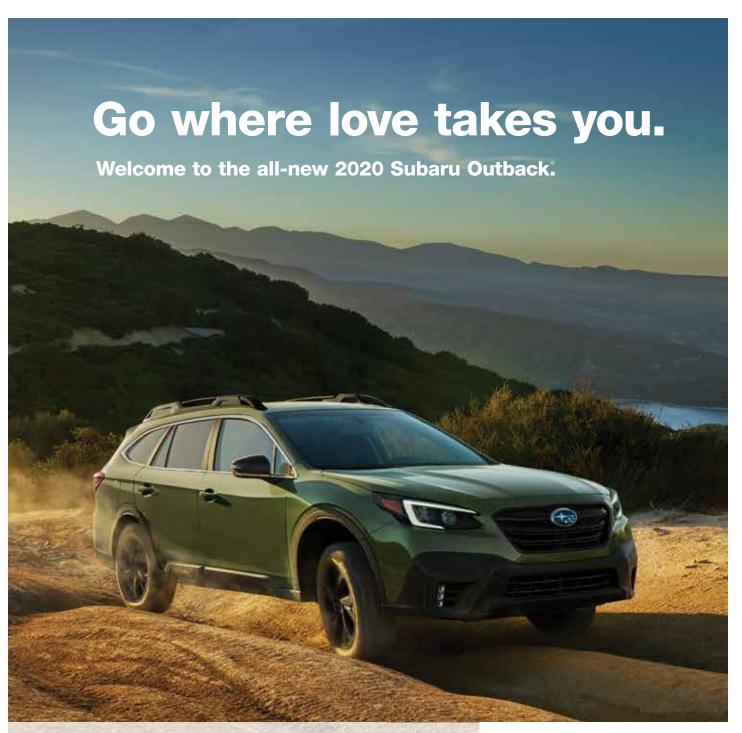
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SPRING 2020





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USTA Colorado is saying goodbye to several long-time board members. Their impact on tennis in Colorado has been nothing short of monumental.

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A special message from the **Executive Director**

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About COLORADO TENNIS COLORADO TENNIS (USPS #013-371) is a quarterly publication (January, April, July & October/November).

POSTMASTER, SEND ADDRESS CHANGES TO: COLORADO TENNIS, 3300 E Bayaud Ave, Suite 201 Denver. CO 80209

Periodical postage paid at Denver, CO.

COLORADO TENNIS Editor

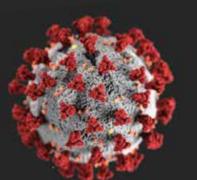
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IT WAS FRIDAY, THE 13TH OF MARCH...

the word came down from the USTA's national office in the afternoon, suspending all sanctioned USTA play for five weeks. No program was spared, the directive included all tournaments, leagues and team tennis.

Before we could all take a collective breath, tennis courts across Colorado went dark. Denver and other metro area cities locked their courts. and took down their nets.

At first, there was optimism. Open by April 20. Then maybe May 3, then June 1, But as each date came and went without relief, the reality started to intrude on the optimism.

The tennis world had reacted quickly and in late March formed Tennis Industry United, a collaboration of the USTA, TIA, USPTA, PTR, ITA and others, to assess overall industry needs and make recommendations for industry sectors, especially tennis providers, that needed immediate relief. By mid-April, USTA had canceled the Adult League National Championships for all divisions, with local tournaments following.

Even as the walls felt like they were tumbling down, the USTA was extremely busy, moving ahead with a comprehensive suite of programs and a commitment of more than \$50 million to support the tennis industry. Immediate relief to businesses to spur recovery and help the rebuilding process is part of an ambitious second phase where the USTA and its partners will offer specific economic assistance packages, increased support to navigate government assistance for facilities and coaches, access to industry leaders, daily educational webinars and phone support to help individuals emotionally impacted from COVID-19. Community tennis remains the organization's top priority, with \$35 million in commitments allocated toward "grow the game" programming through 2021. The extent of this future support will be determined by the financial performance of the 2020 US Open and the impact that the current pandemic has on the event.

The USTA identified more than \$20 million in savings by instituting salary reductions for USTA management, eliminating



programs in marketing, player development and operations, and deferring all non-essential capital projects.

"Helping tennis facilities, community tennis programs and teaching professionals navigate the multitude of government grants and loans was of immediate importance," says USTA CEO and Executive Director Michael Dowse. "The foundation of our sport begins with these stakeholders and we need to ensure they can weather the storm and remain viable as the storm recedes. This is all about 'relief, recovery and rebuild' for our industry."

Key Elements of USTA's \$50 million commitment

- Grow the Game Commitments
- USTA Facility Grants
- Certified Tennis Professional Membership Grants
- USTA Foundation Operating Grants
- Legal Expertise
- Hosting of Tennis Offerings
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PONSE

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Deadline for USTA Facility Recovery Grants is June 12

The USTA Facility Recovery Grants program was created to assist facilities defray some of the tennis-related costs associated with reopening in 2020 if your facility closed due to the impact of COVID-19.

Whether membership-based or public, the facility must be open to the public for play and/or programming, and these grants must be used for tennis-related costs for equipment, cleaning and sanitizing or other tennis-related expenses that you'll need to reopen, once local, state, and federal guidelines allow. Funding is limited.

The following facilities have already received help through the grants:

City of Colorado Springs/Springs Tennis

Colorado Athletic Club-Inverness

Colorado Athletic Club-Monaco

Denver Tennis Park

Meadow Creek Tennis & Fitness

Tennis Center at Steamboat Springs

APEX Parks & Recreation

Club Greenwood

Ken Caryl Ranch Metro Recreation District

Rocky Mountain Tennis Center

South Suburban Parks & Recreation District

James M Swiggart JCC Tennis Center

Rolland Moore Racquet Complex

Hitman Tennis Management

Bow Mar Tennis Club

Estes Valley Recreation & Parks District (Stanley Park)

Homestead Owners Association

Snowmass Club

The Club at Flying Horse

Submit applications online at tennisindustryunited.com.



UPDATES FOR COLORADO PLAYERS

Throughout the pandemic, USTA Colorado has published vital announcements related to league and tournament play. As an organization, we are committed to delivering tennis programming when local authorities have assessed the situation and determined that its appropriate to return to play.

There have been numerous leagues and tournaments affected by the suspension – many tournaments have been canceled, along with several league seasons. We anticipate that we will still be able to offer some leagues this summer, but at the time of this publication, nothing has yet been finalized.

USTA Colorado will continue to update league and tournament opportunities via our website, and will also communicate upcoming play options for youth.

While it is too early to know definitively when sanctioned tennis will return, our entire organization is working closely with both public and private facilities to make the return to play when restrictions have been lifted and it is appropriate to do so.

"USTA Colorado shares the concern of doing all we can to protect the health and well-being of Coloradans.

When it is appropriate for people to return and engage in recreation and sport, we respectfully ask you to recognize that tennis already incorporates certain key elements (i.e. social distancing) and can be made even safer when thoughtful guidelines are followed."

Excerpt from a letter sent by USTA Colorado to public officials across the state in early May, advocating for tennis.

Read the full letter online at coloradotennis.com

COVID-19

PLAYING TENNIS SAFELY

PLAYER TIPS AND RECOMMENDATIONS



WHEN PLAYING, PRACTICE THESE SAFETY GUIDELINES:



Try to stay at least six feet apart from other players.

Do not make physical contact with them (such as shaking hands or a high five)



Between points, use your racquet/foot to pick up balls and hit them to your opponent.

> Avoid using your hands also when returning balls to another court.



Changing side of the court.

When changing sides of court, adhere to physical distancing guidelines.



Avoid touching your face after handling a ball, racquet or other equipment.

Wash your hands promptly if you have touched your eyes, nose or mouth.



Playing singles or doubles.

Playing singles can help prevent incidental contact and unwanted proximity. When playing doubles, try to avoid all incidental contact.





Wash your hands thoroughly or use a hand sanitizer before, during, and after play.





Clean and wipe down your equipment, including racquets and water bottles.

Use new balls and a new grip, if possible.



Use only your own towels and water bottles.

Avoid sharing food and touching common surfaces such as court gates, fences, benches, score-keepers, etc.

To see the USTA's full list of guidelines and recommendations, visit: usta.com/playersafety

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2020 marks the 20th anniversary of Colorado's Tennis Hall of Fame. This year's Gala celebrated past inductees as well as welcomed long-time Aspen resident Gigi Fernandez.



Above: Colorado Youth Tennis Foundation President Cindy McLemore shares the stage with scholarship recipient Lyric Newsome. Lyric was featured in this year's CYTF video showing how tennis has helped her

Scenes from the 2020 Colorado **Tennis Hall of Fame Gala**

The Colorado Tennis Hall of Fame celebrated 20 years at its annual Gala on February 8 in Denver. More than 450 people came out to ring in this important milestone that featured only a single induction into Hall of Fame: Gigi Fernandez, 17-time Grand Slam doubles champion and twotime Olympic gold medalist. The event also welcomed the return of several dozen Hall of Famers who received a commemorative member pin.

As always, the event also highlighted local players, coaches and volunteers for their achievements in tennis, as well as service to sport through USTA Colorado's Annual Awards and special recognitions. The Colorado Youth Tennis Foundation netted more than \$50,000 from the Gala, which will help kids from under-resourced communities gain access to tennis.



Above: Gigi Fernandez reflected on her decision to move to and train in Aspen as pivotal to her success. She won 16 of her 17 major titles and both Olympic golds during the time she called Colorado home. Left: Subaru is the longtime official

vehicle of USTA Colorado and proud supporter of Racquets for All. Gently used racquets were collected in the back of this Subaru Outback during the Gala. The racquets will be refurbished and then put in the hands of those in need.

Below: Hall of Fame members from past classes join Gigi Fernandez to celebrate 20 years of the Colorado Hall of Fame.





In Memoriam

Colorado Tennis Hall of Fame member Lt Colonel Don Willsie, a mainstay of tennis umpiring in southern Colorado, passed away at the age of 91 at his home in Colorado Springs. In 2013, he received the USTA Nicholas E. Powel Award at the US Open in recognition of the importance of officiating at the local level.



Why we love our partners at Subaru

As longtime official vehicle of USTA Colorado, Subaru helps grow tennis across the state through the partnership. And so it's not surprise that they're stepping up in big way during the COVID-19 outbreak.

The pandemic that is devastating our country has left hundreds of thousands out of work and unable to feed themselves or their families. Subaru decided to help. Through the Subaru Love Promise, a commitment to support our communities, Subaru and its retailers across the country are making a donation to provide 50 million meals to Feeding America. This action, called Subaru Loves to Help, will make meals available at 199 local food banks across the country. In addition, Subaru retailers will be working to see how else they can help these local food banks, including food drives, donations and volunteer events.



COLORADO

USTA Colorado welcomes new board members, Executive Committee

Five new names have been added to the list of USTA Colorado board members, replacing the retiring board members whose terms had all expired after 10 years of service (see **SPOTLIGHT**, p16)

The new additions are: Ken Caryl Ranch tennis professional **Leslie Davis** (Lakewood), former Denver Tennis Club pro and tournament director **Mark Scruggs** (Denver), long-time boys/girls coach at Poudre HS and JTT promoter **Laura Ecton** (Fort Collins), **Marc Knutila** (Colorado Springs), Tennis Program Director for the city of Colorado Springs, **Bethany Brookens** (Greenwood Village), CHSAA tennis commissioner and former USTA Intermountain Player Development Director.

USTA Colorado's newly elected Executive Committee are: Carolyn Peters (Denver)/President; Gonzo Garcia (Boulder)/Vice President; Susan Bolton (Arvada)/Secretary; Laurie Anderson (Johnstown)/Treasurer.



USTA Colorado's Rise to the Possible Exhibit wins local, international acclaim

The fourth installment of USTA Colorado's **Breaking the Barriers Exhibit: Rise to the Possible**, has earned several marketing industry awards, including the Fourteeners Award and the Communicator Award for 2020.

Inspired by the vision, dedication and legacy of **Vicky Matarazzo**, a long-time USTA Colorado volunteer and Volunteer Tennis Director for **Special Olympics Colorado**, USTA Colorado launched the fourth installment of the critically acclaimed Breaking the Barriers portrait series, celebrating adaptive tennis pioneers, contributors and rising stars in Colorado.

Led by **Paula McClain**, USTA Colorado Marketing and Diversity Director, who envisioned and produced the four Breaking the Barriers projects, and captured by Pulitzer prize-winning photojournalist, **Barry Gutierrez**, who delivered his stunning craftsmanship to the collection of colorful portraits expressing inspiration.



The **Fourteeners Award** is presented by The Marketing Alliance and the Colorado Chapter of the American Marketing Association. Breaking the Barriers was a Silver Winner, recognizing Creativity, Production, Strategy and Results.





BTB also earned the **Communicator Award** of Excellence from the Academy of Interactive & Visual Arts in the Campaign-Cause Marketing category. The Communicator Awards is the leading international awards program recognizing big ideas in marketing and communications. Founded nearly three decades ago, The Communicator Awards receives over 6,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world.

USTA Colorado is extremely proud of the work that went into the exhibit, and thanks the many people whose vision and efforts delivered such a moving and inspiring event.

HIGHFIVE • EPISODE 37

Full interviews can be found online at coloradotennis.com. Previous episodes of HighFIVE can also be found there.

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Ibert Einstein said, "Creativity is intelligence having fun." Such is the life philosophy of the Galyardt family -Wes, Carrie, Carter (17), Bridger (15) and Faith (12) - who are finding creative ways to play together and bring value to their community during these tough times.

The Galyardt clan are a tight-knit tennis family who decided to use the



BRIDGERGALYARDT

stay-at-home time to do some good.

Bridger (a freshmen at Rocky Mountain High School and a Team Colorado member) and Faith spearheaded a noparents involved initiative creating fun YouTube videos for kids to keep them busy and having fun.

"We started doing them because I thought all the kids needed to get some exercise and have some fun," Bridger said of the videos. A Team Colorado mentor he's always enjoyed helping younger players. "I've always thought mentoring was fun - it's a cool opportunity."

or Kristyn Wykert, Assistant Director at The Tennis Center at Steamboat Springs, using her skills and passion for the game is about doing more than creating better tennis players, it's about creating a more connected and cohesive community in Steamboat through tennis.

Kristyn grew up in Wyoming and attended Colorado Mesa University.

KRISTYNWYKERT



After coaching at the local high school, she now heads up the SERVES Program for the Steamboat Tennis Association's NJTL program. Her mission as a USTA Colorado Tennis Specialist is simple: grow young lives through tennis.

Her current position gives her the opportunity to connect with as many young people as possible, to "bring a culture of family and community for under-resourced children in Steamboat." she said.

"I want us to build each other up both on and off the tennis court."

STA Colorado is very excited to welcome our new USTA School Tennis Specialist, Diane Brooks, who recently relocated from the beaches of northern California (where she held a simliar position at USTA NorCal) to the beautiful eastern plains of Colorado. Her 40+ years of experience of growing tennis will no doubt be a welcome addition to our team.



DIANEBROOKS

"My enthusiasm for teaching both kids and adults is ultimately to get them onto a team. Once they do that, they're hooked!"

Diane was named 2019 **USTA NorCal Outstanding** Community Development Volunteer, and was nominated for the prestigious Eve Kraft Award, which honors volunteer tennis leaders for significant contributions made to tennis development in their respective communities.

Now, Diane brings that passion to Colorado's rural schools, where she's thrilled to be able to share her love of tennis.

ringing the game of tennis to those who may not have had the opportunity before has been a long time passion for Diane Vartuli, recently retired Assistant Coach of Arapahoe High School and tremendous proponent of the Racquets for All Program.

Diane is primarily responsible for the AHS team winning the High School Challenge seven

DIANEVARTULI



times (a friendly competition among all Colorado high schools to see which can collect and donate the most racquets to the program). Through her leadership, over 500 players in need of equipment have gained the opportunity to play.

Coaching AHS players for the last four years as well as being mom to two former varsity players -Michael and Julia - instilling confidence through strategic play is what drives her commitment.

"Tennis is a lifelong sport and so much fun. My goal is to help people develop a passion for the game," Diane said.

Chris Croxton, General Manager of the Denver Tennis Park, tennis is more than a sport. It's at the core of who he is, and why he's committed to giving others opportunities to get involved.

"Tennis can be a huge part of a healthy life," Chris said. "It's changed who I've become, in every aspect of my life."

After a free tennis les-

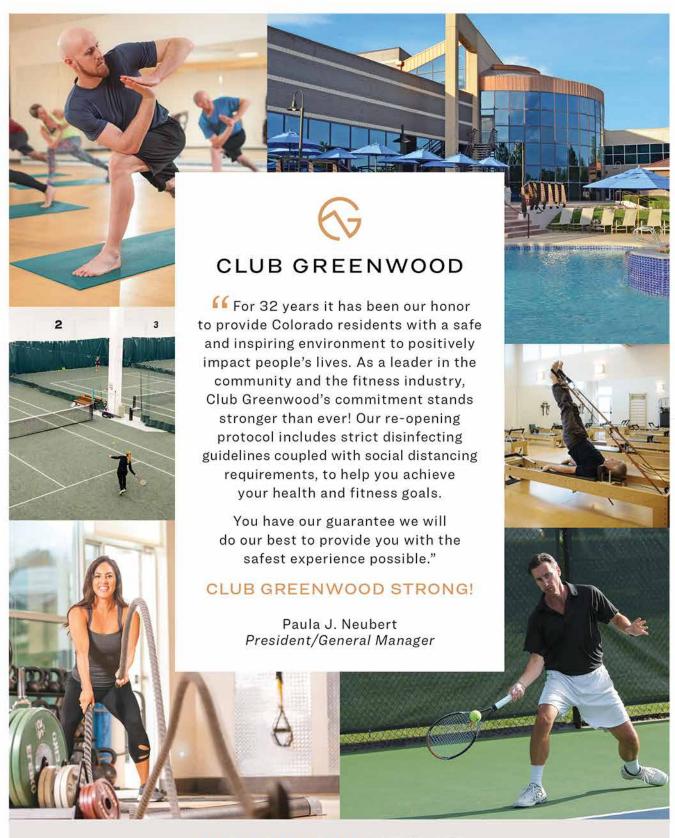


CHRISCROXTON

son in 7th grade inspired him, Chris played at Denver East High School, then at Pomona College. His career has spanned several local facilities and now DTP, a facility deeply committed to developing youth through tennis.

Describing tennis as a way to help develop different life skills, as well as a great way to make relationships, Chris wants to reach kids who wouldn't otherwise have the opportunity to play.

"Whether someone only wants to play recreationally, or be the next great player, I just want them to be able to fit tennis in their life."



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SPOTLIGHT

by TOMFASANO

THANKS FOR 50 YEARS OF SERVICE

ngela Finan recalls the positive impression the USTA Colorado staff made on her when she reached out to learn about its programs and leagues. That experience for Finan, when she moved to Colorado 16 years ago, turned into a volunteer opportunity and later a position on the USTA Colorado board of directors.

"The staff patiently answered my questions and made me feel welcomed," recalls Finan, a volunteer coordinator at Peak to Peak Charter School in Lafayette and a board member for the USTA Intermountain Section. "That experience made a positive impression that I never forgot."

Passionate. Selfless. Creative. Giving.

Volunteering your time as a member of an organization's board of directors can be described in the aforementioned adjectives, but those are only words.

USTA Colorado's board is structured with terms that are staggered to limit the number of departures the organization will have at any one time. Some board members serve one or two terms (each term being 3-years) and some serve more — but USTA Colorado bylaws limit members to 10 consecutive years on the board. So even though 4-5 members in a given year can depart, it's unusual to have five members retire at once, all whom have served the maximum.

Nora Harrison, Dave Hill, Bill Trubey, Ron Steege and Finan all brought their talents to USTA Colorado in 2010, ensuring that the 23,000 USTA members and other tennis enthusiasts throughout the state were able to thrive during a decade's worth of tennis growth. It is their love of the sport that continues to make USTA Colorado so special.

"There are a remarkable number of experienced and talented individuals (volunteers, staff, providers, coaches) who care deeply about our sport as well as for those who play it here in Colorado," says Finan, who is originally from Chicago. "Even after a decade of volunteering, I continue to be fascinated by the journeys and the



stories of what brought people to tennis, its impact on their lives and what drives them to share their passion and experience with others."

Ron Steege

Steege, the director of tennis at Club Greenwood in Greenwood Village, says he learned that there are many layers to the hard work that is going on all over Colorado to attract players and keeping them involved.

"I saw things through an entirely different lens from what I'm used to," Steege says of his time on the board. "During my time on the board, I've seen so many inspirational stories about how tennis changes and actually saves lives. Tennis is so much deeper than I realized. It has inspired me to want to do more."

Dave Hill

Hill, a guitarist with two published CDs, says former Colorado









State University legendary tennis coach Jon Messick, and USTA executive director Fritz Garger made a tremendous impact on him. He says Messick is one of his most important mentors in life and tennis.

"Jon Messick inspired and recommended me to the board over 10 years ago," says Hill. "Jon and I worked on many tennis tournaments together as tournament directors, and we both served on the board of the Fort Collins Tennis Association."

Hill, a senior project manager at SADA, headquartered in North Hollywood, CA, says serving on the board increased his awareness of just how much the staff of USTA Colorado do and produce each and every year.

"From leagues, diversity and inclusion, community outreach, rankings, fundraising for youth tennis, and so much more," Hill says. "All done with the inspiring leadership of Fritz Garger and his amazing staff. I consider Fritz Garger to be one of the most important role models of my life. His operational and policy leadership is unmatched. His kindness, efficiency, caring approach to everything from budget management to listening to board members' feedback and input have been inspiring."

Bill Trubev

Trubey, a retiree who recently moved to Tucson, AZ, says Rob Scott, the USTA Colorado board president at the time, asked if he could lend a hand on the board as a special contributor for wheelchair tennis.

"Of course I said yes, but was flattered and humbled that he'd ask as I didn't have any business-wide experience in the tennis industry as most have who serve on the board," Trubey says.

That didn't stop Trubey from learning from others on how to interact constructively during meetings, and how best to look at the big picture.

"In a very small way, I'm proud I was able to steer the organization forward in developing good communications platforms/ideas and those proverbial water-cooler sessions talking to staff and board members about the nuances of wheelchair tennis." he says.

Nora Harrison

Harrison has been teaching tennis professionally for more than 30 years and says she still loves every single minute of it. Harrison says she learned from her experience on the board that decisions and proposals take a lot of research and feedback before final decisions are made on projects/goals.

"Board members carry a great responsibility to the growth of tennis in the state," says Harrison," an Elite USPTA tennis professional and adult league coordinator at Meadows Swim and Tennis Club in Boulder. "I was honored to be involved with a group of members from diverse backgrounds and experience in the planning, implementation and growth of the game."

Married to Charlie Warner, another dedicated tennis teaching professional, Harrison says she took pride in her role on the board by her contribution to the growth of tennis in the state for all things that is tennis.

"My involvement on the board allowed me many wonderful, amazing experiences, opened up opportunities to share my tennis teaching skills as a USTA Tennis Specialist and be involved in many volunteer opportunities," says Harrison. "I had the opportunity to meet tennis pioneers/celebrities both nationally and locally like Katrina Adams, Lori McNeil, Chanda Rubin, Todd Martin and Bonnie Champion."

Relationships key to success

That first impression of USTA Colorado meant so much for Finan that it eventually turned into lasting relationships.

"I am proud of the relationships we have built and the work we have accomplished as a team over the past 10 years," Finan says. "I am certainly proud to have played a part in making tennis accessible to anyone who has a desire to play. Pioneers led the way to ensure tennis is a sport of inclusion. That spirit and commitment is very much alive in Colorado."

Steege, who will continue to serve as the Colorado District rep on the ITA Board, isn't sure if he can narrow it down to one or two things when asked what his most proud moments were during his tenure on the board.

"The relationships I've developed with all of the other board members I've served with over the years are priceless," Steege says. "I have learned from all of them and really appreciate the opportunity I had to get to know them better and see their great contributions around the state. I've loved every minute of it and have developed a ton of respect for all of the other board members. The work Fritz Garger is doing as our executive director is second to none. Colorado Tennis is in great hands!"

A lifetime of experience

Garger smiles when asked about the five retiring board members.

"They literally represent 50 years of service to our organization! Each one of them has brought a unique and invaluable perspective to the Board's governance."

Tennis in Colorado has benefitted tremendously from these leaders, he says.

"Few will ever know the passion and dedication, the skill and expertise, the care and commitment each of them has made to all aspects of our sport and its governance here in Colorado. This group is a real gift to tennis — and we're incredibly grateful for all they've done." —CT













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BIGCHAIR

by FRITZGARGER

his note is on behalf of all of us at USTA Colorado. Our entire tennis community has been impacted by this pandemic. Some have lost loved ones, some have lost jobs, and some have seen financial losses like never before. All of us have been affected. Like many of you have undoubtedly discovered, it has been extremely difficult to navigate waters that contain so many unknowns and variables. In an attempt to accommodate all those we serve – Providers, Pros, Players, Parents, Sponsors, Advertisers – we're trying to be as flexible and nimble as possible.

We are in this together, and we're trying to minimize the negatives and build off the positives that come from this situation. USTA National, our Section and Colorado have collectively worked to provide meaningful assistance throughout this pandemic. This includes: research/information gathering and distribution, along with collaborative efforts and funding to support those in need. USTA and all its affiliates will continue our outreach efforts, communicating with those involved in our sport to assist in a variety of ways.

At this point in time, we don't know the trajectory or duration of this crisis. No one does. In the midst of incredibly challenging times, we are all being constantly reminded and encouraged to look for the silver-linings.

We want to thank everyone for your patience and understanding. We appreciate your dedication and support of tennis in general and our association in particular. When the time comes and we're able to return to the court, we encourage everyone to exercise the highest degree of concern for those around them – our partners, our opponents, facility staff, etc.

While our sport prides itself on good sportsmanship, demonstrating the utmost courtesy and respect for others will play an even larger role as we move forward.

As with all aspects of getting out and engaging (even when social distancing) in times like these, there is an assumption of risk. Certain precautions and measures can reduce the risk, but it's there. USTA National and their medical task force team have developed recommendations for both facility operations and players, designed to make tennis safer (see our cover story).

The USTA recommendations stress the importance of adhering to your respective local health/CDC protocols and guidelines as they take precedence over all others, and many times are different from one city to another, and even from one facility to another. Please be prepared to adhere to whatever policies are in place wherever you're playing.

We hope the end of the tunnel is in sight, and while we are optimistic, it's hard to know what we don't know. We're still in a state where much remains unclear. Our goal is to be prepared so we can deliver our sanctioned events, activities and services in an efficient and effective manner.

Tennis is one of the best recreational activities around. We anticipate the core players will get engaged like they always do, and that there may be a new wave of enthusiasts who will discover tennis due to this crisis. The mental, emotional, physical, cognitive and social benefits of the game are invaluable. We hope you are safe and healthy, and that you continue to be so in the months and years ahead. **-FG**

USTA COLORADO WELCOMES...

Mary Brennan:

"I am from a small town in Northern Illinois called Wauconda (Not Wakanda, the fictional country in the movie Black Panther)", she says.

Mary grew up on a lake and has a deep love for fishing, boating, swimming and the outdoors in general. Her dog's name is Dallas, a 6-year-old Blue Heeler that she rescued. Dallas loves tennis almost as much as Mary



does because he gets all the used tennis balls!

Mary's tennis career started in high school and moved to the west to play at Colorado Mesa University in Grand Junction. She graduated with a Sports Management degree and has been working in recreation ever since."

"Mary's experience in the tennis industry as a player and facility coordinator will help her as she moves into a District League Coordinator position for USTA Colorado," said Jason Rogers, USTA Colorado's League Programs Director. "Her hardworking character and friendly disposition are a perfect fit for our organization."

...BACK...

Jarret Sutphin:

Jarret previously worked for USTA Colorado for six years before taking some time to explore other ventures.

"For the past four years I worked at a local brewery, Lariat Lodge Brewing Company, in every capacity. I was a manager and bartender



at the first location, and then helped to open their second location in Ken Caryl last year where I became a full-time brewer."

Working in the brewing industry helped Jarret to gain skills of thinking on his feet and handling curveballs at every corner, plus knowing how to make beer doesn't hurt either! He is excited to come back to USTA Colorado and get back involved in the sport he loves and industry he went to school for, graduating from Flagler College with a Sport Management degree.

"Jarret was an outstanding member of our league department in the past, and we're lucky to have him back with us once again," says Rogers. "He brings tremendous enthusiasm and knowledge, and has been working diligently throughout the stay-at-home period."



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