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Year 32, Issue 2

The Official Publication Of Tennis Lovers

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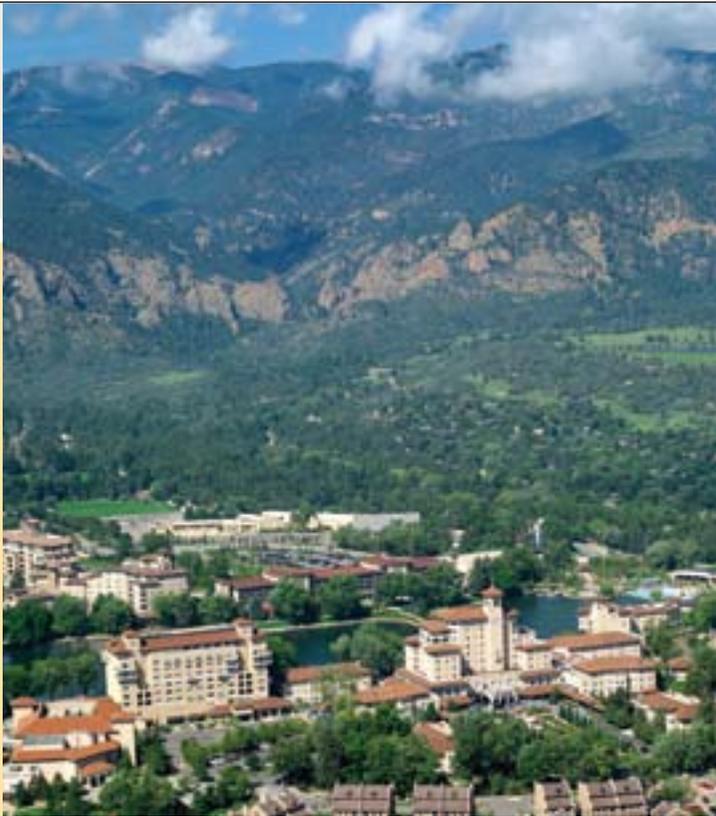
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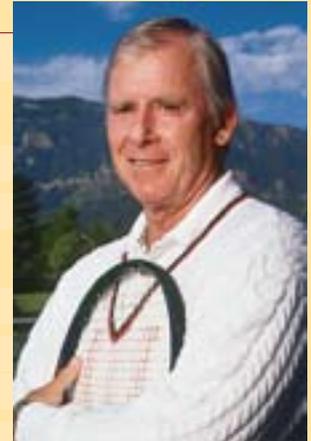
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In an effort to help connect the passion of USTA members and the larger tennis community with the public policy needs of the communities in which they live, the USTA has developed a nationwide advocacy initiative, The Big Serve.

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The need for more courts is apparent, but sometimes it's hard to know how to influence the process. We provide a blueprint for how you can be an advocate for tennis in your community.



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coverstory

BOOM TIME FOR TENNIS?

In 1994, Sports Illustrated ran a cover story asking if tennis was dying. Participation was falling, and the perception was that the sport had run its course. As late as 2003, the New York Times published a story about how the popularity of tennis was still flagging. There was even a period of time when the brain trust at the United States Tennis Association asked the heads of state at the US Golf Association just how they were manufacturing such a demand. Golf scoffed, and tennis was left to weather the storm.

My, oh my, have times changed. The Tennis Industry Association (TIA), Sporting Goods Manufacturers Association (SGMA) and various other entities who track such things as player participation, equipment sales, league growth and tournament attendance, now report that over the last six years, no traditional sports have seen growth, save one. Tennis. In fact, tennis is blowing the doors off its traditional sports brethren, reporting double-digit increases at a time when other sports are seeing consistent, if not massive, decline. Last year, more than 25 million Americans played tennis, the largest number in more than a decade. Last month, a New York Times headline read "Why Americans Are Giving Up Golf", signifying how full-circle participation numbers for these two traditional sports have come.

That national trend is repeating itself here in Colorado, where tennis courts are filling up. Statewide league and tournament participation were up over 3 percent, with the biggest increases coming from junior leagues and tournaments. Perhaps the brightest sign for the future of the sport's growth is that since 2003, the sales of youth racquets is up a staggering 80 percent.

But with sustained growth comes a few growing pains. As more and more people jump into leagues, facilities are having to stagger league matches, something that's seldom been necessary in metro Denver. The demand for tennis has also started outpacing supply in some areas, necessitating the building of new facilities and parks that offer tennis. There have been a number of public projects that have come to fruition in the past few years, and there are certainly many more in the planning and development stages. Here's a snapshot of some of these projects.

Story by:

Tom Fasano
Katie Newell
Linda Sargent Wegner



Grand Junction – Colorado's Tennis Hotbed

The state's 15th biggest city is home to an abundance of public courts, including six courts built in 2004 at Canyon View Park. This spring, the city will break ground to add an additional six courts, a new tennis pavilion with restrooms, a picnic area and on-site storage for the city's growing tennis programs. *Photo courtesy of the City of Grand Junction.*

Growth is good for the game

You're probably very familiar with the story. It goes something like this: an Iowa farmer tears out a huge chunk of his corn crop after hearing a cryptic message in the breeze. "If you build it," the Voice says, "They will come." It sure makes for a fine Hollywood movie, but the economic reality is a bit different.

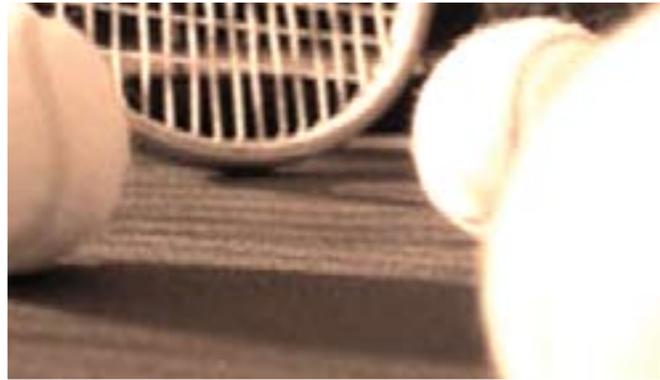
Tennis is faced with a completely different dynamic. The players are coming, and have been for more than a half-decade. Courts are getting crowded again, but many of the public courts built during the big tennis boom of the 1970s and 80s are either gone or in deplorable condition.

Many communities are starting to run at maximum capacity, and without action, they'll run out of usable court space in the coming years.

Tennis is in a happy cycle right now. As more and more new and returning players stream into the sport, they raise awareness and demand for tennis services. In turn, with more tennis offerings across the board, more players are recruited into a popular sport, creating a self-fulfilling cycle of growth not seen in the past two decades.

What communities across Colorado are discovering is that in order to successfully campaign for new facilities, it takes patience, attentiveness and the ability to work with many representative agencies and all levels of government.

For a detailed look at how to get involved in this grassroots advocacy effort, please see The Big Serve on page 15.



**TENNIS GROWTH:
BY THE NUMBERS**

Overall participation (2000-06):	+12%
# frequent players (2000-06):	+15%
# new players in 2007:	5.7 million
USTA membership (2000):	547,669
USTA membership (2007):	720,000
USTA CO Membership (2000):	18,025
USTA CO membership (2007):	20,820
Racquet sales since 2003:	+42%
Ball shipments since 2003:	+15%
Junior racquet sales since 2003:	+80%
Racquet sales (2007 only):	+9.5%

OTHER TRADITIONAL SPORTS 2000-2006

Baseball:	-8.0%
Basketball:	-9.7%
Softball (Fast & Slow Pitch):	-30.8%
Gymnastics:	-25.5%
Ice Hockey/Roller Hockey:	-29.4%/-64.4%

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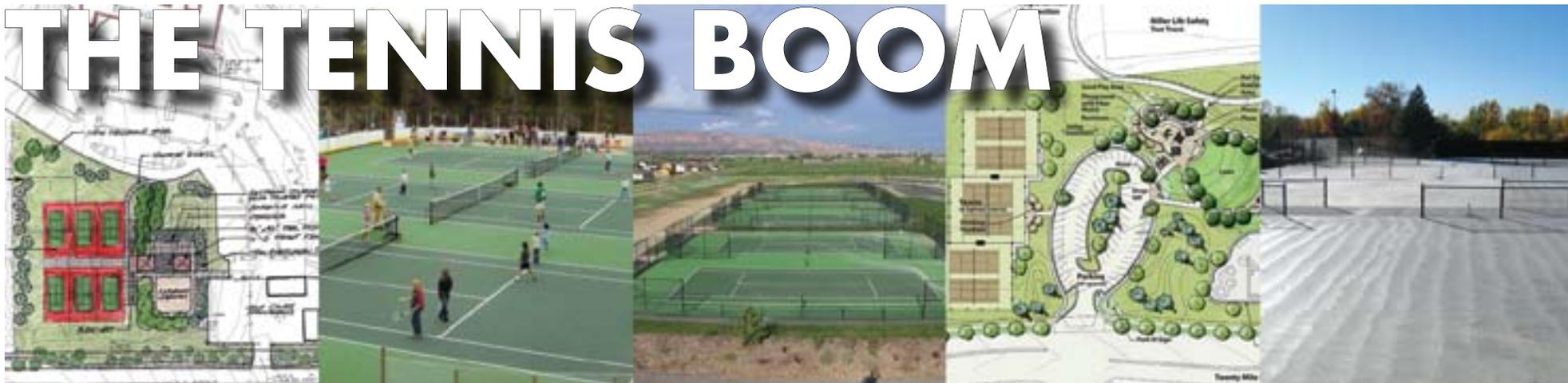
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THE TENNIS BOOM



LONE TREE

For those not familiar with the southern reaches of the metro Denver area, Lone Tree is a relatively small city (pop. 10,000, 9.5 sq mi), south of Park Meadows Mall and just east of Highlands Ranch. Despite its small size, however, Lone Tree boasts an economic output of close to 25% of the state's total, 39 million square feet of office space and employment of more than 300,000 people. Lone Tree is also hoping to be the future home of a

ONE TREE GOLF COURSE AND HOTEL CONCEPTUAL TENNIS FACILITY MASTER PLAN NOVEMBER 19, 2007



Lone Tree and South Suburban await public decision on new courts

If voters approve a tax bond for community improvements in May, the current tennis facility at Lone Tree Golf Club and Hotel will see a complete renovation: six new courts, tennis office, storage and restrooms.

reconstructed tennis facility featuring six new post-tension courts to help satisfy the demand for available courts.

The current tennis facility at Lone Tree Golf Club and Hotel is usable, but in less-than desirable condition due to the way that the courts were initially constructed. In addition, the tennis cabana is reportedly in disrepair and not particularly effective.

Lone Tree Golf Club and Hotel sits just north of Lincoln Avenue, west of I-25. The existing courts sit across the parking lot from South Suburban Parks & Recreation District's premier golf course, and the surrounding homes are nothing short of spectacular. In short, it is an area where quality typically comes first. Says Bill Woodcock, Manager of Planning and Construction for South Suburban, "The bar is set high in Lone Tree. They have high quality expectations and this property would provide value to their community."

The reconstruction of the facility is dependent on voters in Lone Tree during a bond election in May. A sales tax increase of 0.125% for 15 years is on the slate and money from that would go

toward improvements in many areas of the community. The Lone Tree Golf Club and Hotel is one of those improvement areas. This would include the new post-tension tennis courts (six instead of the current four), which would also be constructed further away from nearby residences (the courts currently sit 20 feet from the residential properties). With the new plan, the courts would be a full 60 feet from the property lines. A new cabana utilizing the existing plumbing would provide restrooms, a tennis office and a significant weather shelter too.

The City of Lone Tree initially proposed the idea of a revitalized tennis complex to South Suburban Parks and Recreation District (SSPRD). Should the bond pass, and the subsequent approvals take place, SSPRD will permit the City of Lone Tree to make the appropriate changes to that property.

According to Vicki Holthus, Community Tennis Coordinator for South Suburban, "There is always an ebb and flow with participation numbers in tennis, but we have seen quite an increase in interest lately. We have tried to accommodate that growing need by doing improvements to our existing courts while at the same time making significant changes to our staff. We have increased the number of higher quality teaching professionals to our staff in the past three to four years. This, in turn, has attracted more players to our courts through lessons, leagues and other programming."

NEDERLAND

Finding Nederland, Colorado (population 2,000) on a map would make even the most seasoned cartographer a bit nervous. But until last summer, Nederland wasn't on a single tennis map. This tiny mountain community 15 miles west of Boulder is better known for its proximity to Eldora Ski Area, the annual NedFest music festival and of course, Frozen Dead Guy Days.

But thanks to a dedicated group of tennis players, and monetary grants from Great Outdoors Colorado, Nederland is now home to a \$415,000 dual-purpose hockey rink tennis facility, completed in August 2007.

The land is being leased from the town of Nederland, but it is run by a nonprofit group called Racquets and Ice for Nederland Kids (RINK).

"We have three regulation tennis courts on a concrete slab. Our containment system for balls is the hockey boards and netting we put up all around the top," said Marylou Harrison, the executive director of RINK. "In the winter we put down a liner, we flood it and we have Olympic-size ice. As it came along we couldn't even really believe that it was all actually happening, but once we got the big grant that is when it was like, 'Oh my God, this is going to be real.'"

Harrison, a 17-year resident of Nederland, said there is an ice-skating rink four months out of the year for hockey and figure skating. "It usually takes a couple of months for the snow and ice to all melt, and then for about four to five months we have tennis," said Harrison, who added that the three courts are the first ones built in Nederland. "The really cool thing about our project is in addition to the fact that we have this dual-use going on, this project was entirely driven by the community. We got grant money and we secured donations from local people. Gilpin County kicked in some money, and the town of Nederland leased us the land. It's been a grassroots group



Nederland's dual purpose RINK

Thanks to a tremendous community effort, the mountain community of Nederland was able to build three tennis courts (below, in summer) on its ice rink (above, in winter). With the spring thaw upon us, the courts should be open in May.



Nederland photos courtesy of Bridget F. Fearing

of people who made this all happen."

Harrison, a self-proclaimed rabid tennis player who plays in USTA leagues, said the second phase of the project is to have a permanent warming hut and facility. Harrison said the ice rink has been around for three years, but this year will be the first full year for the tennis courts, which were available for just a month last year. The ice rink closed March 1.

Harrison said the excitement level for the tennis courts is off the charts. She said once the snow and ice melts from the hockey rink, the tennis courts should be ready by the middle of May.

"This spring will be our first year of programming," Harrison said. "There has been such a huge skating contingent in Nederland for so long and nobody really knew how many tennis players there were, but since the courts were opened all of a sudden you're finding out just how many people in Nederland actually play tennis."

Now that the rink is closed and the snow is starting to melt, the community has big plans for the courts.

"It's one of those things that it feels like the excitement continues to build and the use of the park in both seasons is just going to keep growing," Harrison said. "We're hoping we can work with some of the surrounding towns to try and get league play going. Since we have regulation courts in this beautiful setting, we would love to have exhibition play. We are working really hard to try and build that whole tennis excitement just like we have for the ice."

GRAND JUNCTION

Whether you're a wine enthusiast, an avid golfer, a thrill seeker with a passion for white water rapids, or a photographer with an eye for breathtaking scenery, Grand Junction's got something for you. But if you're a tennis player or want to be one someday? Well, Grand Junction's got it all and it just continues to get better and better.

So how did a relatively isolated community find the formula for top-notch tennis? Traci Altergott, Grand Junction Parks & Recreation Superintendent, explains that the passion for tennis in the valley, combined with the ability of the available resources to work in tandem have propelled tennis to the level it is today.

"We all work together to grow tennis. The Parks & Rec programming focuses on the beginners and we're happy to send them to the next level when the time comes."

One of the reasons there are so many strong competitive players in the area is a result of this trickle-up philosophy. Just about to break ground on an additional six courts at Canyon View Park, Altergott's vision is to complete a regional sports complex that will bring the city a venue for hosting fabulous events across numerous sports so that the athletes will be able to showcase their talents.

Emily Wright, Recreation Supervisor for the City of Grand Junction, shares Altergott's enthusiasm and believes that the fact each sector found their own appropriate niche has led to the explosion of tennis in Grand Junction.

"We get new players in and get them involved and excited about tennis. Then as they progress, the clubs, leagues and tournaments available ensure they keep developing."

Wright is also quick to point out, "We don't have competition between the private sectors. We work together and everyone knows their role, their particular niche."

Both Altergott and Wright are seeing the most growth in the youth programs. Growing tennis from the pee-wee level up to highly competitive players is one reason Grand Junction has produced much



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In all honesty, though, you can't talk about why tennis is so successful in Grand Junction without talking about the Elliott clan. And while it has taken the commitment and passion of an entire community to build the program, no one can deny that Lena Elliot in particular has been instrumental.

Lena says the secret is that "we have such a passion for the sport and we have the time that it takes to get it done."

She feels that because the city council members see how committed the volunteer force is in growing tennis, they have much more buy in.

"I personally took each council member to the park and explained the vision for the new courts," she explains of the \$718,000 recently approved for the addition. "People see me coming and say, 'oh no, what does she need now?'" she jokes. "The cooperation in the community is vital," Lena shares, "and the city and county has always been extremely generous."

She explains that they've been able to work together with the city council, the schools, and the clubs, which has made tennis accessible and affordable for the community. And they don't compete for courts.

"We all schedule courts opposite of one another so there's no conflict."

Because there's no competition or conflict, just a shared vision, the money seems to follow.



All's well on the Western Slope

Few cities can boast the kind of cooperation that exists in Grand Junction, where public and private interests just seem to get along with little competition or conflict. With all sides working together to promote and grow the sport, it's not surprising that this tennis-mad city is a model for grassroots advocacy efforts around the country.

It's not just getting the funding together that keeps tennis growing in Grand Junction. When they do something there, they do it right. Take for example the six new courts coming at Canyon View Park, which was the site of a six-court construction project just a couple years ago. There will be a pavilion, bathrooms, and benches and tables for picnics. There will be storage, both for the city and for the tennis programming, so that everything is convenient, making programming a success. In fact, all of the tennis courts in Grand Junction are well-maintained, because all of the money from programming goes right back into tennis. Whether it's new nets, rollers, or scoreboards, you can bet your time on the courts will be a great experience, even if you can't seem to hit an approach shot to save your life.

When asked how she would advise a community struggling to get funding, Lena stresses, "You have to be patient and it takes a while to establish credibility. Get donations from your end so that when you ask the city council for money, they know the community is serious and committed."

And because tennis isn't a paid job for Lena and all of the other volunteer forces propelling the sport in Grand Junction, there's even more credibility.

"I spend so much time because I love it. It's 24 hours a day and that's what it takes."

She also said she welcomes calls from anyone in a community that may need a little brainstorming on how to grow tennis in their community.

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DENVER/BOULDER METRO

The big buzz in the Denver tennis community is the reconstruction of the Gates Tennis Center pavilion (see BUZZ for the story about the Joan Birkland Tennis Pavilion) and the installation of four new post-tension courts, bringing the total number of usable courts at Gates to 20.

But lost in the commotion is the focus Denver Public Schools has been putting toward revitalizing their aging tennis infrastructure. DPS has allocated money to resurface many of its high schools' courts, and has worked together with East High School and the City of Denver to install two new courts at City Park, bringing the total number of public courts to 14.

For both Gates and City Park, it was crucial that multiple agencies were involved in the process, guaranteeing the kind of synergy necessary to get the projects funded and completed.

In both Longmont and Boulder, success is still a little ways away. Tennis players in Longmont are hoping to get a new 10-court complex built as part of the Clover Basin Park, but the multitude of agencies involved has slowed, not expedited the process.

"In some ways it's good, but in some ways it's frustrating because we wanted to have courts built in one of our parks and the city has got the idea that they want to have a shared-courts complex built on school prop-

erty," said Bruce Ross, vice-president of the Longmont Tennis Association. "So they would basically have an intergovernmental agreement between the city and the high school (Silver Creek) to use the courts. That's where we are now."

Ross said lawyers are discussing the agreement, and the construction of the tennis complex depends on if everyone is happy with the IGA.

"It has good points because it means we'll probably get this done quicker, but it's kind of like the glass half full because there are issues about how the IGA (between the school district and city) is going to work," Ross said. "It'll be on school property so I guess by definition the school will own it, although the city is going to contribute to the upgrade of the courts."

Longmont is a healthy tennis city. The Longmont Tennis Association, which disbanded in the mid-1990s, started back up three years ago, and last year 330 members were a part of it. Ross said there are 20 public courts, except the most courts at any one location are four and that's why there is a push for the 10-court complex.

"We will get 10 courts out of it, so that's good. We're just a little concerned about how this agreement is going to work," said Ross, who added that everyone should know by mid-summer what will take place. "Realistically, the city is under a lot more stress. There



Boulder's plan for public courts

The city of Boulder has 50 public tennis courts, but that's hardly enough to keep up with demand. And despite plans for 10 new courts to be built as a part of the Valmont Park development, there are still some hurdles that stand in the way.

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isn't much housing construction. That's where they get their revenue for parks, through building permits."

When it's all said and done, Ross thinks the outdoor complex complete with lights will be a good thing.

"We have people that are frustrated because it's somewhat limited and we can't expand beyond 10 courts at this location, but 10 courts is a pretty nice number," Ross said.

The city of Boulder is also ready to fund public tennis courts, at the 132-acre Valmont Park project, but the situation is no less complicated. Based on a survey sent out to 3,000 residents a few months ago, the No. 1 priorities in the park will be a bike course, recreation areas and a dog park, all of which will be built first.

"Tennis is being looked at as not really a public-funded facility, but more of a public partnership," said Brandon Walton, the vice-president of the Boulder Tennis Association. "That's going to mean a private entity gets involved, and it's going to want to make a profit off the tennis players which means higher court fees. We're really pushing for more of a publicly owned, publicly run facility. I'm not exactly sure if it's going to happen right now."

Walton said a lot of education needs to take place in part with the City Council.

"They kind of see tennis as an exclusive type of a sport, and they're wondering why someone just doesn't just build a facility somewhere with private funding," he said. "Gosh, we think that's great, too, but that's not what we're going for. We're going for a community tennis center that's inclusive for low- and middle-income folks."

Currently, Boulder doesn't have a lack of public tennis courts. Walton said Boulder has 50 public tennis courts and 80 or 90 total courts including private courts, but it has a lack of public outdoor courts with lights, as well as indoor courts.

"We have four outdoor public-lighted courts, and those four courts are six miles from the center of town," Walton said. "We have a lack of lighted courts, and we have a lack of indoor courts. There are seven in the city of Boulder, five of which are at the Harvest House. When City Council members drive around the city they see a lot of tennis courts. They get the survey and think, 'We don't need more tennis courts,' but they don't know the details of the problem are we don't have lights or indoor access."

Walton, who said there are more than 500 members in the Boulder Tennis Association, said a newly constructed tennis complex would benefit a lot of people in Boulder.

"There is absolutely a need. The city of Boulder runs a lot of different lessons, clinics and camps. That's a financially stable program, and they could expand that if we were to get some indoor and outdoor courts at Valmont with lights," Walton said. "The high schools would obviously benefit. The leagues here would benefit. The players would have a place to play during the winter. Right now we have a lot of folks that shovel off courts in the winter just to play. They'll shovel for an hour just to play for two. We're dedicated, but we feel like a city the size of Boulder deserves an indoor facility that's less exclusive than the ones we have."

Walton said there are a lot of different user groups that want land and facilities with public funding at Valmont Park.

"We're just one of those groups. We're one of the more vocal groups out there," said Walton, who will also direct the 42nd Austin Scott Memorial Tennis Tournament which runs from April 26-May 3 this year. "We need to educate City Council and change their perspective on the importance that tennis plays in the community and the lack of facilities. The degree to which we're under-served here I think is pretty massive."

Another challenge in Boulder is that the place is known for its edgy and extreme sports, and Walton hopes the traditional sports such as tennis don't suffer.

"Tennis isn't the most flashy of sports. You don't see it on a lot of magazine covers. You can see rock climbing, hiking in mountains," Walton said. "I think Council wants to push those things forward, but hopefully not at the sacrifice of the traditional sports that last a lifetime like tennis that are extremely popular here, but we just don't get that much attention. That's another factor."

Whether or not a tennis complex happens at Valmont Park, Walton is confident that something will be built in the city.

"Because tennis is so under-served in Boulder and because there is such a great need, something is going to happen," said Walton, who added that the Boulder Tennis Association has been trying to get something new built for nine years. "I know it. There are just way too many ideas out there right now that are being talked about for something not to happen. All in one swoop we want to create a (year-round) tennis center where we can have those larger events to grow the sport."

FRIEND AT COURT 2008

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CASTLE ROCK

Tennis is on the rise in Colorado and the Town of Castle Rock is gearing up. Special Projects Analyst, Kristen Rodriguez, feels that cooperation and sense of community are fueling some of the new building projects, giving netters a place to strut their stuff.

"We are all very passionate about bringing strong recreational programs inclusive of many sports into our community," Rodriguez says, of the four new courts being built at Bison Park and the six new courts being constructed for Douglas County High School.

Jeff Smullen, Superintendent of Parks, Planning and Construction for the Town of Castle Rock, agrees with Rodriguez, but says it hasn't always been the case.

"For the last 15 to 20 years there was very little focus on tennis. In fact, a few courts were converted into other uses, such as in-line hockey."

But not so this year, as letters and calls poured in asking for more places for Castle Rock's tennis enthusiasts to play. The result is four new, lighted, post-tension concrete surface courts at Bison Park to help meet some of the demand.

The new courts at Douglas County High School in addition to those at the newest high school, Castle View, are a reflection of the cooperation going on between the Douglas County School District and the Town of Castle Rock, and demonstrate that tennis is growing and thriving in the community.

Smullen feels part of the growth has come from a developmental program for tennis that they put into the community. "It's been a popular program in Castle Rock and shows the growing demand for tennis."

Castle Rock shares the dynamics of many successful tennis communities: entities working together instead of competing for resources and players. Knowing that getting the funding for additional lighted courts will make for stronger programming, Smullen says they will keep pursuing opportunities for more courts through grants and teamwork.

"Cooperation is the key," he says. 🤝



Plans for Public Tennis Facilities in Castle Rock come together

Public tennis courts are an integral part of the plans at several sites in Castle Rock, including Bison Park (above), Douglas County High School and Castle View High School.

Meanwhile, back at The Ranch...



For more information or to schedule a tour contact Miikka Keronen, Director of Tennis, at (303) 469-5372 or go to our web page:

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Junior Coordinator, Ryan Walker

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USTA Launches National Advocacy Initiative: The Big Serve

Tennis is a sport that can change lives and improve communities.

In an effort to help connect the passion of USTA members and the larger tennis community with the public policy needs of the communities in which they live, the USTA has developed a nationwide advocacy initiative, The Big Serve.

The USTA's advocacy agenda is motivated by the conviction that the sport of tennis can be an important part of improving communities, schools and the quality of life for all.

As members of the USTA family, we know how tennis can make a difference, but our charge as advocates is to convince decision-makers in the public, private and non-profit sectors of this in order to

gain their support. Across the country, there are millions of players and thousands of tennis organizations that are passionate about tennis. You are our most under-used resource, but our most valuable asset.

Last summer, the USTA released its National Advocacy Handbook to assist sections, districts and local communities expand public tennis infrastructure nationwide. In conjunction with the handbook, the USTA unveiled THEBIGSERVE.USTA.com, the USTA's online advocacy resource. The focus of the website is to highlight the opportunities, the successes, and the challenges of generating public support for the growth of the game of tennis.

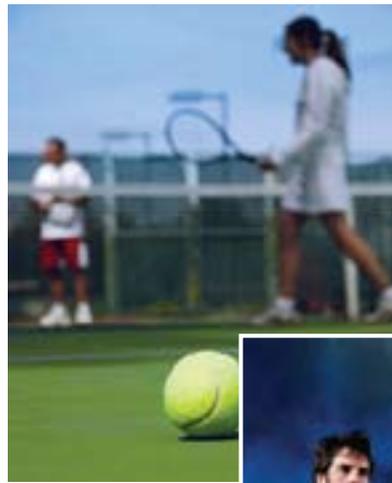
Of particular interest to the USTA is:

- *The building or renovating of places to play;*
- *Creating new opportunities to play after-school;*
- *Protecting varsity tennis and creating opportunities to play recreational tennis on college campuses.*

It is the USTA's hope that this website will become an important resource for communities as they try to grow the game of tennis.

We are all advocates for tennis in some way, and the USTA will become a better and more nimble advocacy organization with your participation and willingness to share your stories, your challenges, and your successes.

Take Heart. Take Part. Take Action.



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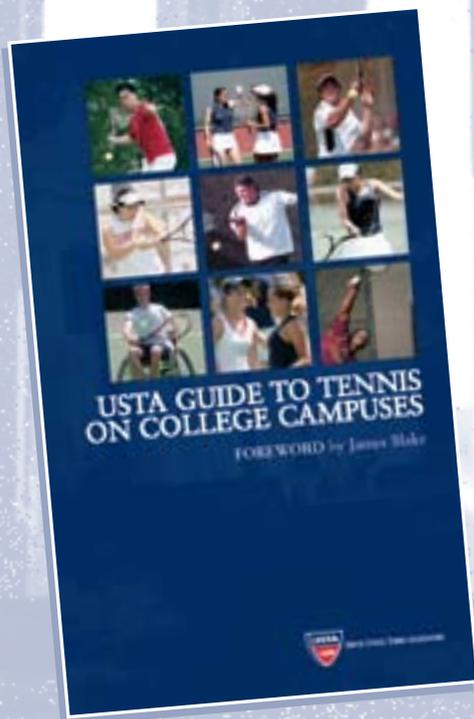
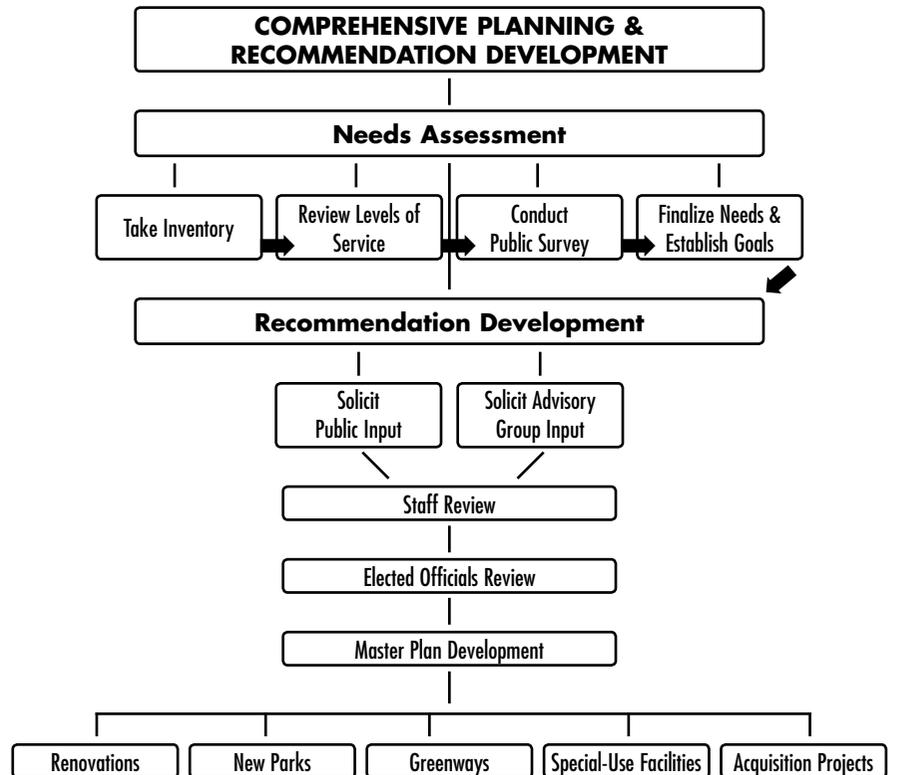
Tennis advocacy should occur year round through informal communications and relationship building with the Parks and Recreation Staff, Advisory Board members, and elected officials. However, there are specific times for additional formal advocacy during the development of capital projects. The determination of public recreation facilities to be considered for development should be a very open and public process. There are four phases typical of capital project development. The first three phases should provide scheduled opportunities for tennis advocacy to influence the outcome.

Four Steps of Capital Project Development

- 1: Comprehensive Master Planning**
- 2: Project Selection & Budgeting**
- 3: Project Design & Development**
- 4: Project Construction & Completion**

STEP 1: COMPREHENSIVE MASTER PLANNING

Capital project development begins with Comprehensive Planning. Communities develop long range plans (15-20 years) for parks and facilities to guide future development. Many communities update these plans at 5 or 10 year intervals. In addition to a statistical basis for the plan, expressed community interests and desires impact the plan. Tennis advocates must take the initiative to know the timing for the development of the plan and actively engage by attending all public meetings and providing input into the plan. As an important user group, tennis advocates should also request a special focus group meeting to occur during needs assessment.



We've Done the Homework for You.

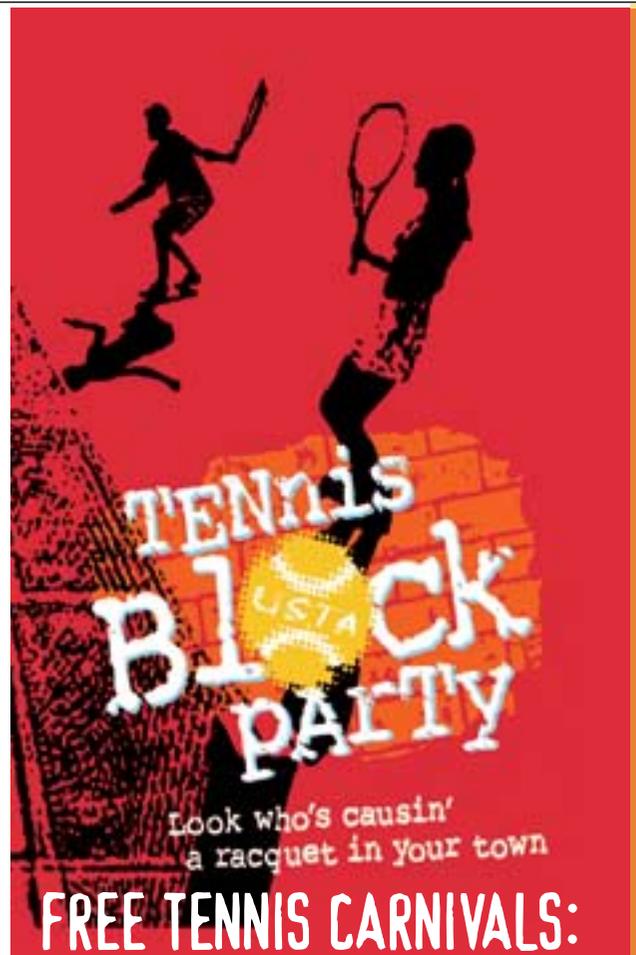
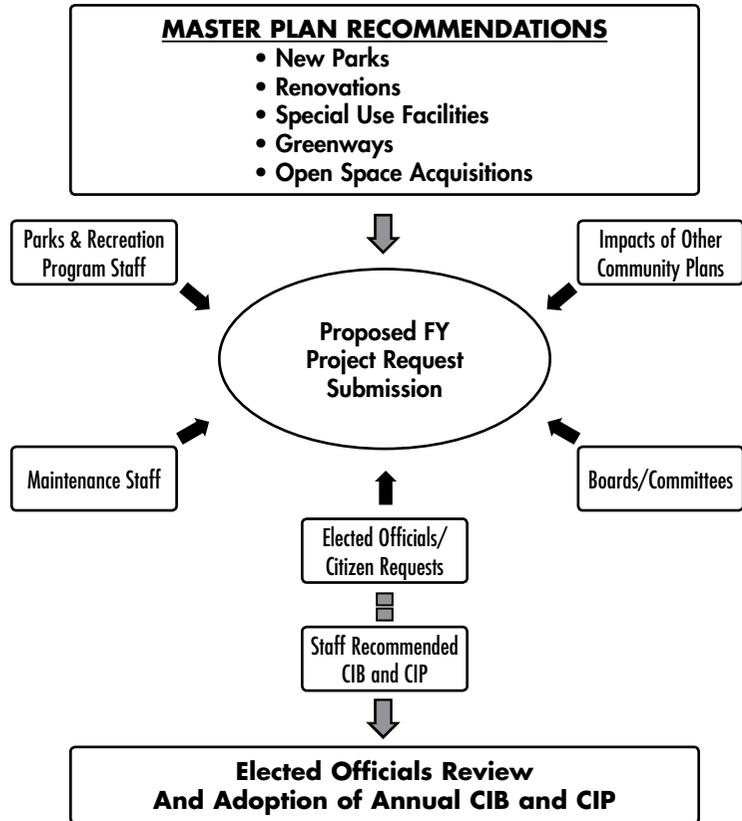
The USTA Guide to Tennis on College Campuses is a comprehensive resource that helps parents and high school tennis players locate competitive tennis programs—either varsity or recreational—at more than 2,000 colleges and universities across the country. This helpful guide, which also includes information on eligibility and scholarships is sure to enhance your college tennis experience.

For only \$4.75, get a jump start on playing tennis on a campus near you!

Go to www.ustashop.com and click on books/videos

STEP 2: PROJECT SELECTION AND BUDGETING

Annually, communities adopt a fiscal year budget which includes an annual Capital Improvement Budget (CIB) and a Capital Improvement Plan (CIP), typically 5 years. This process is also a public process which allows tennis advocates an opportunity to influence the inclusion of funding for tennis facility development. Prior to the adoption of the budget, public hearings are held. Tennis advocates should follow the budget schedule closely to garner support for their projects. This budget process prioritizes project development. Prioritized projects that are not funded in the adopted CIB are included in the CIP with the intention of funding in upcoming years. While the Comprehensive Master Plan established a "map" for development, the projects are re-prioritized annually and other projects might also be inserted.



FREE TENNIS CARNIVALS:

MAY 17

- Washington Park (Denver), 9am-Noon
- City Park (Denver), 9am-Noon
- Arvada Tennis Center, 9am-Noon
- Fraser Valley Tennis Courts, 10am-2pm
- Castle View High School (Castle Rock), 10am-1pm

MAY 31

- Memorial Park Tennis Center (CO Springs), 2pm
- University of CO (Boulder South Campus), 2-5pm

JUNE 7

- Mullen High School (Denver)
 - Adaptive Tennis Coaches Clinic, 9am-Noon
 - Adaptive Tennis Block Party, 12:30pm-2:30pm

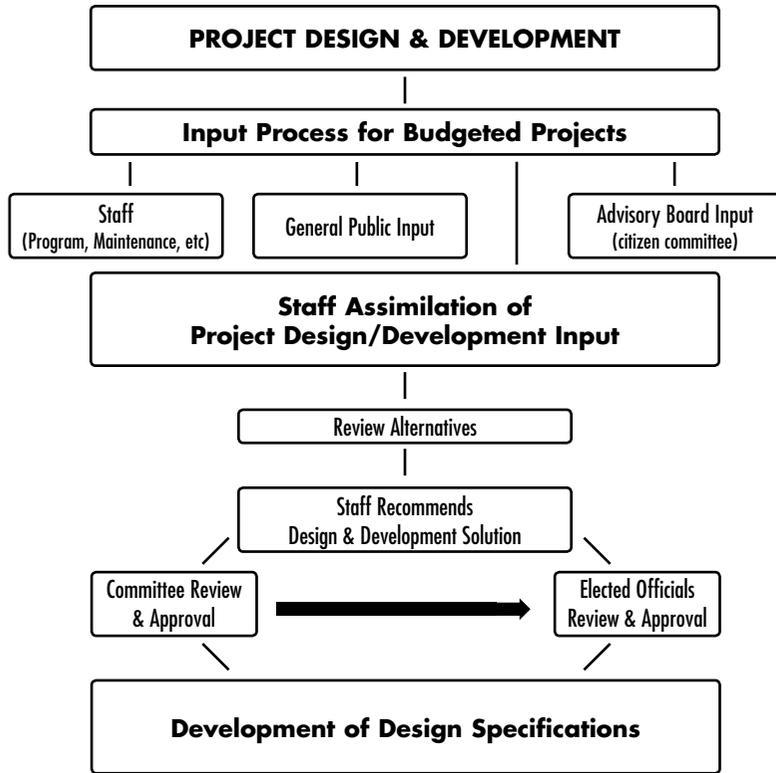
JUNE 14

- Memorial Park Tennis Center (CO Springs)

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FOR MORE INFORMATION ABOUT
ADDITIONAL BLOCK PARTY DATES.
VISIT COLORADTENNIS.COM FOR DETAILS.**

STEP 3: PROJECT DESIGN & DEVELOPMENT

Even following the adoption of the annual CIB, it is not too late for advocacy to influence development. The final determination of facilities to be included in a funded park development project have not, most likely, been absolutely determined. As an individual park project is initiated, a site master plan is developed, again, through a public process. If tennis facilities are already being considered, advocates need to be present to assure that these facilities are not replaced by other community recreation needs and to impact the scope and scale of the proposed tennis facilities. If tennis facilities have not been considered, advocacy could move them onto the "list" for consideration.



STEP 4: CONSTRUCTION & COMPLETION

After the first three steps of master planning have been completed, the project will be ready for construction scheduling. Patience and persistence is key through the entire process.

SUMMARY

1. Informal advocacy – relationship building – should occur throughout the year.
2. Take the time to understand the way your local government operates.
3. Seize the opportunity to provide formal input at key public meetings during every stage of the decision-making process.

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NOUNS IN THE NEWS

PEOPLE, PLACES & THINGS DOING THIS, THAT AND THE OTHER.

USTA Colorado outlines Points Per Round and Seeding Protocols for 2008

In the 2008 Big Book of Colorado Tennis (page 38), USTA Colorado published the new Points Per Round (PPR) system in effect for tournament play. Rankings and seedings for all divisions – NTRP, Senior, Championship, Junior Satellite, Junior Championship and Family doubles – are now defined by this system.

Seeding for all Colorado sanctioned NTRP, Senior, Championship, Junior Satellite and Family Doubles events will be derived from the most current Colorado Standing Lists. As in years past, all Colorado sanctioned Junior Championship events will be seeded straight off the most current Intermountain Standing List. To check the current standings in your division, please visit COLORADOTENNIS.com and locate your Standings List under the **Helpful Links** drop-down menu.

Adult League Announcement: Deletion fee imposed in 2008

To all facility coordinators and captains – USTA Colorado will be assessing a \$2 fee for player deletions in all adult leagues to cover the costs associated with the administration of those deletions. Please be aware when registering players for your teams. Player moves from one team to another, within the same league, will continue to be no charge.

Star Search Winter Session update

USTA Colorado's Star Search program is currently in the middle of their 2008 winter session. There are 14 kids involved in the winter program, ages 8-12, who work out at Colorado Athletic Club Monaco on Saturdays from 6:30-8:30pm. With just three more workouts scheduled, Star Search coach Tobias Ortegon says, "The winter session is going very well. We are very pleased with the kids' effort and the progress that they are making, which is also a tribute to the efforts of our very committed coaching staff."

The coaches for the winter Star Search program are Tobias Ortegon, Frank Adams, Wayne Emerick and George Tavarez.

DU Ladies dip to No. 21

The Denver Pioneer women's tennis team (15-2 overall) fell two spots from its program-best No. 19 (March 9) Intercollegiate Tennis Association poll, after dropping a tight 4-3 decision to No. 52 St. Mary's of California, DU's first loss of the season. Nationally ranked No. 77 Mallory Voelker (Dousman, WI) and Julia Bauregger (Klugenfurt, Austria) lead the Pioneers with perfect 14-0 and 13-1 singles records, respectively. The pair combines for a 9-2 doubles record and a No. 49 ranking. Voelker was named Sun Belt Conference Player of the Week in early March.

Holmstrom, Damico making their move in NCAA rankings

Two of the best players in collegiate tennis share the Colorado connection, as University of Denver senior **Adam Holmstrom** and University of Texas freshman **Kellen Damico** (from Parker) have both leapt up the national rankings as of late.

Despite an undefeated dual match record this spring, Holmstrom (22-4 on the year) has slipped to No. 12 from his DU-best No. 11 back in February. He sits at No. 9 in the nation in doubles with fellow senior Niklas Persson, and was named Sun Belt Player of the Week in late March. In 2007, Holmstrom became the first NCAA Division I All-American in DU history after posting a school record 32-6 singles mark and a 27-8 doubles mark. He was named DU Male Athlete of the Year and earned All-Sun Belt singles honors for the third consecutive season, while also adding the Mountain Region Arthur Ashe Award for leadership and sportsmanship. Holmstrom is among the best tennis players in DU history, holding DU career records in wins (83), winning percentage (.828) and doubles winning percentage (.724) going into the 2007-08 season.

In his freshman year, Damico leads the fourth-ranked UT squad in wins (22). His doubles victory with partner Ed Corrie over the top-ranked team in the nation (Treat Huey and Somdev Devvarman from Virginia) helped bring his doubles ranking up to No. 12 and earned him Big XII Player of the Week honors in early March. He is ranked No. 25 in singles.

Tennis Talk Radio a big hit in Denver, iTunes

It's scarcely been a month and already the weekly radio show "In the Tennis Zone" has developed a strong following. With guests ranging from Martina Navratilova, Justin Gimelstob and the Bryan Brothers, to players with Colorado ties like recently retired ATP-er

ADVENTURE IN QUICKSTART TENNIS

the new way to play for kids 10 and under

Today, kids have more options than ever for what to do with their free time. Tennis no longer has to compete with other traditional sports alone. The marketplace in the sporting world has continued to grow exponentially with the rise of "extreme" and other non-traditional sports. And, of course, in addition to athletics, tennis goes head-to-head with technology – including computers, the internet, video games, and iPods.

Tennis is just one sport that can get children physically fit (as it works out the arms, legs and cardiovascular), but tennis is also a sport that has psychological benefits to go with it.

Studies have indicated that those taking part in sports activities on a regular basis showed an increase in academic performance and memory. Scientists at the University of Illinois found that tennis might actually generate new connections between the nerves in the brain, due to the sport's requirement of alertness and tactical thinking.

The vast array of play choices for children means that tennis has to be – more than ever before – especially accessible, fun and easy to play. To get children into the game and to keep them playing, there needs to be a fast and fun way for them to get started.

Enter QuickStart Tennis, a new format launched by the USTA (and with input from the Tennis Industry Association, PTR, USPTA and NRPA) in early March that utilizes court size, equipment and scoring that is tailored to the age and size of the children playing.

Throughout the year, COLORADO TENNIS will report on this new initiative and how it is changing the way kids learn to play tennis.



QuickStart in Action

Competitors at the Miramont Foam Ball Open got their first look at the QuickStart Tennis format back in February. The response was so positive from parents and players, Miramont has plans to hold additional QuickStart tournaments soon.

Miramont Super 8 Foam Ball Open

It's hard to tell who enjoyed the Super 8 Foam Ball Open at Miramont Lifestyle Fitness in Fort Collins more, the players or their parents. For the dozen boys and girls ages 8 and under who competed in the event, it was an opportunity to learn the basics of tournament tennis and have a great day of fun competition with other kids. For the parents, it was a chance to see their kids take part in Colorado's first tournament featuring the QuickStart Tennis format.

The tournament began with a 30-minute instructional component for the players and parents, followed by three hours of match play. Players were instructed on the rules and how to score. Parents acted as score-keepers and coaches, and of course as cheerleaders. Mike Haber, tennis director at Miramont, organized the February 23 event with the help of USTA QuickStart Tennis trainer Butch Staples.

Parent Stacy Biggerstaff commented how quick the learning process was for the young competitors. "I was impressed at how the use of the foam balls and short court empowered the players. They were able to engage in rallies, invoke point strategy, and play out a modified match. By the end of the night the players were able to keep score by themselves. The evening was filled with fun and the players enjoyed playing real matches and meeting new tennis friends."

Jeff Salzenstein and college standout Kellen Damico, it's not hard to imagine that tennis players who are thirsty for tennis buzz are happy to tune in.

Local tennis professional Andy Zodin – who hosts the weekly broadcast every Sunday evening on Mile High Sports Radio – is very much in tune with the Colorado tennis scene. He spends a good deal of time during each broadcast focusing on local tennis news and events, as well as the national and international levels.

"Our sport needs this type of media exposure, especially at the local level," says Zodin. "Colorado has a very active tennis community. There are lots of great players and events that deserve recognition and promotion. USTA Intermountain and Colorado do a great job with our local calendar of events, and our players love to follow the pro game, as well."

THE FASTEST SERVE IN THE WEST
 Meet Alexa Brandt. At 91 pounds and just 12 years-old, Alexa pumped out a serve of 85mph to win the 2008 Tennis Channel Open Fast Serve Contest – Junior Division.

TALE OF THE TOSS: ALEXA BRANDT
 Age: 12
 Height: 5'6"
 Weight: 91 lbs
 School: Aspen Creek (Broomfield)
 Grade: 6
 Favorite Subject: Reading
 Coach: Chad Tsuda
 Home Court: Ranch Country Club
 Racquet of Choice: Prince Shark O3 hybrid
 String of Choice: Pro-blend (63 lbs)
 Favorite Players: Serena Williams, Sam Querrey
 Other Sports: Plays competitive basketball (Broomfield Blaze)

ON WINNING THE COMPETITION:
 "It feels awesome to win the contest and get a free Prince racquet! I had such a great time going to the Tennis Channel Open with Team Colorado. It was so much fun watching the pros play! We all got autographs from Marcos Baghdatis, Lleyton Hewitt, the Bryan brothers, Asia Muhammad, Sam Querrey, Marat Safin and others.
 What a weekend!"



To catch "In the Tennis Zone", tune in to AM 1510 on Sunday evenings, 5-6pm or visit TENNISZONE.JHARBS.com to hear clips from past shows. You can also download tennis talk radio on your iPod – subscribe to the podcast! Just visit iTunes and search for Andy Zodin.

Frank Adams presented with USTA/PTR Community Service Award

Frank Adams, the Head Professional at Highlands Ranch Community Association, was presented the USTA/PTR Community Service Award at the 2008 Professional Tennis Registry (PTR) International Tennis Symposium. The event was held February 16-21, 2008 at Van der Meer Shipyard Racquet Club on Hilton Head Island, South Carolina. Adams has long been a member of the USTA Colorado Board – as Interim President, Vice President, MPC Committee, Junior Recreation Committee, Treasurer, Secretary and Minority Participation Committee Chair. He was honored by USTA Colorado in 1994 with the Arthur Ashe Award for contributions to under-served populations and again in 1999 as Volunteer of the Year.

Terry Chase honored at DU Founders Day Gala

Terry Chase, a member of the USTA Colorado board of directors from 2000-2005, was honored by the University of Denver with its Community Service Award at the 2008 Founders Day Gala, March 14.

An advocate for wheelchair players, Chase was injured by a drunk driver 20 years ago while riding her bike in Grand Junction. Since that time, Chase has earned a master's degree in exercise science from DU, a doctorate of nursing from the University of Colorado and a master's degree in spiritual psychology — with an emphasis in consciousness, health and healing — from the University of Santa Monica. Since 1996, she has been an educational coordinator at Craig Hospital, where she spent two months rehabilitating after her accident.

As Coordinator of Craig's patient and family education program, Chase develops educational materials for patients with spinal cord injuries, trains other educators and teaches classes. She also established and leads the hospital's complementary and alternative medicine program, which offers massage therapy, acupuncture, aromatherapy and other alternative healing opportunities for Craig patients. Chase has also incorporated tennis as a part of the program for patients.

Chase was the first female chair player to compete in adult league tennis here in Colorado, even captaining a team out of Washington Park in Denver. She received the Colorado Tennis Association's Arthur Ashe Award in 2002 for her contributions to the wheelchair tennis community.

"My goal is to infuse the concept of 'health promotion' into everything we do," said Chase in an interview with DU Today. "The typical medical model is to treat sickness. I feel very strongly that we need to teach [spinal-cord injury] patients to listen to their bodies, stay fit and to speak up for themselves."

Tennis tales wanted from coaches and players

If you have a humorous or heart warming tennis story, please forward it to Mike Hall. Mike is compiling a book similar to the Chicken Soup series for tennis players. Stories should be limited to 200-600 words and sent as an attachment to mikeh@sspr.org or by standard mail to: Mike Hall at Littleton Golf & Tennis Club, 5800 S. Federal, Littleton, CO 80123.



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Second Annual Strokes & Spokes to benefit CYTF

Slated for Saturday, May 17, the second annual Strokes and Spokes Memorial Tennis Tournament at Colorado Athletic Club Monaco will commemorate the lives of longtime tennis enthusiasts Floyd Harberts and Dong Ngo, and will benefit the memorial fund recently set up in their memories at the Colorado Youth Tennis Foundation. The fund will give kids who can't afford it the chance to play tennis.



Floyd Harberts loved people and the game of tennis. Organized tennis always gave him the opportunity to meet people, old friends (of which he had many) and new acquaintances alike. For decades, he played tournament tennis and benefit events, but also enjoyed the casual "hit and giggle" game, bringing a competitive spirit and good humor to the courts. Floyd lost his battle with Acute Myeloid Leukemia in 2004, after a four-year battle. That competitive spirit and a zest for living were much in evidence as he continued to ski and play tennis in between chemotherapy treatments, raising a glass and flashing that smile, outlasting his prognosis by more than three years.

Dong Ngo was a teenager when he became a pilot for the South Vietnamese Army. He fled Vietnam in 1975, and landed in Denver where he spent nearly 25 years as a bicycle builder and salesperson at The Denver Spoke. He developed a large group of devoted clients ranging from Olympic medalists to professional athletes and recreational riders. For pleasure, Dong played tennis. A competitive player out of Washington Park, he was known by nicknames "Slam" and "Dongman" – and was always ready for a match of singles, doubles or a lively hitting session. He always greeted everyone with his own special invitation of "Hey Bud! Wanna hit?" Dong passed away in 2006.

Entry for the World Team Tennis format is \$100/team of four with each additional team member (up to 6) just \$25 extra. The deadline is May 1. Colorado Athletic Club Monaco is generously donating their facility for the event again this year, so more dollars can reach kids directly.

For more information, contact Carole Kramer at 720.289.3910 or Hank Peters at 303.755.9972. A tournament application is available at THEONGMAN.com.

To make a direct donation to the Floyd Harberts & Dong Ngo Memorial Fund, visit the Colorado Youth Tennis Foundation page at COLORADOTENNIS.com.



A Balanced Breakfast ▲

Congratulations goes out to the winners of the 3.0/3.5 Senior Breakfast League (Fall 2007 session) at Gates Tennis Center, Dean Hinderliter, Pat Cordova, Brad Brehmer, Carol Brooks, and Captain Bob Preston. Not pictured are team members Ken Cooper and Ellen Yu.

The USTA Colorado Senior Breakfast League is open to all USTA members ages 55 and up. Throughout the year, various divisions play at several tennis facilities around the metro area. The league emphasizes the fun and social over the serious tennis game. New 16-week sessions run every few months: January-April, May-August, September-December. Registration begins 60 days and closes 30 days prior to the beginning of each session. For details call the USTA Colorado office at 303.695.4116.



New Women's Tennis Shop Opens in Greenwood Village ▲

Ann Slocomb, a longtime Colorado player and USPTA teaching professional, has opened Positive Strokes for Women, a new tennis and wellness store in Greenwood Village. Slocomb's passion is whole-body fitness and community for the female tennis player. With hard-to-find tennis, fitness and yoga clothing and offering professional health services such as custom orthotic fitting and nutrition consultation, the store strives to help women improve their tennis games and build lives they love to live. Slocomb drew on her own experience as a tennis player to create a shop she knew would have a positive impact in the lives of clients.

Positive Strokes for Women is located at the intersection of Orchard Road and University in Greenwood Village, next to The Original Pancake House. For more information, call 303.795.3650 or visit POSITIVESTROKESFORWOMEN.com.

USTA Intermountain hires new Event Coordinator

Tamela White has joined the Intermountain Office as Event Coordinator. She has an impressive career in meeting management and event coordination and is an avid tennis player and fan. She can be reached at 303.695.4116 x27, or twhite@ita.usta.com.

Former CYTF Board Member Bill Benson passes away

Former Colorado Youth Tennis Foundation board member, William Benson, 87, passed away on March 19. Bill spent many years dedicating his time to various service organizations supporting youth in Colorado, including Rotary Club of Downtown Denver, Denver Kids, and the CYTF.

Bill is survived by his wife, Marty, children Dave (Laura), Bonnie Zeller (Warren), and John (Shelly), four sisters, and seven grandchildren. In lieu of flowers, contributions in Bill's memory can be made to Denver Kids, 1330 Fox St., 2nd Floor South, Denver, CO 80204.

Give Comcast your feedback regarding the Tennis Channel

Will Federer finally overcome Nadal at Roland Garros? And who will stop the Fed's dominance at Wimbledon? The answers to these questions and more will likely be found on the Tennis Channel, who leased the broadcast rights for both of these Slams this year. The question for Comcast subscribers in the Denver metro area is, will they even see it?

The problem is related to Comcast's bandwidth limitations, or simply not having enough space on the dial (or through the cable). While DirecTV and DISH Network are both currently offering the Tennis Channel, it looks like Comcast won't be adding TTC until 2009, which may mean that we only get to read about Roland Garros and Wimbledon this year. We urge you to contact Comcast Customer Service and tell them you want the Tennis Channel (800.266.2278).

New Pavilion at Gates Tennis Center to bear Joan Birkland's name

The newly-constructed pavilion at Gates Tennis Center has been named in honor of Colorado Tennis Hall of Fame inductee Joan Birkland.

"The decision to name the new building, the *Joan Birkland Pavilion*, was an easy one," says Tom Kaesmeyer, Executive Director of the Gates Family Foundation. "Joan is truly one of Denver's best woman athletes. When her name was suggested, the concept was overwhelmingly approved by everyone on the Gates Tennis Center Committee."

The Committee then approached Denver City Council representative, Jeanne Robb. The Parks Department helped in providing information and making a presentation to the Council, and the dedication was approved early last fall. The City Council will present a proclamation at the May 14th dedication.

A Colorado native, Joan Birkland is one of those rare athletes who can pick up a new sport and play it as if they have played their whole life. She grew up across the street from City Park in Denver where her tennis career began. She captured 21 major Colorado and Intermountain tennis titles in all, six singles and 15 doubles crowns. She often partnered with other Colorado Tennis Hall of Famers, Phyllis Lockwood and Jack Cella, in doubles and mixed doubles.

Joan began playing golf in the early 1950s and by 1960 had won her first combined golf and tennis championship, claiming both the Denver City and Colorado State Opens and adding the Colorado Women's Golf Association Match Play crown. In 1962, after winning both the State singles tennis championship and the CWGA Match Play, Joan was awarded the Robert Russell Award as the Outstanding Amateur Athlete in the state. She has been inducted into the Colorado Sports Hall of Fame, the Colorado Women's Hall of Fame, and the Colorado Golf Hall of Fame.

In addition to her athletic success, Joan is a local and national leader in the promotion of girls and women in sports. For more than 20 years, she has been the Executive Director of Sportswomen of Colorado. Sportswomen of Colorado has recognized hundreds of Colorado girls and women who have excelled in their sport or who have made a contribution to girls and women in sport.

Joan is a leader in the advancement of girls and women in sport. Through her own example and initiative, she has provided countless opportunities for women of all ages to participate and benefit from sports.



Kailey Jonas joins USTA Colorado staff

The latest addition to the USTA Colorado adult league staff is Kailey Jonas, a former competitive junior and collegiate standout at the University of Houston. She replaces Matt Fishburn who returned to his native Australia in December, and joins Kristin Gorsky as adult league coordinator.

Kailey is familiar with the Intermountain tennis scene, as she began playing tennis at 12, and then competing in sectional tournaments while living in Montana. Her family moved to the Missouri Valley section where she battled her way to a top-200 national ranking, while also competing in track, softball and basketball.

She spent her senior year of high school at the John Newcombe International Junior Tennis Academy in Texas, qualifying for the National Indoors. Kailey earned a full tennis scholarship at UH, captaining the squad her junior and senior years.

She graduated in 2002 with a baccalaureate in Corporate Communications and a minor in Psychology, and went on to play satellite and challenger tournaments while coaching top nationally ranked juniors at the Newcombe Academy.

An injury derailed her playing career, and she ultimately relocated to Colorado. Kailey is married to Randy, an Applied Kinesiologist and Chiropractor in Cherry Creek. She and Randy have a beautiful 5 month-old son named Aidan who will be joining the tennis ranks in the near future.

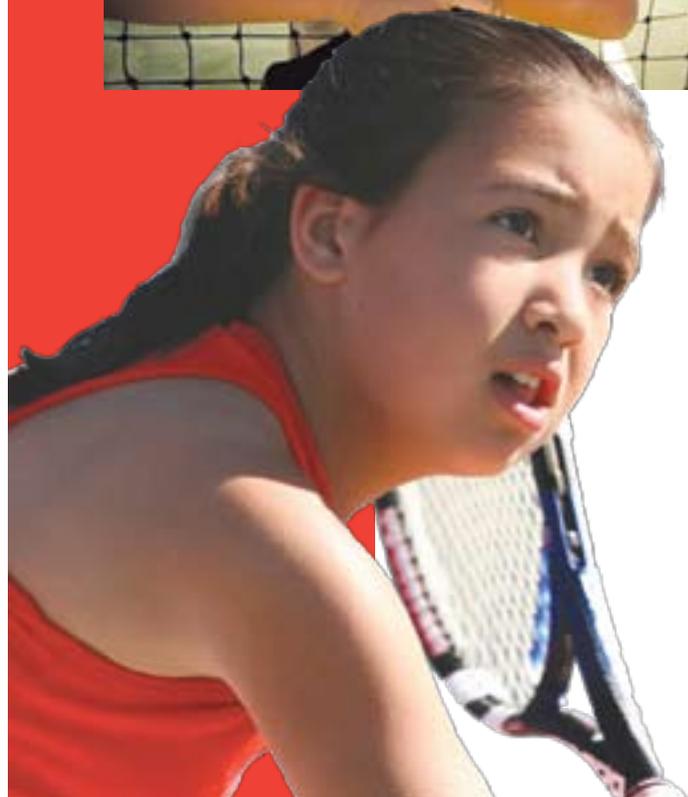
"Kailey has stepped into the vacant role and has had an immediate positive impact," says Jason Rogers, Adult League Programs Director. "As we gear up for a new league season, I know she will remain committed to helping us provide the best possible experience for players, captains and coordinators."

Kailey will coordinate USTA Mixed, USTA Super Senior, ITA Fall Mixed, Twilight and Men's Tri-Level Singles leagues. She can be reached at 303.695.4116 x206 or email kailey@coloradotennis.com. For all other leagues, contact Kristin at x210 or kristin@coloradotennis.com.

BE A TEAM PLAYER

USTA Jr. Team Tennis is the largest youth tennis program in the country, helping girls and boys ages 8 to 18 get in the game, get on the court and have a good time.

Kids have so much fun, they almost forget they're learning the fundamentals of a sport they can play for a lifetime.



League registration is now open. All matches will be played Mondays, June 16-July 28.

Eligible teams will advance to the Colorado State Championships, August 8-10.

Contact a facility near you to register your child.

For information on participating facilities, contact Dan Lewis, 303.695.4116 x207 or email dan@coloradotennis.com.

ARE YOU IN?



Find out more at **COLORADOTENNIS.com**

JUNIOR TEAM TENNIS SECTIONAL QUALIFYING EVENT

USTA Colorado is offering boys and girls the opportunity to earn a spot at the USTA Junior Team Tennis Sectional Championships. The qualifying event is slated for July 15-17 in the Denver metro area. All teams are co-ed with a minimum of three girls and three boys per squad. Optimally, a team will have four of each. All players must have a current USTA membership. The entry fee is \$80 per team, and team matches consist of: 1 boys singles, 1 girls singles, 1 boys doubles, 1 girls doubles and 1 mixed doubles match. Four divisions are offered: 14 & under Intermediate/Advanced, and 18 & under Intermediate/Advanced.

For a player to be eligible at the Sectional Championships, he or she must play at least three team matches at this three day event. Qualifying Champions would be expected to compete at the Intermountain Junior Team Tennis Sectional Championships, held in the Salt Lake City area, August 1-3. Teams not available for that weekend are strongly discouraged from entering the Sectional Qualifier.

USTA JUNIOR TEAM TENNIS INTERMOUNTAIN SECTIONAL QUALIFIER JULY 15-17, 2008

DEADLINE TO REGISTER JUNE 24

For more information, please contact Dan Lewis, USTA Colorado Junior Recreation Coordinator, 303.695.4116 x207 or dan@coloradotennis.com



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JUNIOR OVERNIGHT & DAY CAMPS

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JUNIOR DAY CAMP

THE MILLENNIUM HARVEST HOUSE, Boulder
Directors: Duke Paluch & Kendall Chitambar

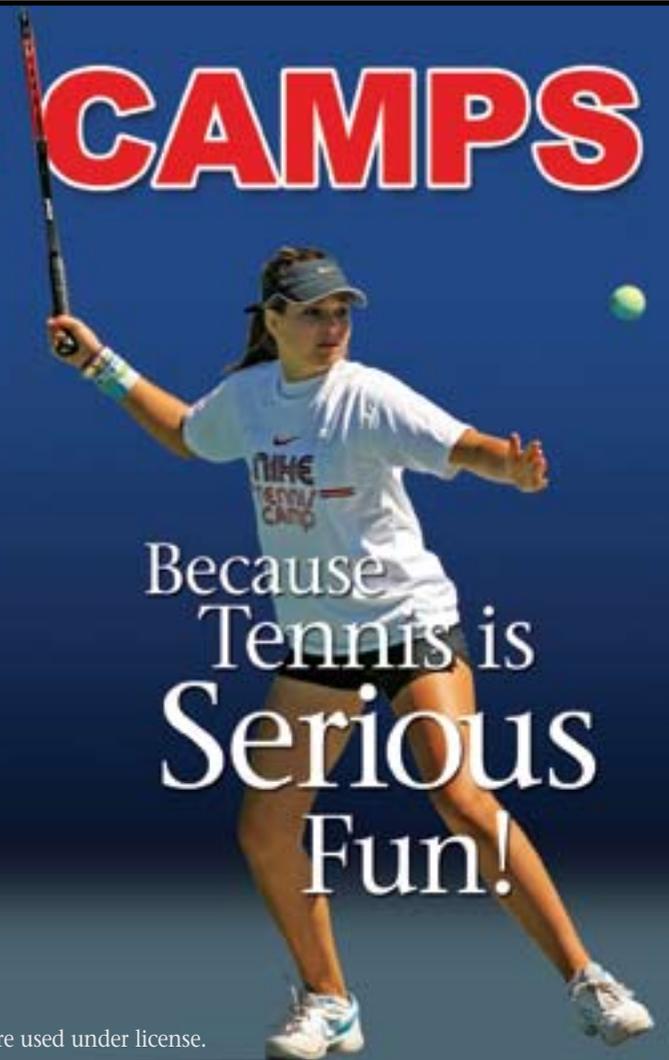
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INTERMOUNTAIN 08 SUMMER SECTIONALS DENVER, COLORADO



Summer Sectional Championships Returning to Denver

The largest junior tournament on the Intermountain sectional calendar is back in Denver this summer, as more than 500 kids from across the region will compete in the Intermountain Junior Summer Sectionals, June 10-15.

The event is for juniors looking for the highest level of competition in tournament play within the section, and is open to all juniors who meet the section's age eligibility and residency requirements. Registration for the event is available via TennisLink.

This year's tournament will be hosted at Colorado Athletic Club Inverness and Monaco, Greenwood Athletic Club, Gates Tennis Center, Holly Tennis Center, Highlands Ranch Northridge and Redstone Park.

Sponsors wanted

USTA Colorado has created a packet highlighting sponsorship opportunities available for the ITA Summer Sectional. With more than 500 players, plus parents and coaches who will be on hand during the event, the Sectional is a great venue for businesses to promote their products or services. Sponsorship levels vary. Please contact Lisa Schaefer at 303.695.4116 x201 or lisa@coloradotennis.com with sponsorship inquiries.

Volunteers needed

We are also seeking volunteers to help coordinate the event. Site assistants are needed to assist with a variety of tournament duties, including player check-in and score reporting. Interested volunteers should contact Cindy MacMaster at cmacmaster@comcast.net.



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CU Squad Advances To USTA National Campus Tennis Championship

Co-ed Teams from the University of Colorado-Boulder (CU) and Brigham Young University (BYU) have earned bids to the 2008 USTA National Campus Championship, April 17-19 in Cary, NC, thanks to their determined run to the finals of the Intermountain Sectional Playoff.

The USTA Campus Championships is the culmination of the Tennis On Campus season which features co-ed teams participating in intramural and intercollegiate (sport club) play at nearly 500 colleges and universities nationwide.

To reach the final, CU had to face off against their in-state rival, Colorado State University, coming out on top with an impressive 30-6 win.

In the finals, with strong winds blowing across the courts, CU drew first blood as they took the men's doubles set 6-5. BYU quickly struck back in the women's doubles by the identical score. CU took the men's single set 6-3 and BYU took the women's set 6-3. Tied at 20-20, the pressure fell on the mixed doubles teams to settle the outcome. BYU ultimately prevailed 6-4 for the overall team match win, 26-24.

CU and BYU will be joined by 37 other USTA Campus Championship place-winners, as well as 25 other teams entering the tournament through an at-large selection process. CU is represented by Weston Blakeslee, Ashley Camenson, Heather Sabatka, John Linton and Karthik Raju.

CU's other entry into the sectional event was honored with the tournament sportsmanship award. Congratulations to Team Ralphie: Caroline Thielenhaus, Julie Swinehart, Eric Carlson, Wes Ballentine and Brooks Ferring.

"The USTA is very proud of all the teams that came out to participate this weekend," said Patricia Chien, Recreational Tennis Coordinator for the Intermountain Section. "It was

great to see such a tremendous amount of enthusiasm and sportsmanship from the kids this year. We wish the best of luck to the two teams that will be advancing to the National Championship, and urge all the other teams to submit their at-large applications soon."

This year's third annual USTA Campus Championship Intermountain Section Championship, held at the Darling Tennis Center in Las Vegas, NV drew 10 teams from five colleges and universities: Brigham Young University, Colorado State University, the University of Colorado-Boulder, the University of Denver, and the University of Utah. More than 70 students participated.

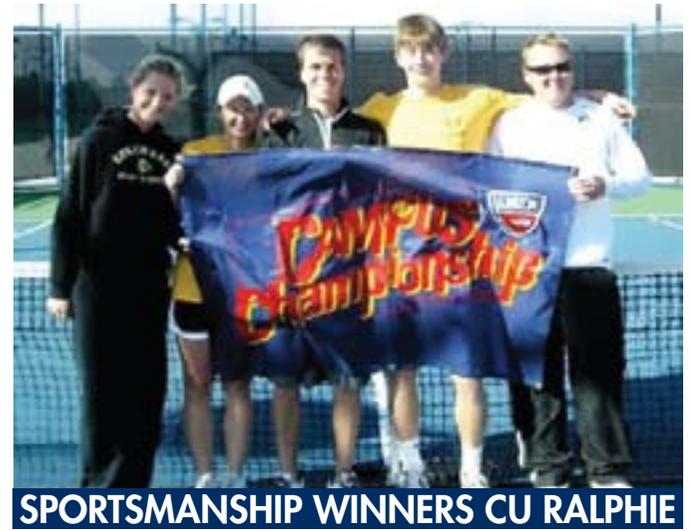
The Tennis On Campus program was designed to provide college students with opportunities for team camaraderie, social networking and rivaled competition, without the rigors of a varsity program. Perfect for athletes who have chosen not to make the jump from high school to college varsity, Tennis On Campus offers match play, regional and national championship possibilities while helping students maintain active and healthy lifestyles through their college years.

With approximately 350,000 students playing high school tennis nationwide and only 6% of those having an opportunity to play college varsity tennis, the USTA Tennis On Campus program fills a tremendous void in organized tennis play on campuses around the country.

As part of the Tennis On Campus season, all 17 USTA sections hold championships, with the winner and second place finisher of each receiving an automatic bid to the 2008 USTA National Campus Championship. The inaugural USTA National Campus Championship, held in 2000, featured a total of 10 teams, while the 2007 championship capped out at 64 teams.



TENNIS ON CAMPUS FINALIST CU



SPORTSMANSHIP WINNERS CU RALPHIE

USTA

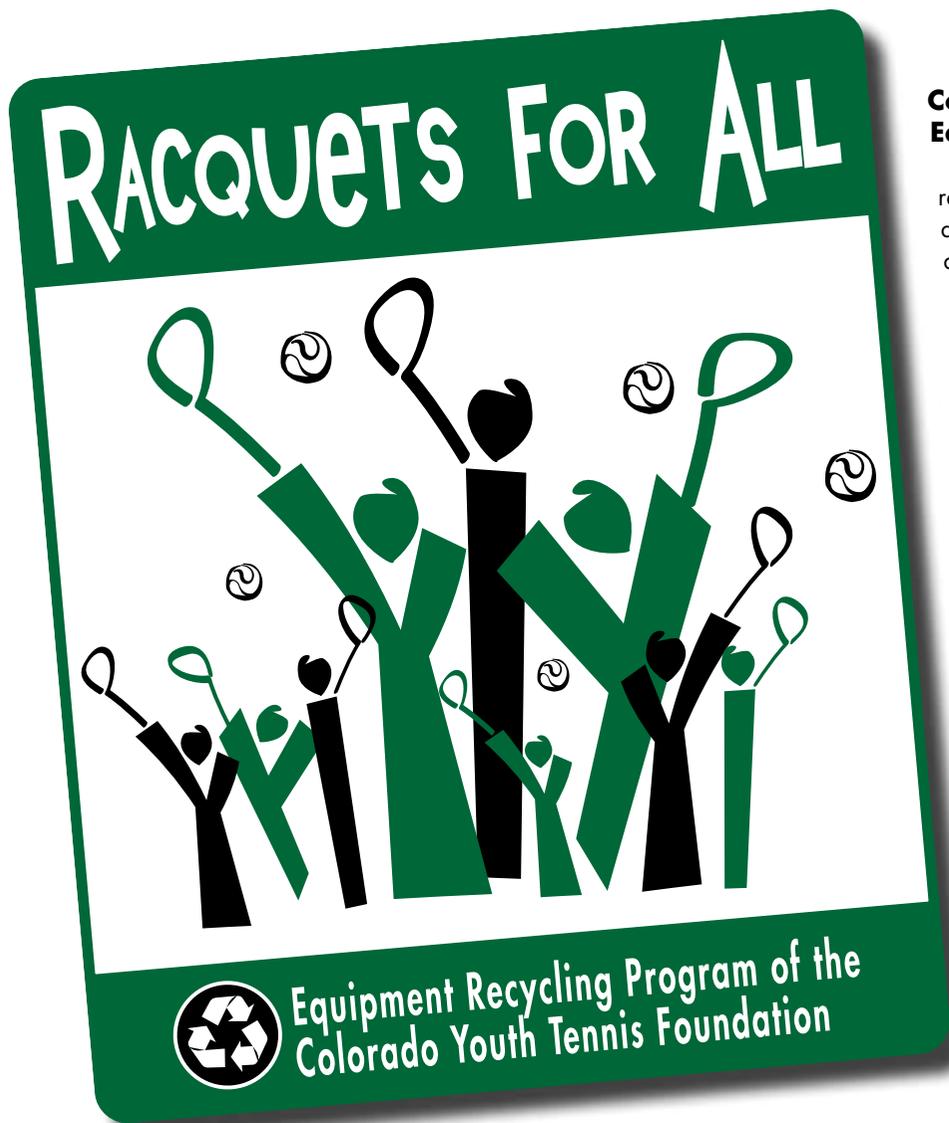
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Game On.***

Be a part of the hottest sport on Campus!

The USTA's Tennis On Campus program is serious fun and a great way to meet people. On more than 450 campuses across the country, over 25,000 students play organized, co-ed, socially competitive tennis... And so can you!

So whether you played tennis in high school and want that team experience in college, or are just looking to make friends who share the same interest- Tennis On Campus is for you.

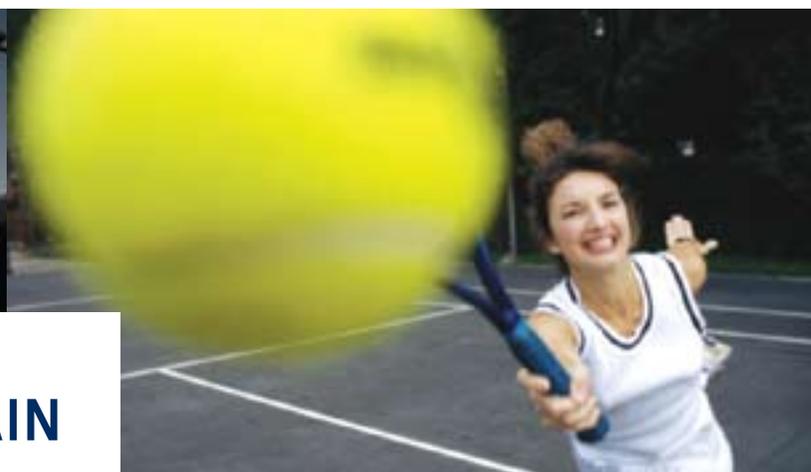
To learn more about Tennis On Campus logon to:
www.tennisoncampus.com



Colorado Youth Tennis Foundation Racquets for All Equipment Recycling Program needs you

Racquets for All, the Colorado Youth Tennis Foundation's equipment recycling program, will soon begin collecting, assessing, refurbishing and distributing tennis racquets, balls and other tennis equipment to individuals and organizations lacking access throughout the state of Colorado.

This is a volunteer-driven program, and regional volunteers are being sought for the Denver-metro area, in particular. We are also seeking support from businesses though cash and in-kind gifts, including temporary equipment storage locations. If you want to get involved or know a business that may be interested in a sponsorship opportunity, please contact Kristy Harris at kristy@coloradotennis.com.



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NEWS FROM USTA COLORADO HEADQUARTERS
STATE OF THE DISTRICT

BY FRITZ GARGER, USTA COLORADO EXECUTIVE DIRECTOR

This is an exciting time for tennis – in the U.S. and Colorado!

The news of the key indicators regarding the health of our sport nationally and in Colorado is all very positive. Tennis was reported as the only traditional sport to see an increase in participation (a significant one at that) these past several years. Racquet and ball sales are up and when one drills down further the increase in junior racquet sales in particular has the highest increase of all categories – a statistic that bodes well for the long-term future of the sport (see our cover story for the specific statistics).

This is all good news to be sure, but this also raises challenges for our association and communities statewide with the need to provide sufficient facilities (courts) for this increased demand.

This edition of Colorado Tennis focuses on several communities that have addressed the need of building new courts to meet the increased demand for the sport. USTA National, Sectional and District/State offices are gearing up to develop a coordinated plan to assist with this endeavor. The term we are using for this effort is “advocacy” and the goal is to have the respective USTA offices partner with local communities in an attempt to meet this challenge.

USTA Colorado Board Meeting and Elections

Our USTA Colorado Board of Directors (see listing on page 31) has added this area of focus – advocacy – to the four other areas of added emphasis that were incorporated into our goals for '07 that have been carried over to '08 (Diversity, Information Technology, Sportsmanship and Marketing).

While technically the '07 USTA Colorado Board is the same as this year's, we did have two new Board members fill vacancies in the fourth quarter of '07. I want to welcome Carolyn Peters and Hai Ho to the Colorado Tennis Association Board. The elected officers for the '08 Board are as follows:

- Nancy Pflughoeft (President)
- Rob Scott (Vice President)
- Kathleen Winegardner (Secretary)
- Taryn Archer (Treasurer)

Colorado Youth Tennis Foundation Board Meeting and Elections

The Colorado Youth Tennis Foundation (CYTF), a 501(c)3 fundraising arm of USTA Colorado, also had its Annual Meeting and elections. The CYTF Board members and officers are:

- Eileen Pero (President)
- David Kuosman (Vice President)
- Nikki Hola (Secretary)
- David Van Liere
- Lisa Harris
- Dave Romberg
- Janice Simpson
- Tom Talmadge
- Nancy Sayer (Treasurer)
- Clinton Vessels III

CYTF Honorary Board Members are: Dennis Ralston, Randy Ross and Jeff Salzenstein.

In closing, the two organizations (USTA Colorado and CYTF) came off a very productive '07 from both a programming and budget standpoint. The two boards and our staff are excited about the upcoming season and the opportunities that are in front of us. There is plenty of work ahead as we strive to promote and develop the sport throughout the state of Colorado.

Thanks again to everyone who plays, supports and contributes. Your efforts are greatly appreciated. ☺

Office Space Available

The USTA Colorado offices are being vacated as we are relocating to Gates Tennis Center. The space has been home to the CTA for 4 years and before that housed Make A Wish Foundation.

Unique office environment in park like setting with lush landscaping, streams & ponds. Adjacent to the Highline Canal Trail, with jogging and bicycle trails just outside your door. Patios & decks in many units. Individual exterior entrances, individually controlled HVAC units & operable windows. Excellent access to Cherry Creek & the suburbs through Parker Road.



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thelastword

WHAT LIES BENEATH, AND WHAT'S IN A NAME?

IN MID-APRIL, USTA COLORADO WILL MOVE ITS OFFICES TO THE NEWLY FINISHED JOAN BIRKLAND PAVILION AT GATES TENNIS CENTER. AS HE PREPARES FOR THE MOVE, THE EDITOR DISCOVERS THE HIDDEN GEMS HE THOUGHT DISAPPEARED LONG AGO.

BY KURT DESAUTELS, COLORADO TENNIS EDITOR

Just a few more weeks and it'll be time to relax. Time to play a little tennis. Time to pack up the office and get ready for the big move to Gates Tennis Center.

The move to Gates from our current location is full of positives, not the least of which will be our proximity to Daz Bog and Pete's Coffee, a terribly important consideration for us editors.

To call me a pack rat is to give pack rats a bad name. I collect, keep and stack everything. My office is an homage to disaster areas everywhere. I am looking forward to this move because it's a chance to re-evaluate the hidden treasures that have been lying in the corners of my office, and sometimes in large piles right on my desk, for nearly five years.

The other day, I found a bottle of Marie Sharp's Belizean hot sauce on my desk. I remember how amazed I was at thinking how tolerant I had become of sizzling-hot habanero sauce, evidenced by the fact that I had downed a full bottle in just a few week's time. Turns out it was hiding beneath a paperback copy of "How to Be Organized in Spite of Yourself: Time and Space Management That Works With Your Personal Style" for the past two years. Don't worry, the sauce is still good.

Moving to Gates also provides me with a great opportunity to box up my growing collection of back issues of Tennis magazine, posters and brochures from the USTA, membership pamphlets, marketing cds, empty cans of tennis balls, usb and network cables, rolodex files, printers, monitors, water bottles, zip drives, silk-screened towels, antacids, league and championship t-shirts and paper clips.

I do have a few concerns about the move to Gates, however. Once upon a time, I was the production manager at the Vail Daily, and can vividly remember how little work I got done when the snow was fresh and abundant. I hope that I can show a bit more restraint when it comes to feeding my tennis habit.

Our scheduled move date is mid-April, just in time for league season to really ramp up. We are all very excited for the move, anxious to be where the action is, and ready for the new season.

What's in a name?

You may have noticed that in the 2008 Big Book of Colorado Tennis and throughout this issue of Colorado Tennis, there has been a decided shift to using "USTA Colorado" instead of our traditional "Colorado Tennis Association" or "CTA" moniker.

The important thing for players, administrators and coordinators to know is that we are still the same organization that has been promoting and growing the sport in Colorado since 1955. We're not even officially changing our name.

We've started using USTA Colorado for several reasons. First, throughout the USTA network of national, sectional, district and state offices, we are first and foremost the Colorado district of the USTA. As the governing body of the sport here in Colorado, it is important for us to acknowledge our connection to the national governing body, especially for those who are not familiar with how the USTA hierarchy works.

Second, because "CTA" is a frequent acronym for Community Tennis Association, there has long been some lingering confusion at various levels when referring to "CTAs".

Now just because we have begun using the USTA Colorado name in our publications does not mean that we are closing our connection with the Colorado tennis community. In fact, we are working as diligently as ever to reach out to the tennis community, as well as to the community at large, to try to help grow tennis at all levels. As an independent entity, operating with its own objectives and direction, our association is committed to promoting tennis in Colorado in a way that best suits the needs of our players, facilities and member organizations.

See you in June

The next issue of Colorado Tennis will be published in mid-June. Editorial and photo submissions for our Buzz section must be emailed to editor@coloradotennis.com by May 21, 2008.

THE OFFICIAL KEYS OF MAKING DREAMS COME TRUE



Make a child's dream come true and get \$75 in free gas.

2008 marks Subaru's fourth year as official vehicle of USTA Colorado. Over the years, the automaker's support has played a big part in our efforts to promote and grow tennis throughout the state.

This year Subaru will also donate \$200 to the Colorado Youth Tennis Foundation for each car purchased by a USTA Colorado member. The CYTF is a fundraising arm of USTA Colorado that provides tennis opportunities to kids in need across Colorado.

"Subaru's support has meant so much to our association over the years, and their added dollars donated to the CYTF will go a long way in helping kids in need," said Fritz Garger, USTA Colorado and CYTF Executive Director. "This is an amazing opportunity for us. The Foundation receives more requests from youngsters who need our help than it can handle, and each donation will have a direct impact on the kids."

The first 20 car buyers will also receive a \$75 gas card as a token of appreciation which should help with a few trips to the pump.

To participate, buyers should contact Lisa at 303.695.4116 x201 or email lisa@coloradotennis.com to receive a redemption form.

Purchases made through the first quarter 2008 VIP Offer do not qualify for the gas card, however \$200 will be donated to the CYTF by Subaru in the purchaser's honor.



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KRISTEN GORSKY
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KAILEY JONAS
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BRAD BREHMER
 Senior Breakfast League Coordinator
 x209

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Community/Grassroots Tennis:

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 x303 support@coloradotennis.com



USTA COLORADO IS MOVING TO THE JOAN BIRKLAND PAVILION AT GATES TENNIS CENTER IN APRIL 2008.



USTA COLORADO:

Left to Right (Back): Kurt Desautels, Dan Lewis, Jason Rogers, Kailey Jonas, Lisa Schaefer, Fritz Garger, Jason Colter (Seated): Kristin Gorsky, Anita Cooper, Kristy Harris, Elle Salinas.
 Not pictured: Theresa Dickson, Brad Brehmer, Kristy Jenkins, Gary Goff.

2008 USTA COLORADO BOARD OF DIRECTORS

DELEGATES AT-LARGE

- Nancy Pflughoeft (Loveland), President
- Taryn Archer (Denver), Treasurer
- Mike Haber (Ft. Collins)
- Hai Ho (Broomfield)
- Carolyn Peters (Highlands Ranch)
- Art Rimando (Denver)
- Rob Scott (Louisville), Vice President
- Nik Sorovic (Boulder)
- Rich Young (Colorado Springs)

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- Aaron Clay (Western Slope)
- Carol Baily (Mountain)
- Jon Messick (Northern Colorado)
- Kathleen Winegardner (Boulder), Secretary

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- Susan Hommel (Colorado Tennis Umpires Assn.)
- Lew Kosich (U.S. Professional Tennis Assn.)
- Nikki Hola (Colorado Youth Tennis Foundation)
- Jim Whiteside (Wheelchair Tennis)

ABOUT USTA COLORADO

A District of the United States Tennis Association, USTA Colorado is the governing body of tennis in our state. We are one of six districts in the Intermountain Section, which includes Idaho, Montana, Utah, Wyoming and Nevada.

Founded in 1955, USTA Colorado's mission is to grow tennis in our state. We do this in a number of ways. We provide grants to public and private groups who want to introduce tennis to their communities. We offer scholarships to players who seek to take their game to the next level. We coordinate adult league play for 25,000 participants across Colorado, and offer many recreational programs for junior players of all ages and abilities. We reach out to players of diverse cultural backgrounds, to mentally and physically challenged athletes, and to under-privileged communities across the state. Our sanctioned tournament schedule offers more than 130 events in 2008 for players of all ages and abilities, including opportunities for wheelchair athletes.

We are in the parks. We are in recreation centers and in private clubs. We are in schools helping physical education teachers introduce our kids to a game that they can play for a lifetime, keeping them fit and healthy.

We are 22,000 members strong, but our scope is not confined to those players alone. We represent the nearly 500,000 tennis players in our state, providing information and opportunities to play for each and every one of them. Our publications reach out to players around Colorado and in neighboring states. We strive to make tennis available to anyone who is interested in our sport – all ages, all abilities, all backgrounds.

We invite you to find out more about the lifetime sport of tennis. We will help you find a court, find a program, find a league or find a team. We will help you put the FUN back in FITNESS. So whether you want to learn to play tennis, get back into the sport, or just find more opportunities to play the game, we're here to help.

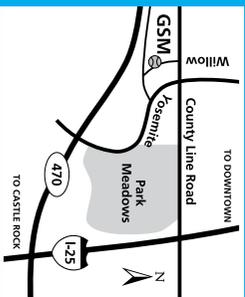
**GRASSROOTS TENNIS IS OUR GAME.
 WE PLANT IT, GROW IT, AND NURTURE IT.
 WE'RE USTA COLORADO.
 IT'S TIME TO PLAY.**

SPRING CLEANING at Game-Set-Match

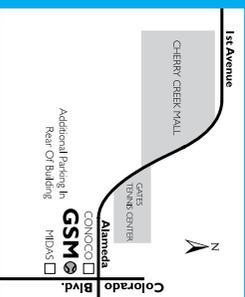
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