

2014 HIGHLIGHTS



Standing strong as the third largest section in the United States Tennis Association, USTA Texas continues to grow and develop with 53,400 current individual members and over 900 organizational members.

The Samuel Grand Tennis Center in Dallas was named one of the 12 USTA Facility Award winners and Corpus Christi's Tennis Success Inc. was named the national USTA NJTL Chapter of the Year. Corpus Christi and the Zina Garrison Academy in Houston received USTA grants for youth and education programs.

The Dallas Tennis Association and T Bar M in Dallas received Multicultural Excellence Program grants for junior development. The Houston Tennis Association was named as one of the 10 national USTA Foundation grant winners for NJTL programs.

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

There were more than 72,293 junior tournament entries in 2014. Over 970 Super Champ level players and 128 of the highest ranked Champ level junior players participated in the Casper Texas Grand Slam tournament which continues to be one of the largest junior tournaments in the U.S.

USTA Texas Junior Team Tennis supported 5,600 registered players and hosted 160 teams at three section championships. The Texas JTT championships produced two teams that proudly went on to win the USTA JTT National Championships in 14U Advanced (Austin) and 18U Advanced (North Richland Hills).

Texas' National Junior Tennis & Learning Kid's Days were led by Houston with 600 participants. Dallas followed with 200 and Austin at 100. Over 750 participants entered the Arthur Ashe Essay Contest. Xavier Gonzalez, of Houston was honored as one of two USTA National Junior Scholar Athlete Award winners and Manuel Mareno of Dobie High in Houston was named a USTA No-Cut Coach All-Star team member.

Texas participation in adult tennis tournaments reached 18,578 entries. Texas adult players collected 38 Gold Balls for first place finishes in national events including Mary Lynch of Rockport, who won the 80s singles title at the USTA National Women's 60, 70, & 80 Clay Court Championship. Julie Cass, of Austin, Texas won eight gold balls and the ladies 45 singles title at the 2014 ITF Seniors World Individual Championships.

Henry Gordon of New Braunfels, Ashley Weinhold of Spicewood, and Malika Rose and Brady Bohrnstedt won the U.S. Open National

YEAR IN REVIEW



2014 HIGHLIGHTS AND YEAR IN REVIEW

Playoffs Texas Sectional. Six Texans, Tony Dawson (Austin), Mark Meyers (Houston), William Wolff (Fort Worth), Sue Bramlette (Houston), Mary John Lynch (Rockport) and Margaret Canby (San Antonio), were named to the US International Tennis Federation (ITF) Super-Seniors World Team.

USTA Texas continued to boast a healthy league tennis program with 62,325 participants. Texas teams won USTA League National Championships in 3.0 Men's 18 & Over (Dallas); 4.0 Women's 18 & Over (Dallas); 8.0 Men's 55 & Over (The Woodlands); and 9.0 Men's 55 and Over (Dallas). Texas league teams finished second at nationals with 3.0 Women's 40 & Over (Austin); 4.0 Men's 18 & Over (Houston); 4.0 Men's 40 & Over (San Antonio); 4.5 Women's 18 & Over (Dallas); 8.0 Women's 55 & Over (Houston); 9.0 Women's 55 & Over (Dallas); and 9.0 Men's 55 & Over (Houston).

Seven Texas schools competed among the nation's best at the USTA Tennis On Campus National Championships.

Professional tennis teams thrived as the Texas Wild played its second season in Irving and the Austin Aces competed in its inaugural WTT season. The US Men's Clay Court Championships continued in Houston and Pro Circuit events in Texas included the \$100K Challenger of Dallas; Futures in Harlingen and Houston. The \$50K Women's Pro Challenger

was hosted in New Braunfels. Austin and Fort Worth hosted women's Pro Circuit events.

The Wheelchair Run/Roll Series continued as one-day events with top players earning berths to the Invitational. Javier Molinar from Corpus Christi competed in the Deaflympics in Sofia, Bulgaria. Dustin Strelsky of Rockdale was selected as one of the first recipients of a Randy Snow Push Forward Foundation (RSPFF) Scholarship. Katherine Richards of Houston competed on Team USA at the Australian Championships for athletes with intellectual disabilities.

The Professional Tennis Registry (PTR) named Fernando Velasco, of Austin, as the PTR Male Player of the Year. Sujay Lama, head women's coach at the University of North Texas was named the PTR Jim Verdieck College Coach of the Year.

President George H. W. Bush, James A. Baker, Chris Bovett and Susan Shelby Torrance were inducted into the Texas Tennis Museum and Hall of Fame.

After 24 years at the helm Ken McAllister announced his retirement. Van Barry, former director of athletics at River Oaks Country Club in Houston and the tournament director of US Men's Clay Court Championship is the new USTA Texas executive director.



STRATEGIC PLAN 2015

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, volunteers and staff to Strengthen our Youth and Adult play pathways
- Create and promote a natural transition from the schools program to entry-level Junior Team Tennis and junior tournaments

2. DIVERSITY AND INCLUSION

- Achieve Diversity and Inclusion in programs, volunteers, staff and membership that reflect the demographics of Texas
- Develop non-traditional ideas from many various sources to grow tennis in Texas

3. STRATEGIC PARTNERSHIPS

- Expand collaborative strategic partnerships with Community Tennis Associations and other organizations to foster the growth of tennis
- Provide funding, leadership, training and education to promote and enhance tennis advocacy efforts throughout the Texas section

4. TOURNAMENTS AND LEAGUES

- Continue to expand and develop competitive opportunities for Youth Tennis
- 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
- Fully support the growth of Youth Tennis

6. MARKETING, MEMBERSHIP AND COMMUNICATIONS

- Continue to adapt Marketing and Membership Initiatives to local communities and build affinity among the Texas membership
- Review, update and continue Communication 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 the board, committee leadership, volunteers and staff members accountable for achieving their objectives

2015 GROWTH TARGETS

STRATEGIC PRIORITIES	2012	2013	2014	2015	2016
DIVERSITY & INCLUSION					
Volunteer	36 of 195	39 of 209	39 of 209	50 of 229	50 of 229
Staff	3 of 26	2 of 26	2 of 26	1 of 26	2 of 26
STRATEGIC PARTNERSHIPS					
CTA Expansion Plan	N/A Governance	N/A Health Index	N/A Health Index	N/A Health Index	N/A Health Index
Advocacy Projects	25	25	19	25	25
TOURNAMENT & LEAGUES					
Entries					
Junior Competitive	59,400	63,886	61,364	3%	3%
10 and Under Tennis Events	4,534	5,799	6,577	8%	8%
Adult / Senior / Super Senior	20,317	19,977	18,578	2%	2%
Leagues	59,498	58,520	62,325	3%	3%
RECREATION & COMMUNITY PROGRAMS					
After School Programs / Kids' Club	161	226	453	5%	5%
Junior Team Tennis Players	7,129	6,696	5,674	5%	5%
Tennis On Campus	100	103	114	3%	3%
MARKETING & COMMUNICATIONS					
Membership Growth	56,268	54,668	53,407	2%	2%
RESOURCE MANAGEMENT					
Investments	\$2,087,366	\$2,251,808	\$2,118,691	4%	4%
Sponsorship	\$107,525	\$113,173	\$121,124	4%	4%
New Revenue Sources	0	\$3,800	\$6,100	10%	10%

2015 STRATEGIC PLANNING SCHEDULE

June 2015	Management and Executive Committees approve Strategic Priorities and/or other Strategic Plan updates
June - Oct. 2015	Section staff with Volunteer collaboration recommends updated numerical goals
Aug. - Oct. 2015	Section staff with Volunteer collaboration recommends annual action plans
Sept. 2015	Strategic Planning Committee prepares working 2016 Strategic Plan
	Section staff with Volunteer collaboration submits budget requests to the Budget and Finance Committee
Nov. 2015	Budget and Finance Committee recommends 2016 budget
Dec. - Feb. 2015 - 2016	Management Committee reviews and submits 2016 budget to the Executive Committee
Feb. 2016	Executive Director submits 2015 Section Evaluation to the Management and Executive Committees
Feb. 2016	Executive Committee ratifies 2016 Strategic Plan
Feb. 2016	Executive Committee approves 2016 budget