

2013 HIGHLIGHTS



With more than 54,000 members, Texas stands strong as the third largest section in the United States Tennis Association. The Texas Legislature recognizing the section with resolutions proclaiming April 16, 2013 as USTA Texas Day for the work and benefits of tennis to Texans.

The Village Country Club in Dallas was honored nationally as one of the nineteen 2013 USTA Facility Award winners. Carol Welder of Austin was named the USTA Barbara Williams Leadership Award winner for helping grow tennis at the local level and Cindy Benzon of Houston was named the Professional Tennis Registry Texas Member of the Year. Vonda Harris-Webb of Grand Prairie, Texas was named as one of the USTA National No-Cut Coach of the Year team members.

T Bar M in Dallas served as a USTA Certified Regional Training Center and hosted five Regional Player Development Camps.

There were over 68,500 junior tournament entries in 2013 with Texas juniors winning titles and finishing strong in tournaments across the country. Grayson Broadus of Carrollton teamed to win the 16s doubles title at the Winter Nationals along with Danielle Quevedo from Tyler winning the Girls 14s doubles. Faris and Zane Khan of San Antonio placed third in Boys 12s doubles while Madison Hwang from Frisco and Chelsea Kung of Fort Worth finished fourth in Girls 14s doubles.

Ellie Douglas of McKinney finished third in Girls 14s singles at the National Clay Court Championships

along with Peggy Porter of Dallas placing third in Girls 18s singles. At the Hard Court Championships, Quevedo placed third in Girls 14s doubles and Hada Chang from Trophy Club teamed with Douglas to take third in the Girls 16 doubles. Henry Gordon from New Braunfels teamed to take third in the Boys 16s doubles.

Jr. Team Tennis supported 6,800 registered players with two Austin teams proudly representing Texas at the USTA Jr. Team Tennis National Championships. Both teams placed third in the 18 and Under Advanced division and in the 14 and Under Advanced.

Texas' statewide National Junior Tennis & Learning Kid's Days were led by Houston with 600 participants, followed by Dallas' 200 and Austin's 100. Duncanville native Cody Stewart was the national NJTL Arthur Ashe Essay Contest winner for ages 17-18.

Texas participation in adult tennis tournaments reached 19,977 entries reaping success statewide and nationally. Texas adult players collected 22 Gold Ball winners for first place finishes in national events including five by Margaret Canby of San Antonio, who won USTA women's 80 singles titles at the senior hard court, grass and clay championships along with partnering to win the doubles in indoor and clay.

Rachael Reed of The Woodlands, won the women's open grass doubles crown, Jorgelina Torti, of Kingwood captured the women's 35 singles title on

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clay. Julie Cass of Austin won the women's 40 singles and doubles title and Vicki Buholz of Dallas won the women's 50 singles title on grass, and both singles and doubles title indoors. Kathy Langer of Rockwall won the women's 75 doubles.

Tony Dawson, from Horseshoe Bay, won the USTA men's 60 hard court singles and doubles title along with the clay doubles crown. Mark Meyer, of Flower Mound won the men's 60 singles crown on clay. Peter Markes of Austin won the men's 55 singles title on grass while Garry Nadelbaum, from Kerrville won the USTA men's 45 singles and doubles on grass and the indoor doubles. Jason Holland from Portland, Texas teamed to win the mixed 30 doubles title.

Michele Haggerty and Jackson Cobb of Austin won the Mother/Son title at 2013 National Family Tennis Championships while John and Tristan Stitt of Dallas captured the Father / Son crown. Charles Boyce of Cedar Hill, Peggy Porter from Dallas and the mixed doubles team of John Mee (Dallas) and Karina Traxler (Rockwall) represented the Texas section at the US Open National Playoffs. Texas won the USTA Women's 80 & Over Intersectional title and the Keith Donoff Men's Challenge Cup.

USTA Texas continued to boast a healthy league tennis program with 58,520 participants. Texas teams won USTA League National Championships with a Houston women's team winning the Adult 18 & Over 5.0 division and a men's team from Dallas taking the 40 & Over 3.5 division crown. Second place finishes from a men's team from Dallas in the Adult 18 &

Over 5.0 division and the Dallas mixed 18 & Over 8.0 doubles team solidly represented Texas.

Eight Texas schools competed among the nation's best at the USTA Tennis On Campus National Championships including Baylor, Lone Star-CyFair, SMU, Texas A&M, Texas State, Texas Tech, UT-Austin and Texas at San Antonio. The Texas Christian University men's team finished the season as the nation's collegiate attendance leader.

Professional team tennis moved to Texas. The Texas Wild from the Mylan World Team Tennis organization moved its Kansas City team to Irving. The team featured the world's No. 1 ranked doubles team Bob and Mike Bryan and reached the WTT playoffs. Success breeds competition in Texas when at the end-of-the-year, WTT announced that the Orange County (Calif.) team is moving to Texas as the Austin Aces, and will feature Texas native Andy Roddick.

The Wheelchair Run/Roll Series continues as one-day events with top players earning berths to the Invitational. The section introduced new adaptive tennis programs at Fort Hood Military Base in Killeen for the wounded warriors program, introduced tennis to the blind through-out the Rio Grande Valley area in South Texas and supported three new delegations to attend the Special Olympics State games.

Cathy Beene, Bobby Kleinecke, Kathy Langer and Ken McAllister were inducted into the Texas Tennis Museum and Hall of Fame and Team Texas defended its title at the annual USTA Section Shootout.



STRATEGIC PLAN 2014

This Strategic Plan is meant to serve as the guide to growing tennis in Texas with real and quantifiable goals.

Mission Statement: To promote and develop the growth of tennis in Texas.

Vision Statement: For all people in Texas to have access to the sport of tennis.



MAJOR STRATEGIC PRIORITIES

1. TENNIS PATHWAY

- Work closely with our strategic partners to Strengthen our Youth and Adult play pathways.

2. DIVERSITY AND INCLUSION

- Achieve Diversity and Inclusion in programs, volunteers, staff and membership that reflect the demographics of Texas.
- Target Non-Traditional Markets for introductions to tennis.

3. STRATEGIC PARTNERSHIPS

- Expand Collaborative Strategic Partnerships with Community Tennis Associations, Pros, and Coaches.
- Provide Funding, Leadership, Training and Education to promote and enhance tennis advocacy efforts throughout the Texas section.

4. TOURNAMENTS AND LEAGUES

- Expand and Develop Youth Tennis competitive opportunities and formats.
- Facilitate Player Development and Competitive Excellence to help Texas tennis players reach the highest levels of competitive play.
- Increase Tournament and League Participation by enhancing those experiences and creating programming options.

5. RECREATION AND COMMUNITY PROGRAMS

- Increase Participation by offering a full spectrum of play opportunities through community tennis partners and programs.
- Support Youth Tennis with multiple introductory programs.

6. MARKETING, MEMBERSHIP AND COMMUNICATIONS

- Extend and Improve Marketing and Membership Initiatives to local communities and build affinity among the Texas membership.
- Enhance, Increase, and Improve Communication to and throughout the tennis community.

7. RESOURCE MANAGEMENT

- Attract, Train, and Retain volunteers, board members and staff at every level.
- Maintain Financial Strength by generating new revenues and allocating funds prudently.
- Hold Accountable the board, committee leadership, volunteers, and staff members for achieving their objectives.

2014 GROWTH TARGETS

STRATEGIC PRIORITIES	2011	2012	2013	2014	2015
1. STRATEGIC PARTNERSHIPS CTA Expansion Plan	100% JTT	N/A Governance	N/A Health Index	N/A Health Index	N/A Health Index
Advocacy Projects	17	25	25	25	25
2. TOURNAMENT & LEAGUES Entries					
Junior Competitive	57,311	59,400	63,886	5%	5%
10 & Under Tennis Events	1,040	4,534	5,799	10%	8%
Adult / Senior / Super Senior	19,700	20,317	19,977	2%	2%
Leagues	58,217	59,498	58,520	3%	3%
3. RECREATION & COMMUNITY PROGRAMS After School Programs / Kids' Club	71	161	226	10%	5%
Jr. Team Tennis Players	6,424	7,129	6,696	5%	5%
Tennis On Campus	89	100	103	3%	3%
4. DIVERSITY & INCLUSION Volunteer	36 of 195	36 of 195	39 of 209	39 of 209	45 of 200
Staff	4 of 25	3 of 25	2 of 26	4 of 26	6 of 26
5. MARKETING & COMMUNICATIONS Membership Growth	57,270	56,268	54,668	3%	3%
6. RESOURCE MANAGEMENT Investments	\$1,826,721	\$2,027,372	4%	4%	4%
Sponsorship	\$126,729	\$107,525	\$123,173	5%	5%
New Revenue Sources	0	0	\$3,800	12%	8%

2014 STRATEGIC PLANNING SCHEDULE

June 2014	Management and Executive Committees approve Strategic Priorities and/or other Strategic Plan updates
June - Oct. 2014	Section staff with Volunteer collaboration recommends updated numerical goals
Aug. - Oct. 2014	Section staff with Volunteer collaboration recommends annual action plans
Oct. 2014	Strategic Planning Committee prepares working 2015 Strategic Plan
	Section staff with Volunteer collaboration submits budget requests to the Budget and Finance Committee
Nov. 2014	Budget and Finance Committee recommends 2015 budget
Dec. - Feb. 2014 - 2015	Management Committee reviews and submits 2015 budget to the Executive Committee
Feb. 2015	Executive Director submits 2014 Section Evaluation to the Management and Executive Committees
Feb. 2015	Executive Committee ratifies 2015 Strategic Plan
Feb. 2015	Executive Committee approves 2015 budget