!
- FREE tickets to MOSAIC concert
- Next month we start a new SATURDAY FREE CLINIC at a different site each month for all ages (to help grow the game)

2. More "Advocacy for tennis" to influence politicians to build more facilities.

Met with over 15 politicians and community leaders to promote this cause.

3. "Bring back grass roots tennis in lower and middle schools"

We just finished getting tennis back into middle schools, 5 this month and more to come. We are back introducing tennis in gym classes

4. More "Communication"

- Sent out an anonymous questionnaire, started a weekly press release to get tennis scores, articles and results in Review Journal, View and other publications. Sent out E-Blasts each month with tournament info, articles
- Put monthly articles in INSIDE TENNIS, which every USTA-Nevada member gets.
- Increased articles and information on web site
- Started new VIDEO STREAMING USTA-Nevada news show.
- Held a Strategic Planning Task Force getting over 15 tennis leaders together to create our strategic plan.
- Attended most tennis events to listen to and meet people
- Started my "Executive Directors Report to the Pros", "Executive Director's Report to the Captains" and "Executive Director's Report to the members."

When I was in the field for seven years as a player, captain, and running a facility and tennis foundation, I had ideas on what USTA-Nevada could do better. I want these ideas from you and recognize you know best. I work for the pros, captains and members and need to make sure I get the best of your ideas. So please let me know what you think I should do to make tennis better in Las Vegas.

Thanks again for all you do,

Ryan Wolfington
USTA-Nevada Executive Director

PRESIDENTS REPORT

Tim Blenkiron, President of the Board

Dear Members:

Our Board is proud to have come together with leaders from the community to put together our first ever Strategic Plan. What we heard most was the need for more social events and tennis promotion. To this end we held or sponsored 8 new social events for members, including the Davis Cup at ESPN Zone, the Nevada Tennis Hall of Fame, Bryan Brothers VIP party at LAVO, Free Mosaic concert, Alumni night at Phantom of the Opera, UNLV pro-am, "Bella" screening, and promoted the legendary Rob Kinas events. We also made a strong effort to improve our Ladies League Luncheon, Captains meeting, District Championships and junior banquet.

At the same time we as a Board continued our efforts to "professionalize" the organization by streamlining our governance documents, establishing a strong finance committee as well as other active USTA Committees that were given clear charges and practical tasks to achieve.

In addition, we as a Board are pleased by the work our first year Executive Director Ryan Wolfington has done. His expertise in business, fundraising and sponsorship as well as promotion has added a tremendous energy and productivity to our organization. We look forward to another productive 2009.

I want to thank all the Board members, but in particular our Treasurer Claire Roth who has been extremely active on the Finance, Ladies League Luncheon, and By Laws committees as well as helping to organize our ESPN Zone Davis Cup viewing party. Jon Jannotta and Dr. Daulat were a big help on the ESPN Zone Davis Cup committee. Theresa Lovett, our Secretary, ITA junior comp delegate and last year's Nominating Committee Chair, as well as Rea Melanson, our board CPA, have both done a lot of work to better the organization. Our Vice President Ron Holmes has been a big help with junior competition and using his relationship with his daughter Asia Muhammad to help the Association. Without such an active and working Board we could not have achieved so much this year. Thank you.

I encourage members to get involved and see what you can do to make a difference in Las Vegas Tennis. You can start by being part of our "Sponsor a Middle School" program, donating an old racket or contacting us to volunteer or work on a committee. We welcome your participation.

Thank you for your membership.

Tim Blenkiron



Blenkiron, Andre Agassi and Tony Bennett had a blast at the Nevada Tennis Hall of Fame gala.

USTA-NEVADA BOARD OF DIRECTORS 2008

Tim Blenkiron, President Ronald H. Muhammad, Vice Pres.
Claire Roth, Treasurer Theresa Lovett, Secretary
Minette Curnutt, Dr. Jaldeep Daulat, Debbie Davis, Mike Grabowski,
Gordon Hammond, Jon J. Jannotta, Rea Melanson

2008 HIGHLIGHTS

#1 Financial impact = \$101,500

In my first year our office was able to fundraise, get sponsors, cut costs, negotiate a new lease, and get in kind donations that had a positive financial impact on USTA-Nevada by \$105,000

In kind and cash sponsors and Fundraising = \$38,300

Saved USTA-Nevada on new lease: \$27,000 in savings

In kind donations and financial impact - \$36,200

3 Turnberry Memberships donated = \$30,000

Wilson Donation of rackets/hoppers: \$600.00

TAO donated 50 dinners and free drinks for all members: \$5,000

Vic Braden Tennis weekend: \$600

As a result of this cost cutting and new revenue we came in under budget by \$12,000

#2 Administrative accomplishments

Started and completed first ever Strategic Plan

Started and completed first ever Business Plan

Facilitated the creation of more active Committees: Nomination, Jr. Comp. & Luncheon, Finance, By Laws committees (Note: most committees in the past were inactive)

Increased Membership

Helped fix By Laws and inconsistencies on governance documents

Umpires' Agreement - negotiated between umpires and tournament Directors to make everyone work together

Started first ever employee and procedure manual

Started Executive Directors Reporting (to captains and pros) and record keeping

#3 Program accomplishments

Created new Elite Jr. League (65 new league players all top ranked)

Tennis Channel Open promotion

Tennis Channel Open - got Hilton to sponsor

East Coast Leadership Tour

Coaches Training Workshops - Largest attendance ever all 3 times

Volunteers - 100% increase

Helped Meadows and Dawson after school programs get new USTA members and league teams

Started the plan to create from scratch middle school tennis, then leagues and programs

Players "Adopt a middle school" by volunteering one hour a week! Call us at 792-8384

#4 Advocacy

I met with the following people to promote building new courts and facilities and growing the game of tennis in the community: Senator John Ensign - Senator Harry Reid - Commissioner Larry Brown - City Councilman Ricki Barlow - City Councilman Gary Reese - Commissioner Bruce Woodbury - City Councilwomen Lois Tarkanian - Mayor & Mrs. Goodman - Headmaster of Meadows School - Clark County School District Leadership - Mesquite Parks and Recreation leadership - Tennis Channel President and CEO - All S. Nevada Tennis Directors & most pros

#5 New & better tennis community events

Nevada Tennis Hall of Fame with Tony Bennett, Andre Agassi and Steffi Graf

Captains Meeting with Wayne Bryan and TC free tickets and bag

Bryan Brothers Event = \$1,650 donated to USTA-Nevada

Improved Ladies League Luncheon

ESPN ZONE Davis Cup Party

FREE Mosaic Concert tickets

LAVO Bryan Brothers VIP Party = 50 Free Dinners for Pro's, open bar for all USTA members

Alumni Night - Phantom & Blue Man Group free tickets for alumni and pros

Retro Tournament - UNLV tennis events - Rob Kinas events

FREE "BELLA" movie screening with Producers, Director and actor

Next month we start a new SATURDAY FREE CLINIC at a different site each month for all ages (to help grow the game)

6 Promotion and marketing

USTA-Nevada sent a weekly Press Release, increased articles written on tennis dramatically

Created NEW City-wide Raffle - Helped other groups raise over \$6,000, we raised over \$4,000

New USTA-Nevada participation in "INSIDE TENNIS" Magazine, less expensive and more issues

E-Newsletter now to 9,000 plus players twice a month

Tournament reminder E-Blast & Summer Camp promotion E-Blast & magazine ad

USTA-Nevada Club and pro features in magazine (different club and member each month)

#7 Community building

Met with most tennis directors and pros in town

Started Executive Directors Report to Pro's, Captains and Board

Events

TREASURER'S REPORT

Diana Winn, Treasurer



Diana Winn

Below is the condensed Income Statement of the USTA-Nevada Tennis Association for the 2008 operating year. The ending cash in all accounts reflects the Association's financial position as of December 31, 2008.

CONDENSED STATEMENT OF FINANCIAL POSITION - DECEMBER 31, 2008
REVENUES \$465,329.10
TOTAL EXPENSES (\$448,943.82)
NET INCOME \$ 16,385.28
ENDING CASH ALL ACCOUNTS 12/31/08 \$ 89,965.05

JUNIOR COMPETITION REPORT

By Rob Merriman,
Junior Competition Coordinator

2006-2008 HIGHLIGHTS

- The junior competition budget finished \$25,427.15 in the black.

- Ritual became our first presenting sponsor, providing \$14,500 in support

- Junior Team Tennis league participation was up 28% in 2008 versus 2007

- Junior USTA Membership was up in 2008 versus 2007: 793 versus 782

- The Elite Competition League: The first junior competitive league for the top 48 players in Southern Nevada.

- The player party for the ITA Great Pumpkin, which featured ping-pong, a pot-luck, a D.J., and a seminar on becoming a world class champion, led by Brad Pearce and Tim Blenkiron

- The integration of a level two point district tournament point structure into the existing ranking system, which created more opportunities for clubs and facilities to offer sanctioned tournaments

- The Junior Awards Banquet held at the Schulman's house, with the majority of costs underwritten by the Marty Hennessy Foundation

- The High School Player's Camp—the first USTA-Nevada Camp to provide a USTA Junior Membership for non-member juniors who registered. This resulted in an increase of 37 Junior USTA memberships for Southern Nevada.

- The High School Coaches Camp led by Gordon Hammond, USPTA High School Coach of the Year.

- The addition of a Level 5 National Junior Tournament to Southern Nevada's Junior Tournament Calendar: The ITA Labor Day Circuit Tournament (Boys & Girls 18's Division).

2006-2008 STATISTICS:

SO. NV JRS RANKED SECTIONALLY & NATIONALLY (2006-2008)

Final Sectional Ranking 2006: 149
Final National Ranking 2006: 71

Final Sectional Ranking 2007: 200 (+34.2%)
Final National Ranking 2007: 76 (+7.04%)

Final Sectional Ranking 2008: 293 (+46.5%)
Final National Ranking 2008: 95 (+25%)

DISTRICT SANCTIONED & NOVICE JR TOURN. PARTICIPATION (2006-2008)

2006 Sanctioned: 1619 in singles

237 teams in doubles

2006 Novice: 563 in singles,
12 teams in doubles

2007 Sanctioned: 1833 in singles (+13.2%)
84 teams in doubles (-64.5%)

2007 Novice: 532 in singles (-5.8%)
6 teams in doubles (-50%)

2008 Sanctioned: 1891 in singles (+3.1%)
272 teams in doubles (+223.9%)

2008 Novice: 475 in singles (-12%)
0 teams in doubles (-100%)

HIGH SCHOOL COACHES & PLAYERS CAMPS

2006 Coaches Camp: 10
2006 Players Camp: 61
2007 Coaches Camp: 12
2007 Players Camp: +80
2008 Coaches Camp: 6
2008 Players Camp: 62

EASTER CIRCUIT (EC) & GREAT PUMPKIN (GP) PARTICIPATION (2006-2008)

EC '06: 355 in singles, 84 teams in doubles.
GP '06: 428 in singles, 160 teams in doubles.
EC '07: 399 in singles, 145 teams in doubles.
GP '07: 449 in singles, 179 teams in doubles.
EC '08: 357 in singles, 136 teams in doubles.
GP '08: 338 in singles, 140 teams in doubles.

Currently, the Easter Circuit net revenue was up 10% from projected net revenue for 2009:

Actual: \$4,408.71
Projected: \$4,022

Elite League numbers are up over 30% from 2008:

2009: 64 players
2008: 48 players

Novice tournament participation is up over 15% from this time in 2008:

2009: 200 players
2008: 172 players

Despite having lower numbers for this year's Easter Circuit, we were able to increase revenue by cutting costs on balls, umpires, trophies and court fees, while maintaining the amenities that make the Easter Circuit a stand-out event.

Elite League registration was also up and the players this year are having a blast competing for their team. So far we've had two league matches and there's one more to go. March 27th's match at UNLV was a great event, where we had multiple matches that came down to a decisive match tie-break in the third.

Novice tournament participation is up, mainly due to Passion Tennis initiating a three-tournament Henderson novice series, the first of which was held March 6-7 and drew 58 participants. USTA-Nevada's first ever Competitive Training Center (CTC) League is underway. We had our first meeting on Wednesday, April 8 at the Las Vegas Hilton. 16 players participated in the program, which featured team competition, competitive games, a seminar on how to get a college scholarship, coaching by Saad Ashraf and the Team Hilton players, and a guest appearance by Asia Muhammad.

COMMUNITY TENNIS & DIVERSITY REPORT

Dann Battistone,
Community Tennis and Diversity Coordinator

* Negotiated the opening of approximately six new parks and 15 new classes with the Henderson Parks and Recreation management starting the summer of 2009. This increase in classes will result in an estimated increase of \$20,000 in revenues in 2009 and \$45,000 in 2010. The net profit from these activities in 2009 alone will be an increase of about \$12,000

* Committed 4 middle schools (Molasky, Del



"Many Ways To Play"

Webb, Rogich, and Findlay) to after school programs 1 time per week. The average attendance of the first two full-fledged programs has been approximately 30 students per session.

* Worked with over 200 elementary school children at Roger Bryan and Jo Mackey elementary schools. They have committed to allowing me to come in during school hours to teach their students basic tennis skills.

* Contracted with 6 new instructors to volunteer and teach in both our middle school and parks and rec. programs. Four of these instructors are from diverse backgrounds: 2 African American and 2 Hispanic.

* Contacted UNLV in order to hire 3 new volunteer interns for our parks and recreation and middle school programs. I have interview 2 of these interns. Both are African American and will bring great enthusiasm to the office.

* Developed relationships with key figures in the school and Parks and Rec. areas, including face to face meetings with Sandra Foley (Darling Center), Hayden Ross (Clark County School District), Jeff Muehleisen (Clark County Schools), Judy Meyers (Clark County Schools), Trevor Snow (Henderson Parks), Rob Engleman (Henderson Chamber of Commerce), and others.

* Partnered with Frank Vandekerchove in running an after school tennis program for physically handicapped children and adults confined to wheelchairs.

* Reviewed the NTA financials and am in the process of creating a plan to reduce our expenditures by approximately \$6000 - \$10,000 annually without compromising our effectiveness as an organization.



Dan Battistone

USTA Senior League - 14.29% increase in players, 36.37% increase in the amount of teams participating.

USTA Adult League - 10% increase in players, 11.30% increase in the amount of teams participating

USTA Mixed Doubles League - 38% increase in players, 50% increase in the amount of teams participating.

NTA Ladies Spring Weekday League - 5 % increase in players, 27% increase in the amount of teams participating.

USTA - NEVADA STRATEGIC PLAN

By SP Task Force and Ryan Wolfington

The ideas for this plan were generated from the USTA-Nevada members through an anonymous questionnaire, comments from pros, staff and the Strategic Planning Task Force including the tennis leaders listed below. The plan was adopted by the USTA-Nevada Board this year.

STRATEGIC PLANNING TASK FORCE

Tim Blenkiron, Claire Roth, Sandy Foley, Dan Knight, Hans Riehemann, Alan Brown, Judy Myers, Sarah Johnson, Ronald Muhammad, Craig Witcher, Owen Hambrook, Stephane Mathue Cambas, Gordon Hammond, Ryan Wolfington.

Seven Strategic Priorities

1. COMMUNITY TENNIS

1.1. Increase tennis programs in Parks, Schools and Facilities.

1.2. Strengthen relationships and communications with all community partners, including: the Clark County School District; Municipalities; businesses; facilities; tennis pros, and the Chamber of Commerce.

1.3. Increase marketing and promotion of USTA programs in Parks, Schools; promote tennis in general and membership.

1.4. Increase membership by promoting its benefits.

1.5. Develop Middle School tennis programs that have league teams and that feed local teaching pros/facilities.

1.6. Create a product that local foundations and municipalities will be motivated to underwrite.

1.7. Market programs, leagues and memberships via e-blasts, magazines, press releases, "PSA's," websites. Include all member organizations in marketing material.

1.8. Keep an eye out for volunteers/organizations who can become CTAs to service areas that need programs.

1.9. Create the best possible environment for Junior and Adult tennis communities to thrive.

1.10. Facilitate the growth of Pee Wee Tennis at facilities.

1.11. Create a Junior Pathway with most of the benefits at the top for the tournament players to inspire affinity and play, including travel team, high performance opportunities, etc., Future Stars, CTC, World Series League, high level Sectional events.

1.12. Be open to creative new leagues, such as World Team Tennis format.

1.13. Create more special, fun, social events to bring tennis community together, i.e. exhibitions, free clinics, parties.

2. BUSINESS DEVELOPMENT & FISCAL MANAGEMENT

Increase and protect current revenue streams and aggressively develop new ones.

2.1. Focus on league tennis and fundraising,

since they are our largest potential revenue streams.

2.2 Bundle, monetize and leverage USTA assets/sanctions (e.g. websites, newsletter, magazines, tournaments, leagues, membership, parks and schools programs and events).

2.3. Maximize sponsorable inventory, including title and maximum sponsorship.

2.4. Consider investing in and creating sports, entertainment, event properties that leverage existing staff skills and reach new, diverse audiences of potential tennis players, always mindful of 501(c)(3) status and limitations.

2.5. Encourage and enhance creativity and fundraising growth for USTA-Nevada scholarship programs via our non-profit foundation partner.

2.6. Increase net revenue by cutting costs, new revenue streams via product development, monetization and fund raising.

2.7. Be willing to increase fees or trim costs to make offerings profitable.

2.8 Consider an NTA membership to make membership free or at a discounted price, to get all tennis players in our database and involved.

3. FUNDRAISING/FOUNDATIONS/SPONSORSHIP

3.1. USTA-Nevada, in addition to raising funds for our non-profit partner and scholarship programs, should look for every opportunity to increase fundraising for tennis related causes through grants, events, raffles, campaigns, tournaments.

3.2. An effort should be made to promote fundraising efforts at existing clubs and events. USTA-Nevada should help support all junior tennis foundations with grant assistance, coaches, programs and training on how to fundraise.

3.3. Seek out tennis enthusiasts and businesses that may sponsor events and programs.

3.4. Follow up and thank and educate those who sponsor on the success of their contribution.

4. PEOPLE RESOURCES

4.1. Attract and retain visionary volunteers, board members and staff at every level.

4.2. Differentiate and respect the roles of volunteers and staff.

4.3. Treat every person with patience, honesty and respect, creating a positive work environment that inspires loyalty, love of one's work and play.

4.4. Increase staff for marketing, promotion and fundraising and for leagues.

4.5. Train, educate, inspire staff, and empower them to be more productive.

4.6. Thanking and reminding USTA members of the value of membership with give-back events, programs and opportunities, to create affinity, lifelong members and inspire volunteerism and sponsorship.

5. DIVERSITY

5.1. The USTA-Nevada will ensure that diversity is included in every strategic direction and in the plan of action for every employee and volunteer at every level.

5.2. The USTA-Nevada wants to attract young people, creative business executives, profes-

sionals and others who may not now be fully engaged.

5.1 Address and respond to diversity gaps in leadership and volunteer base, both long term and those that can be filled tomorrow. Make an effort to have President's Committee appointments reflect the diversity in our community.

5.4. Establish and meet diversity goals in the areas of tennis program participation, staff recruitment and retention, and volunteer recruitment and retention.

6. ADVOCACY/P.R./MARKETING

6.1. The USTA-Nevada needs to advocate (sell, promote) the benefits and success of tennis and the USTA. Advocate on a national and sectional level for events to be played in Las Vegas, including nationals, conventions and workshops.

6.2. Advocacy via Public Relations, Promotion and Marketing.

6.3. Promote and educate the local community on the values of tennis programming in schools, parks and communities for youth, adults, seniors and families.

6.4. Target political, social, business and fundraising leaders, in hopes that "grass tops" will have a major affect on "grass roots."

6.5. Make USTA-Nevada visible, well known and respected the events by providing the highest level of programming and promoting our results.

6.6. Create our own media or work with partners to write articles, post and promote our own programs and successes, including: e-newsletter (VegasTennis.com), magazine (Inside Tennis), websites, newsletters, etc.

6.7. Use smart advertising ad buys to promote tennis.

7. ACCOUNTABILITY

The Board of Directors is responsible for establishing strategic priorities and goals to achieve the mission of the USTA-Nevada. The Executive Director is accountable to the Board for achieving the strategic goals.

7.1. Give necessary authority to the Executive Director to manage the staff and to accomplish the mission.

7.2. Recruit, educate and hold accountable Board Members to make an active contribution to at least one strategic goal.

7.3. Hold the Board and every committee, group, volunteer and staff member accountable for understanding their charges and achieving their goals.

7.4. Provide the resources needed for success while being mindful of financial constraints.

7.5. Supplement cash resources with a creative environment that promotes the generation of new ideas and approaches.

7.6. Identify key metrics to determine success and/or failure with respect to achieving the goals specified in the Strategic Plan.

7.7. Use membership, league participation and tournament entry numbers as the primary indication of growth.

7.8. Bring the Task Force together annually to review progress and possible changes.

ADULT LEAGUE DEPARTMENT

Mary Maragos, District League Coordinator

Adult Recreation and Competition is responsible for the development and administration of leagues and tournaments. These leagues are designed to provide the opportunity for year-round competitive tennis in a team format and are designed to keep players in the game. Leagues provide play for Adult Men and Women (19 + years), Senior Men and Women (50 + years), Super Senior Men and Women (60 + years), as well as Mixed Doubles.



Mary Maragos

Participation Numbers for USTA/Nevada

Year	Participation Numbers
2005	5,285
2006	5,013
2007	5,040
2008	5,379

In '08, the USTA/Nevada had 8 teams representing our District in the USTA National Championships: Adult division, 3.5 Men's team from Darling Tennis Center; 3.5 Women's team from Darling Tennis Center; 4.5 Men's team from Canyon Gate; and the Men's 5.5 team from Spanish Trail. Senior division: 3.0 Men's team from Anthem Country Club and the Men's 3.5 team from TPC; Mixed Doubles division: 9.0 team from Summerlin Arbors. Super Senior division: 8.0 Men's team from Spanish Trail.

2009 league registration has been very successful in spite of the economic situation. The percentage of league increase for 2009 is shown below:



INTERMOUNTAIN NEVADA

"Many Ways To Play"