



**PRO/SPECIALTY RETAILER
OF THE YEAR**

Game-Set-Match

Game-Set-Match's string of stores has been servicing the greater Denver area since 1989—proof that brick-and-mortar is alive and well.

To Adam Burbary and his talented staff, it's all about connecting with the customer and providing the best service. Years of studying buyer behavior have honed his skills and kept the retailer agile and adept at figuring out what works.

With an array of racquets and apparel, stringing while you wait and the option to drop off racquets for customers who can't make it to the store, Game-Set-Match is a sought-after commodity in the retail business. Aside from daily business, the store participates in fundraisers, donates to kids' programs and sponsors the Intermountain Tennis Association's playoffs.

"It comes down to relationships and making the deal," Burbary says. "It's not always about volume, but about growing the business."

—Cynthia Sherman

Tip for Success

Don't just sell to your customers; get involved in the community as well.



**MUNICIPAL TENNIS FACILITY
OF THE YEAR**

Oklahoma City Tennis Center

Steve Henry, director of programming, is more than ready for the Oklahoma City Tennis Center to be open year-round. For four decades, the facility only had outdoor courts, with nearly 45,000 players coming through the doors every year. "But every November, things would come to a screeching halt," Henry says. "Then we'd have to reinvent the wheel every spring."

In early 2016, the center opened six new indoor courts (to join its 24 outdoors) as part of an ongoing \$3 million capital improvement campaign. Following the implementation of six dedicated youth courts and accompanying programming, the USTA recognized the center with an Outstanding Facility Award, and it is TI's Municipal Facility of the Year.

"It has to be one of the best public tennis facilities in the country," says David Minihan, executive director of USTA Oklahoma.

—Andrew Robinson

Tip for Success

Put a great team in place, from the teaching pros to the front desk staff. Everyone is equally important.

TENNIS ADVOCATE OF THE YEAR

Cindy Huether

"Just getting the community involved" is Cindy Huether's mantra when it comes to tennis in Sioux Falls, S.D. As executive director of the Sioux Falls Tennis Association, Huether has done that and more to build tennis from the ground up.

In developing the city's tennis infrastructure, Huether's accomplishments are vast. She provides equipment to elementary school and day-care facilities, was instrumental in building one of the nation's first-ever permanent, 36-foot-court tennis complexes, Spellerberg Park, and organized Recreation Coaches Workshops for all teachers in the city—to name a few.

Huether and her husband, Mike (below), who is the current mayor of Sioux Falls, have also opened their personal checkbook to grow tennis, providing the lead gifts on both the Huether Tennis Center at Augustana College in 2009 and the new Huether Family Match Pointe Indoor Tennis Center, which opened in 2015. —Lisa Mushett

Tip for Success

Have a plan that involves the community at all levels—schools, businesses, government entities, the local CTA, facilities, teaching pros and more.

