



# 2007 Annual Report

MONTGOMERY COUNTY TENNIS ASSOCIATION  
MONTGOMERY COUNTY, MARYLAND

## United States Tennis Association's 2006 "Community Tennis Association of the Year"

*"Through its exceptional tennis programs, dedicated corps of volunteers, strategic community partnerships, effective planning, and pervasive marketing and public relations, the Montgomery County Tennis Association has become a thriving organization....We proudly award this national honor [2006 CTA of the Year] to a model of excellence."*

Lee Hamilton  
Past Executive Director & COO, USTA

## Racquet Sports Industry's 2006 "Community Tennis Association of the Year"

*"When it comes to developing tennis at the grassroots level for all players, you want to copy the best. And in terms of community tennis, the best is Montgomery County Tennis Association in Silver Spring, Maryland."*

RSI magazine

## President's Message

2007 was another banner year for MCTA: continued strong growth in league tennis programs for adults; successful rollout of a new, multi-season format for junior team tennis; the maturation of a mutually rewarding collaboration with the public parks and schools systems; and continued advocacy for public investment in our aging tennis infrastructure.



*Who's responsible for all this?* To begin with, the all-volunteer MCTA Board of Directors who, individually and collectively, commit thousands of hours annually so that our sport is available on a year-round basis when and where **you** want it. And beginning in 2007, the introduction of paid staff to facilitate translation of Board decisions into concrete program delivery.

That's the essence of it. Tennis enthusiasts doing what it takes to provide the joys of our sport today, with an eye on paving the way for the sport's future.

I'm extremely proud to serve as MCTA President during this pro-active period. I thank you for your active participation in all that we do.

*Frank Hatten*  
President

## Advocacy at Work

MCTA maintains its robust advocacy program for infrastructure and programming under the guiding principles of the USTA Strategic Plan for Advocacy. In 2006, MCTA secured approximately \$2.4 million for championship court improvements at Olney Manor Park; the outdoor courts renovation project at Wheaton Regional Park; and the complete renovation of Wheaton Indoor tennis Center. In

*"We're grateful to MCTA for their generous contribution to our parks system and to the tennis players of Montgomery County. Unfortunately, park maintenance work has had insufficient funding for a number of years, and we appreciate the help we receive directly from park users and their support for our budget requests for park maintenance and renovation of facilities."*

*Royce Hanson, Chairman, Maryland National Capital Park and Planning Commission*

2007, MCTA advocated successfully for an additional \$468,000 to pay for cost increases associated with the Wheaton Indoor renovation,

and also collaborated with Parks Dept. staff to review the facility design plan for a new auxiliary building at Wheaton. The Montgomery County Council has tentatively approved budgeting \$1.9 million for construction of this building.

MCTEF also is proud to have entered into a public-private partnership agreement with M-NCPPC that accomplishes two major objectives:

First, the *renaming of Cabin John Indoor Tennis Center in honor of Pauline Betz Addie*. That action was approved by the Montgomery County Planning Board on December 6, 2007 and the re-naming ceremony is scheduled for Spring, 2008.

Second, exploration of the feasibility of *constructing up to six additional courts at the Pauline Betz Addie Tennis Center*. Market analysis to ascertain the demand for more courts, and preliminary facility design plans, are well underway.



## Foundation at Work

The Montgomery County Tennis and Education Foundation (**MCTEF**) is dedicated to providing tennis, education, and mentoring opportunities to underserved segments of the Montgomery County, Maryland multicultural community. **MCTEF** supports a wide array of programs, including:

- **MCPS After-School Tennis Clubs:** MCTEF offered After-School Tennis Club programs in two middle schools, and is expanding to two more schools in 2008.
- **NJTL Chapters:** NJTL seeks to develop the character of young people through tennis and education, with an emphasis on outreach to urban youth populations that otherwise would not be exposed to tennis. The program was founded in 1969 by tennis legend Arthur Ashe.
- **Recreational Coach Workshop:** MCTEF organizes Recreational Coaches Workshops (RCW's) to train students, retirees, parents and interested volunteers in the games-based approach to teaching/coaching tennis for large groups. RCW graduates also form the core group from which After-School Tennis Club instructors are selected.

- **Tennis in the Parks and Schools (TIPS):** **MCTEF**, Montgomery Parks, Montgomery County Recreation Dept, and MCPS continue proactive partnerships to offer after-school and summer programs. **MCTEF** provides scholarships for at-risk kids.

**MCTEF 2007 Board of Directors**

Charles I Carter, President  
 Sol Lopez, Vice President  
 Jan Brito, Secretary  
 Dorette Finch Carter, Treasurer  
 Frank Hatten  
 David E. Pullen, Executive Director

**MCTEF Financial Position**  
*(as of December 31, 2007)*

COH 1/1/07: \$5,677  
 Income: \$113,339  
 Expenses: \$113,576  
 COH 12/31/07: \$5,440

**Junior Team Tennis (JTT)**



2007 is the 11th year that MCTA has provided Junior Team Tennis in Montgomery County, Maryland. Our successful program continues to provide real match play in both singles and doubles formats for juniors, 8-18 years. With intermediate and advanced levels of ability, MCTA JTT not only provides first time match experience for many of the players, but also provides extra match experience for many local junior tournament players.

Winter 2007	350 participants
Summer 2007	65 participants
Fall 2007	329 participants

**Tennis Socials**



MCTA, in partnership with the TCCP held 6 socials throughout 2006-2007. These socials provide a relaxed, non competitive atmosphere for any

local players. The socials serve as an introduction to MCTA for many players new to our area. MCTA uses the socials as way to introduce new players to captains, assist with self rating of new players and provide a fun, healthy weekend evening of tennis. We have had every spot filled on all courts at TCCP for every social, and sometimes players waiting to join the fun. TCCP underwrites the cost of the socials and provides staffing, courts, balls and refreshments for a fee of \$5 per player.

**Partnership with Special Olympics**

In August, MCTA and Special Olympics of Montgomery County launched the county's first Special Olympics tennis training program. Thirty athletes of all ages and skill levels participated, many of whom had never even picked up a racket before. With a fantastic group of coaches and volunteers, we were able to offer a program with personal attention and a strong emphasis on not only the skills of the game of tennis, but also the enjoyment of the game. Each week the athletes amazed us with their progression, not to mention their overwhelming spirit. Many of the athletes



were able to sustain rallies and points after only a few weeks of training. A few will even be able to move onto the higher levels of competition within the next year. The season concluded with a skills competition, allowing the athletes to show everyone what great tennis players they had become in such a short time. With medals, prizes, and plenty of food, it was great way to end our inaugural season. Many thanks go to the countless volunteers who came out week after week to help, and to the athletes who gave so much effort every time. Everyone is looking forward to continuing this program for many years to come.

**Summer Fun Camps 2007**

This summer was the second summer that we have embarked on a games-based tennis programs with the summer Fun Camps run by Montgomery County Recreation Department. Last year (2006) we held a successful program that hosted over 40 campers from the ages of 7-13 at the Sligo/Dennis Fun Camp. These youngsters were ethnically

diverse but shared a common trait; few had ever been exposed to the game of tennis. The program spurred a great deal of excitement about the game and the campers eagerly anticipated every lesson, even when the temperature was in the 80's.

Because of the success of this program, in 2007 we were invited back to the Sligo/Dennis site and expanded to the Fun Camp at the **Gwendolyn Coffield Recreation Center**. The tennis program ran 5 days a week for four weeks. This summer we had over 100 ethnically diverse campers, Hispanics, African-Americans, Americans from Africa (Ethiopian primarily), East Indians and Asian Americans. The ages ranged from 8 to 14 years old.

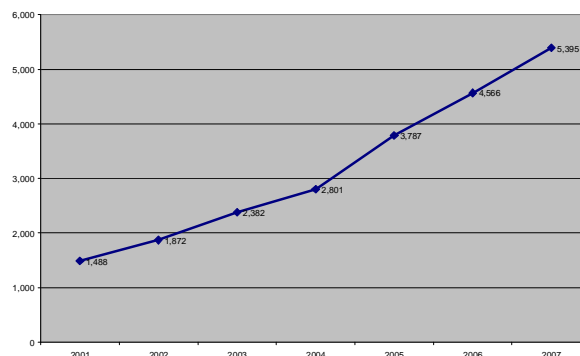


Our lead instructor, Richelle Worrell, was exceptional and able to really engage the campers. They were enthusiastic and excited about learning to play and were able to embrace the basic knowledge of the game. They were taught, through the games-based approach, the structure of the court, scoring, and basic fundamentals...grip, serve, forehand and, backhand. Tennis specific-drills allowed the campers to become familiar with the tennis racquet while building hand/eye coordination. Through tennis, respect, discipline, sportsmanship and honest play were also taught. At both sites we were able to use the junior counselors on staff, which enhanced their leadership training. Throughout the program we got positive feedback from the campers and the staffs. The campers really enjoyed the game and are looking forward to continuing to learn and play. We have also received an invitation from the centers' director to come back next summer and also to expand the program to another site, Rosemary Hills.

### Organized Leagues

Organized league play for Adults and Seniors continues to be a mainstay of MCTA on-court programs. In 2007, MCTA organized league play for over 5,300 registrants, up a dramatic 18% over the previous year and 149% over the 5-year period 2002-2007. (See chart below)

Growth in MCTA League Player Registrations



Some of this growth is attributable to the regular introduction of new programs over this time period—a minimum of one new program has been introduced in each of the last few years. Our “core” Adult division league program alone grew 34% over the 5-year period while the Senior division grew 8%. This is somewhat misleading, however, as MCTA also added new Super Senior (60+) and Super Duper Senior (70+) leagues that have proven very popular. In addition to new programs, expanded Divisions—for example, Mixed Senior now boasts an 8.0 level—also contribute to leagues growth.

We have also experienced exponential growth in our Fall Mixed Doubles League (554%) and Winter Mixed Doubles League (917%) over the 5-year period, largely due to increased player interest in the more social atmosphere inherent in mixed-gender play and an opportunity to play with spouses, partners and opposite gender friends.

MCTA now offers league programs on a year-round basis, and we continue to introduce new formats to meet player and community needs. In 2007, MCTA staff and volunteers organized league play for:

- USTA Adult League (2.5-5.5, Open levels)
- USTA Senior League
- USTA Senior Mixed League
- USTA Super Senior League
- USTA Men's Super Duper Senior League
- USTA Mixed Doubles League
- MCTA Fall Mixed Doubles League
- MCTA Fall Combo League
- MCTA Winter Combo League
- Ladies Day League

In 2007, MCTA introduced two new league Programs; the very successful Ladies Day League (LDL) and Men's Super Duper Senior play for gentlemen 70 and over. The LDL program provides a venue for stay-at-home Moms, as well as working women with flexible schedules, to enjoy the benefits of organized league play during the day. 19 teams enjoyed the inaugural season at the 2.5 to 4.0 levels.

A first time ever Super Duper Senior program was established in May of 2007; starting with the 3.5

level it was a resounding success. Plans for 2008 include expanding Super Duper Senior play to include 3.0 men and expanding our Super Senior Women's Division to include the 3.5 level. Finally, we are exploring the viability of introducing a Tri Level program—a most unique format of 3 doubles courts, each court a different level of play i.e. 3.0, 3.5 and 4.0 for example. This would be introduced in the fall of 2008 and would also operate as a ladies daytime program.

### Challenge Ladder Program

In May, 2007 MCTA introduced its new, countywide Challenge Ladder Program and launched a new tennis ladder website in support of the initiative. Designed to provide opportunities for friendly competitive tennis outside of existing program structures, the Challenge Ladder Program drew seventy-three enthusiastic participants in singles, doubles, and mixed doubles ladders.

Managed fully on-line, players register to participate and then organize "challenge" matches against other ladder participants. MCTA arranges for courts, or participants are free to play at any mutually agreeable site. Standings are maintained on-line for the season, which runs from May through October.

### Tournaments

MCTA organizes several tournaments throughout the year. In 2007, MCTA ran:

- The USTA/Mid-Atlantic Section Senior Outdoor Hardcourt Championships, played at Olney Manor Regional Park.
- The USTA/Mid-Atlantic Section NTRP Championships/Banana Open, also held at Olney Manor Regional Park. Champions and Finalists at this tournament advanced to the national "Banana Open" held in Hilton Head, South Carolina.
- The Maryland State Hardcourt Singles Championships, held at Olney Manor Regional Park.
- The Maryland State Hardcourt Doubles Championships, also held at Olney Manor Regional Park.
- The Bruce Francis Memorial Tournament. This popular tournament is named in honor of a dedicated MCTA volunteer who selflessly gave of himself to help grow the game of tennis in Montgomery County. This tournament was held at The Tennis Center of College Park.



Nancy Francis and Tournament Director Sol Lopez

### MCTA Financial Position

MCTA continues to operate as a viable and solvent business entity. Revenues for the year were slightly ahead of 2006. However, corresponding General & Administrative (G&A) Expenses for the year outpaced Revenue growth. The increased G&A Expenses were primarily due to significant present and anticipated future growth of its leagues and other initiatives, which prompted MCTA to move from a completely volunteer model to a model that also includes some paid staff.

The vast majority of Revenues is generated from League Tennis. MCTA remains cost-competitive when compared to neighboring counties in terms of membership rates and hourly fees for League play. It is anticipated that the number of League players will continue to increase, generating increased revenues and corresponding program and administrative expenses.

MCTA continues to show profit on its League Tennis in a standalone Revenue vs. Expense comparison. However, as much of the Consulting G&A Expense for 2007 was directly incurred to support League Tennis, in actuality the Leagues were a break-even to slight loss financial component for the year. Tournaments, as per usual, were a break-even proposition. It is anticipated that in future years, with the continued growth of League play, MCTA will continue to be financially solvent and also be able to even out its Profit/Loss to the break-even point on a yearly basis.

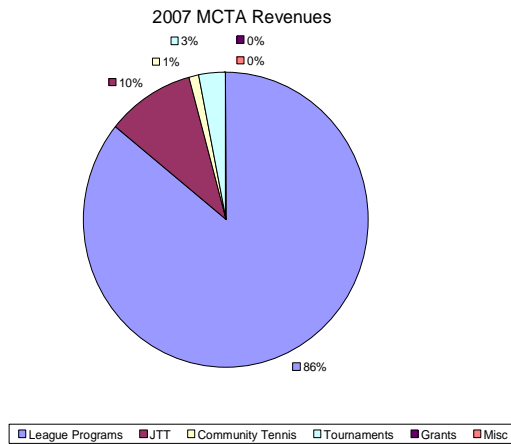
In broad, functional terms, MCTA's 2007 income and expenses breakdown as follows:

<b>Income</b>	
Junior Team Tennis (all sessions)	\$42,880.60
League programs	\$374,416.54
Tournaments	\$12,796.50
Community Tennis	\$5,710.00
Grants	\$00.00
Misc. Income	\$-715.43
<b>Total Income</b>	<b>\$435,088.21</b>

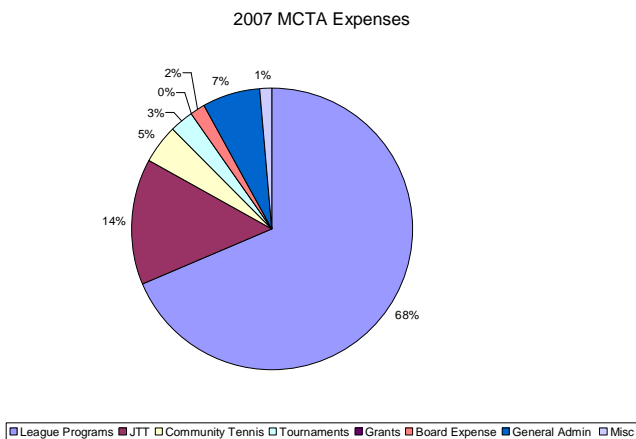
**Expense**

Junior Team Tennis	\$73,095.42
League Programs	\$351,457.72
Tournaments	\$13,584.98
Community Tennis	\$23,346.78
Grants	\$00.00
Board Expenses	\$9,242.98
General Administrative Expense	\$33,836.42
Miscellaneous Expense	\$6,857.02
<b>Total Expense</b>	<b>\$511,421.30</b>
<b>Net Equity/Loss (+)/(-)</b>	<b>\$-76,333.09</b>

*Where Does the Money Come From?*



*Where Does the Money Go?*



Board Members (Front row): Greg Overkamp, Sol Lopez, Laura Sommers, Carol Cohen, Thomas Hsieh. Back Row: Bob Medbery, Mark Wallendjack, Frank Hatten, and Joe Mesmer

**Montgomery County Tennis Association  
2007 Board of Directors**

**Officers**

- Frank Hatten, President
- Charles Carter, VP and Community Tennis
- Carol Cohen, VP and Leagues Administrator
- Joe Mesmer, VP and Junior Team Tennis
- Alan Klein, Treasurer
- Mark Wallendjack, Secretary
- Sol Lopez, Tournaments
- Holly Utt, Membership and Junior Team Tennis

**Directors**

- Sara Fornaciari
- Ken Guendel
- Thomas Hsieh
- Carol Kromminga
- Bruce Lipka
- Greg Overkamp
- Ron North
- Laura Sommers

**Legal Counsel**

- Fred Sommer

**Executive Director**

- David E. Pullen

MCTA Board of Directors generally meets on the third Tuesday of the month at 7:00pm at the Bethesda Country Club. All are welcome to attend with advance notice to MCTA President Frank Hatten.