



USTA Northern California 2010 Year-End Committee Reports

December 2, 2010

Dear USTA Northern California Directors, Committee Chairs and Members:

It is with honor and great pride that I conclude my tenure as your Section president. For five years our board, volunteers and staff have worked together to achieve the goals I set out at the beginning of my presidency. I would like to take this opportunity to thank and congratulate all those who played a part in growing our programs, growing membership and making Northern California the best place in the country to be a tennis player.

When I took office in 2005, my primary goals were to acquire a permanent location for USTA Northern California, to establish a philanthropic foundation, to strengthen our relationship with our National Organization and to provide our diverse membership more opportunities to participate in tennis.

Cutting the ribbon on March 25, 2010 to officially open the new USTA Northern California headquarters was one of my proudest moments. After a twenty year search and considering locations all over the section, all of the pieces came together in early 2009. Real estate prices and interest rates had dropped to historic lows, allowing the board to purchase a previously unaffordable, much larger, brand new building. Working closely with my Executive Director, Steve Leube, we transformed an empty building into a beautiful and functional office space for our staff to serve the needs of our members for a very long time.

The USTA Northern California grants program has made the final transition to the Northern California Tennis Foundation with 501(c)3 status approved in 2010. Under the direction of president, William Schoen, the foundation is now making site visits and reviewing grant applications from programs that provide tennis and educational assistance for underserved youth, with the expectation of disbursing awards in January, 2011.

The tennis pathway for junior development continues to be strengthened by the combined efforts of our junior tennis staff, the Junior Tennis Council Committee and national USTA Player Development. We brought together fifty of our top Northern California Junior Development coaches for a 2 day summit to launch the Regional Training Center initiative. Our goal is to build strong relationships between national and NorCal coaches, players and parents. This helps raise the level of training for our best 8-12 year-old juniors by aligning ourselves with a unified philosophy of teaching and coaching. Competition Training Centers have been revived to bring the same coaching philosophy to even larger local audiences.

The national 10 and Under Tennis initiative places even more focus in 2011 on our youngest players, using age appropriate equipment, courts and scoring to develop and compete. As a sign of our commitment to the 10 and Under Tennis Initiative, USTA NorCal created an innovative Junior Team Tennis Incentive Program to assist diverse facilities with the costs of establishing QuickStart courts, purchasing age appropriate equipment and costs of coaching. Funds allocated for this program will increase three fold in 2011.

Innovative ideas were not limited to our junior programs. We continue to listen to our adult players and create pilot programs for more playing opportunities. The 70+ pilot league was expanded to the entire section; the High Level Tri Level league was created to give our highest rated players opportunity for team play; an Up-Down league in Sacramento gave able-bodied players an opportunity to team with our amazing wheelchair players. Our popular Flex League continues to attract more players with new offerings like mixed doubles and a daytime league for 2011. Marketing efforts to increase entry level Adult League and Combo Doubles League teams brought notable results and new USTA members.

In an effort to provide the best possible tournament experience we created the Grand Slam Series of NTRP tournaments. Five NTRP tournaments are awarded Grand Slam designation each year based on their player evaluations and will offer double ranking points. Pilot programs such as One-Day tournaments will continue to be offered.

Bridging the gap between junior and adult tennis, the USTA Tennis on Campus program has seen tremendous growth during my tenure. Tennis on Campus programs have been established at twenty northern California colleges and universities offering more than 700 students the opportunity to compete on coed teams at regional and national campus championships.

USTA Northern California continues to introduce tennis to diverse populations and multicultural communities. Awarded a 2010 USTA National Diversity and Inclusion Grant, the Outreach Department collaborated with the Junior Tennis staff to present the section's first QuickStart Festival in Alameda. In addition to fun activities showcasing the QuickStart Tennis play format, the day focused on maintaining a healthy, active lifestyle which includes tennis.

To further support our diversity goals, development opportunities for multicultural junior players and coaches included Coaches Workshops, a Kids Day event for over 400 youth at the Bank of the West Classic and providing financial assistance and training for ten of the section's promising young players to compete at the ATA Championships in Atlanta, GA. We will continue to foster volunteerism, build strategic partnerships with organizations already operating in diverse communities and seek new ones as well.

I extend my heartfelt thanks to the USTA NorCal Board, committee chairs and committee members, volunteers and staff who have worked to accomplish so much in 2010 and throughout my term as president. Together with our valued members, we have grown tennis participation at every level.

Margie

Sincerely,
Marjorie Peterman
President of the Board 2005-2010
USTA Northern California

Adult Leagues Committee

Chair: Steven Brown

Staff Liaison: Anna Elefant

Other Committee Members: Mike Dickey, Robert Young, Dale Russell; Bill Hansen, Leslie Johnson, Larry Olmstead, Wendy Chow, Reno Davenport, Randy Ong, Kelly Lynch, Nigel O'Rourke, Sandy Eggers, and Robert Jackson.

Number of Committee Meetings in 2010: 10

Charge:

To increase enjoyment and participation in adult league tennis at all levels.

Accomplishments:

Continued to increase entry level teams and players; recruited and trained 10-15 new volunteers for adult league, grievance, and appeal committees; developed marketing materials; increased unique players from previous years; league participation grew in all leagues except Super Senior 65; developed calendar for league play; began work on 2012 calendar considerably earlier; surveyed participants in league play.

Challenges:

Coordinating and integrating changes with national and NORCAL board initiatives; developing a strategy for calendar changes; helping create better communication for rating issues; Slower IT help;

Looking Ahead to 2011:

Survey results from 2010 league participants; developing calendar changes; increased board communication; improve budget planning for ALC; create new and improve programs of participation with member clubs and orgs; improve communications and develop plans of working with related committees, develop better communications and trainings with league captains.

Adult Tournament Committee

Chair: Christine Costamagna

Staff Liaison: Michelle Wilson

Other Committee Members: Marilyn Morrell, Steve Cornell, Bill Johnston, Betty Cookson, Shar'ron Smith, Hunter Galloway, John Togasaki, Andrea Norman, Brian Cory

Number of Committee Meetings in 2010: 4 (February, July, September, December)

Charge:

To promote the growth of adult tournament play in the NorCal section.

Accomplishments:

Continued sanctioning of a Family Grand Prix, creation of a task force to address the ranking system, revised Adult Tournament Committee rules, having functional subcommittees to address all categories of tournament play, working with staff to documents ATC policies, working with leagues to develop a rating grievance process, working with the Sanction & Schedule Committee on a conflict of interest statement, creation of a Grand Slam series for NTRP tournaments, working on pilot programs such as 1 day tournaments; review ATC resolutions to determine relevance, address NorCal issues as requested.

Challenges/Positives:

With the departure of Jason Scalese, there was a learning curve between me and Michelle Wilson. We discovered that many of the processes handled by Jason were not documented anywhere and that Michelle was provided very little information to start. Michelle has been very proactive in getting up to speed and addressing any issues that may arise.

Looking Ahead to 2011:

The ATC has some significant issues to address in 2011, including the review of the ranking system implemented in 2010, growing tennis from a grass roots perspective with the primary focus of increasing the number of tournaments (which includes creating alternate format events), marketing tournaments and reaching out to tournament directors who have dropped tournaments within the past 2 years, partnering with leagues to increase tournament participation, improving our Grand Prix and Grand Slam events (which includes a continued review of Grand Prix rules and regulations, qualification for the Grand Prix and Player of the year awards), working closely with other Committees within NorCal.

In 2011, it is anticipated that we will have 3 to 4 conference calls, special meetings as required and at least 1 in person meeting.

Awards Committee

Chair: Linda Peltz

Staff Liaison: Lita Anderson

Committee Members: Betty Cookson, Lise Frank, Don Jacobus, Karen Hirtzel.

Number of Committee Meetings in 2010: None; many phone conversations and email discussions.

Charge:

To select those worthy of receiving National Awards: Organization of the Year; Barbara Williams Leadership Award; Bill Talbert Sportsmanship Award; Family of the Year Award; Brad Parks Award. Selection of other awards not covered by individual committees.

Accomplishments:

Two notifications were sent to USTA NorCal Member Organizations seeking nominations for the National Awards. One nomination (San Francisco Tennis Club) was selected for elevation to New York for National award consideration.

Challenges:

Coordinating with the Staff and other committees the various awards that are presented at the annual Awards Banquet in January.

Looking Ahead to 2011: Better communication with all departments which give awards; coordination with the Awards banquet with the committee; encourage the use of online application for the various awards; compile a list or booklet of all awards which are given so that Member Organizations will be more aware of the Awards that are available.

Budget and Finance Committee

Chair: Lonnie S. Dillard

Staff Liaison: Steve Leube; Richard Rogers

Other Committee Members: Mike Dickey; Terry Cossette

Number of Committee Meetings in 2010: 6

Charge:

Oversee and assist with preparation and presentation of the 2011 USTA NorCal Annual budget

Accomplishments:

- √ Management's augmentation of fiscal staff improved the information exchange between BFC, Management and the Committees and greatly improved budget documentation process.
- √ Ascertained organizational overarching and primary goals.
- √ Captured 2011 goals, strategies, programs and performance measures
- √ There was a better budget presentation document
- √ Liaisons worked with department staff and committees. Department staff and committee chairs participated in budgeting strategy sessions
- √ Budget approval timely

Challenges:

- √ A strategic plan for the organization, which would provide direction, objectives and criteria for measuring progress, does not exist.
- √ Though there was progress towards bridging this gap, there is still a disconnect between Board and Management expectations in and of the budget process.
- √ An analysis of the fiscal/budgetary impact significant operational changes should be projected and evaluated prior to making such changes.

Looking Ahead to 2011:

- √ Correlation between goals results (ED Report) and financial results should be presented and evaluated throughout the year.
- √ Decisions about employee costs, which are significant to the budget, are made outside of the annual budget process but should be a part of it.
- √ Some progress was made toward applying G&A department costs to the other departments served. Completion of this project would provide information on the true costs of providing major programs. This information, when compared with program outcomes, may be a valuable as an additional component in determining program worth.

Collegiate Committee

Chair: Jimmy Liang

Staff Liaison: Hilary Somers

Other Committee Members: Lisa Liang, James Wilson, Rebecca Thompson, Michael Shieh, Ryan Partlan, Stacy Kaufman, Izzy Ignacio

Number of Committee Meetings in 2010: 7

Charge:

- √ Schedule consistent conference call meetings each month
- √ Spread awareness of the Tennis on Campus program and create a network for the current programs and sports clubs.
- √ Expand participation of the Tennis on Campus program and develop more intramural programs and sports clubs

Accomplishments:

- √ Strong base of committee members, new volunteer committee chair appointed in Sept. for 2010-2011 school year
- √ Creating a strong network amongst the current and new sports clubs throughout the section
- √ Club profiles uploaded on www.TennisOnCampus.com
- √ 9 championship series events for Spring and fall 2010
- √ Developed a guide for hosts of the championship series events

Challenges:

- √ Starting new TOC programs
- √ Securing dates and hosts of series events at the beginning of the school year for the entire year, or even just a semester ahead
- √ Finding a volunteer chair of the committee
- √ Students being cut from the sports club teams, finding opportunities for them and keeping them involved
- √ Getting involvement from our junior colleges
- √ Creating fundraising and resource opportunities for the sports clubs

Looking Ahead to 2011:

- √ Spread awareness of the Tennis on Campus program and create a network for the current programs and sports clubs.
- √ Expand participation of the Tennis on Campus program and develop more intramural programs and sports clubs throughout NorCal
- √ Continue the number of regional campus events per year and increase the attendance and new host schools
- √ Inform high school varsity players of recreational and varsity opportunities available on college campuses
- √ Find new ways to bridge the gap between junior tennis, Tennis on Campus, and adult leagues
- √ Help sports club teams develop their own club websites
- √ Drive clubs to use the [www.TennisOn Campus.com](http://www.TennisOnCampus.com) website
- √ We have a new 'Get Some Love' marketing campaign that we want to strongly push when promoting the program
- √ Increase awareness through social media - Make sure to spread the word to everyone involved with TOC to "Like" us on Facebook and "Follow" us on Twitter. It's a great way for club teams, sections, and Tennis On Campus to all stay connected

Community Volunteer Committee

Chair: Deline Davis

Staff Liaison: Lita F. Anderson

Other Committee Members: Henry Chang, Angie Perez, Lorena France, Maggie Hochfelder

Number of Committee Meetings in 2010: Four

Charge:

To promote and develop volunteers for tennis in NorCal. The committee's commitment is to enhance and enrich USTA NorCal programs and services through increased volunteerism. The program is designed to recruit, place, train, supervise, record, evaluate and recognize our most valuable assets, our volunteers. Developing, approving and promoting the policies related to recruitment, training, placement and recognition of volunteers.

Accomplishments:

For 2010 the committee had the following primary goals, and achieved the following results:

- √ Developed the Mission Statement of the NorCal Community Volunteer Committee "To promote and develop the growth of tennis and serve as the guiding principle for all community volunteerism activities of the USTA NorCal Organization, and to be the inspiration and motivation for all who volunteer their effort and expertise."
- √ Developed an identity/logo for the Community Volunteer Program. The program would be named "Volley Squad" – a spin on the word "volunteer" with a bit of a tennis reference.
- √ Actively sought volunteers from people who are not just USTA members, but who also just play, watch, support, and/or enjoy the game of tennis and involved these individuals into events and activities such as pro level tournaments (Bank of the West Classic, SAP Open, Sac Capitals, etc.).
- √ Communicated successes of our volunteers participating in events via USTA NorCal media channels.
- √ Established a process for recognizing volunteers via email communication and print.
- √ Introduced the category of "Community Volunteer of the Year" into the NorCal Annual Awards Program.
- √ Instituted as an introductory measure an Excel database for capturing volunteer data on nearly 300 individuals who have served in a volunteer capacity throughout NorCal and have expressed interest in joining the volunteer corps.

- √ Began on the macro level to determine where and how volunteers can be utilized, established where volunteers are needed section wide and, how many and type of skills preferred.
- √ Devised a system by which local college, high school and middle school students can obtain service hours credit for time served as a volunteer at a NorCal community events.
- √ Developed a "Volunteer Liability Form" for all volunteers to complete prior to service as a measure for reducing any potential liability of injury, loss or harm during the course of performing NorCal volunteer activities.

Challenges:

- √ Continually identifying and implementing cost effective programs and measures to keep volunteers engaged and adequately recognized for their efforts.

Looking Ahead to 2011:

- √ Go "Live" with the Volley Squad program identity, and produce it on caps, banners, tshirts, etc.
- √ Create a Volunteer Home Page with in the USTA NorCal Web Site that will assist new volunteers on how to get involved in NorCal activities. The home page will include a starter application, volunteer handbook, volunteer intake form, etc.
- √ The intake form would capture volunteer's qualifications and interest, their prior experience with NorCal and what events are available in their location. A workable website will also reduce liability by getting proper volunteers into the correct positions
- √ Formalize the process for providing adequate training for new volunteers, quick follow-up after an event and on-going recognition for returning volunteers.
- √ Purchase a web hosted database for tracking, managing and communicating with Community Volunteers. Volgistics.com has been investigated as a possibility for this purpose. The software is user friendly and cost effective.

Diversity Committee

Chair: Craig Pasqua

Staff Liaison: Silvia Duenas-Bielser and Lita Anderson

Other Committee Members: Sada Chidambaram, Martha Ehrenfeld, Cheri King, Joel Nicolas, Vince Owens

Number of Committee Meetings in 2010: 11

Charge:

To develop programs and initiatives that address historical barriers to participation, provide opportunities for multicultural participants to become involved in all aspects of organized tennis and foster a more inclusive environment throughout the organization.

Accomplishments:

- √ Sponsored 2 coaches' workshops: NJTL Christmas Camp (12/09) and the Hispanic Coaches Workshop (10/30-31). Coaches learned techniques, strategies and of services the USTA offers for coaches.
- √ Organized Kid's Day 2010 at the Bank of the West Classic, over 400 kids, coaches and parents attended.
- √ Sponsored 2 Rookie Officiating Schools for new officials
- √ Established the Roving Umpire Travel Stipend to support the section's officials
- √ Provided training and support for 10 of the section's promising players as they attended the ATA Championships in Atlanta, GA.
- √ Hosted a QuickStart Festival at Davies (August)
- √ Participated in traditional outreach events: Cinco de Maya Celebrations (San Jose), Diversity Scholarships (4), worked with community partners

Challenges:

- √ Tracking the long-term effects of tennis on participants
- √ Increasing the number of applicants for the Diversity Scholarships and coaches workshops
- √ Selling USTA memberships at Outreach Events

Looking Ahead to 2011:

In 2010 the committee began the first year of a 5 year plan to focus its efforts on 7 key priorities. In 2011 we plan to continue with the expansion of our core initiatives: adult, junior and volunteer development, plus look for more opportunities to attract more participation from the section's diverse community. Much of our focus will be toward increasing the number of '10 and under' players, primarily using the QuickStart format to attract interest from players, volunteers and coaches, which will ideally result in an increase of USTA membership in multicultural players. We will continue to foster new relationships with our section's communities and organizations and act as the face of tennis and USTA. We realize many of our outreach efforts attract newcomers to the game, so we want to nurture that person's relationship with the game and ensure they have the chance to get involved with the USTA.

Finally, we believe if we are to be successful attracting new players, we must continue to make inroads into our section's diverse communities and demonstrate we are with them for the long-haul. We will continue to build relationships with strategic partners and seek new ones as well.

Grievance Appeals Committee

Chair: Jim Bedilion

Staff Liaison: Anna Elefant

Other Committee Members: Lorraine Randall, Deborah Petersen, Sandy Eggers, Erin Morales, Reno Davenport, Chris Oakes, Nick Bodley, Andrew Naito, and Peter Rugh

Number of Committee Meetings in 2010: The Grievance Appeals Committee has their interaction through e-mail meetings, and phone calls. This results in hours and days of communicating with each other. Additionally, I have had personal meetings and phone conversations with Anna Elefant, Sarah Robinson of the USTA/NorCal Staff, and Deb Lau, Chair of the Grievance Committee. This being my second year as Chair I was able to better understand the inner workings of the Committee, as well as various member's strengths and weaknesses.

Charge:

The GAC is in charge of hearing and ruling on any appealed GC decisions regarding USTA League play. This includes player's sportsmanship, conduct, ratings, etc. The GAC ruling is final and binding. The GAC is composed of members representing all of Nor/Cal's sections from Sacramento to Fresno.

Accomplishments:

As a Committee I was very happy with all the co-operation that was shown by all members as well as the USTA staff. We thoroughly investigated each and every case. The GAC always took the extra steps and time it needed to check the facts and history of each individual appeal before rendering a decision. Several times this year the Committee was able to split into groups to handle the sudden barrage of appeals, i.e. at playoff time.

Challenges:

I feel the main challenge is consistency on our part, the players part and the USTA's part. The fact that ESR's are in effect one year and then not the next causes problems. The other problem being computer rated players being able to be challenged in the mixed combo leagues, this led to more grievances and appeals then we had seen before. Each year when the rules change the violators come up with more ways to "cheat" the system. It seems as if many cases were more complicated then they needed to be. There is also the etiquette factor, it seemed as if some cases would not have made it to us or the GC if the captains would have shown some understanding and patience of each other

Looking Ahead to 2012:

It is a pleasure to work with as much staff support as I got from Anna and Sarah, it enables us all too openly communicate with each other. I feel that because of this open communication that many of our concerns are to be addressed for 2012 and that the GAC will be even better next year.

Grievance Committee

Chair: Deborah Lau

Staff Liaison: Sarah Robinson

Other Committee Members: Mark Mosley, Laura Pagano, Lucas Heller, David Holland, C.C. Holland, John Stearns, Lori MacPherson, Bill Hansen, Alberto Perez, Nancy DeSchane, Kathy Williams, Susan Anglin, Joe Belano, Dave Sperry

Number of Committee Meetings in 2010: 2

Charge:

To resolve all complaints alleging a violation of the USTA Constitution and By-Laws, the USTA Regulations, the Rules of Tennis or other USTA regulations or standards of good conduct, fair play and good sportsmanship.

Accomplishments:

Total of 94 grievances. Some grievances had multiple categories: 48 sportsmanship, 14 rule violations/NTRP, 3 null/void, 38 self-rate. Decisions: 64 upheld, 23 denied, 7 withdrawn.

Challenges:

To correctly assess self-rate grievances especially when no NTRP dynamics were available.

Looking Ahead to 2011:

To train all grievance members on how to evaluate self-rate grievances, standardize penalties, and find ways to minimize the number of grievances received.

Hall of Fame Banquet Committee

Chairs: Linda Peltz and Betty Cookson

Staff Liaison: Lita Anderson

Number of Committee Meetings in 2010: At least five with many phone conversations.

Charge:

To coordinate all aspects of the USTA Northern California Hall of Fame Induction. Including, but not limited to arrangements for the meal and the awards, contacting the inductees, contacting previous inductees, flowers. With staff assistance there is an ad in Inside Tennis, a biographical sketch of each inductee is in Inside Tennis, and a Master of Ceremonies is selected.

Accomplishments:

All of the above was accomplished in 2010. The database for mailings was cleaned up. Communication between staff and committee was greatly improved.

Looking Ahead to 2011:

Betty Cookson and Linda Peltz have been involved with the Hall of Fame Banquet for many years, and we have a very good template in place. There should be no reason for this to change, and we look forward to another successful Hall of Fame Induction and Banquet for 2011.

Junior Tennis Council Committee

Chair: John Dale Evans, Jr.

Staff Liaison: Summer Verhoeven

Other Committee Members: Suzy Cossette, Ron Ward, Hunter Gallaway, Dexter Fong, Francisco Ruiz, Jean Hassoun, Mike McDonald

Number of Committee Meetings in 2010: 9 (10th in December)

Charge:

To develop, promote, and monitor competitive tennis and training opportunities which will serve to motivate and encourage USTA NorCal junior players of various abilities and background to develop to the highest competitive level possible.

Accomplishments:

2009 Bill Talbert Award nominee, Shaun Chaudhuri, was selected as the national winner in early 2010. For tournaments, the committee resolved to require all 10 and Under tournaments to use the QuickStart format. At the High Performance level we continued the program providing coaching at all the National Hard-court events to further our players' competitive experience. This program was expanded to include the Winter Nationals also. We increased the point value for rankings for our Zone Championships Teams. This was done in hopes of reestablishing prestige and attracting more top juniors to play. This was our biggest immediate success of the year. We revived our Competition Training Centers and resolved to separate centers for the 10 and under players from those of the 12 and under players. The rationale behind this was to promote the use of QuickStart equipment with our younger age groups. We established the tournament guideline that tournament directors may not collect additional entry fees in lieu of Active.com. Defining the parameters for TAG grants is one of our last major items for the year on the December agenda.

Challenges:

Gaining some traction in regards to integrating QuickStart tournaments into our sections' calendar. 10 and Under information – since there's not much historical data regarding QuickStart in the U.S., all information is should be shared to move forward efficiently.

Looking Ahead to 2011:

Continue to work out the logistics involved in integrating tournaments using the QuickStart format in our section. Continue to further the development of pathways for player development that would benefit players, coaches, and section.

Junior Recreation Committee

Chair: Gene Fortino

Staff Liaison: Greg McClain

Other Committee Members: Bruce Brinkman, Cris Bacharach, John Dicconson, Bill Weber, Tina Romeka, Trees Martens

Number of Committee Meetings in 2010: Three

Charge:

To set standards and policy for the JTT function for the NorCal section.

Accomplishments:

Having the committee meet on a regular basis. Junior Team Tennis meeting more national guidelines. Expanding the 6-Tennis program to more areas. Getting all of the ALC's for JTT to agree on changes.

Looking Ahead to 2011:

Trying to get JTT to install a co-ed format that will satisfy national guidelines. Continued expansion of the 6-Tennis/QuickStart program to more areas and at different times of the year.

Medical Appeals Committee (a sub-committee of Adult Leagues)

Chair: Linda Peltz

Staff Liaison: Jean MacDonald

Committee Members: Sandi Kaney, Jean MacDonald, Linda Peltz

Charge:

To review the submitted medical appeals and determine whether or not the medical condition is permanent and disabling. If a medical appeal is granted at the Section level, it must be referred to the National level for final dispensation.

Accomplishments:

The committee met four times during 2010 and reviewed a total of 27 Medical Appeals. 20 were denied; 5 were referred to National; 2 needed additional information before a decision was reached. There were 20 males and 7 females who submitted medical appeals with an age range of 37 to 86.

Looking ahead to 2011:

The same guidelines will be followed.

Sanction and Schedule Committee

Chair: Steven Cornell

Staff Liaison: Michelle Wilson, Summer Verhoeven, Tommy Tu

Other Committee Members: Gene Fortino, Shar'ron Smith, Suzy Cossette, and Christine Costamagna

Number of Committee Meetings in 2010: 9

Charge:

Operate beyond reproach with fairness, treat each applicant fairly, point to the process as the basis for decision, use all available information whether provided by personal experience, staff, players, etc.

Accomplishments:

Reviewed all tournament applications in 2010 and established a 2011 Adult and Junior tournament schedule. Continued a strong working relationship with staff and committee members. Established an appeals process consisting of non- Sanction and Schedules Committee members so a member organization who has had their tournament sanctions revoked can appeal the decision of the Sanction and Schedules Committee.

Challenges:

To establish sanction criteria.

Looking Ahead to 2011:

To continue working with committee members, staff, and anyone else to meet the above challenges.

Sportsmanship Committee

Chair: Bill Johnston

Staff Liaison: Summer Verhoeven

Other Committee Members: Jim Bedilion, Jeff Sherman, Sherrie, McClung, Scott Borowiak, Doug Hofer, Amina Doar

Number of Committee Meetings in 2010: 0

Charge:

To promote and enforce sportsmanship in USTA NorCal sanctioned tournament play.

Accomplishments:

The committee processed 62 “no-show default” cases; 3 “concurrent tournament; and, one “special” suspension. Additionally, 9 behavioral cases were referred to the Committee for investigation.

Challenges:

Unfortunately, as mentioned in the 2009 annual report, none of the behavioral cases could be prosecuted due to a lack of corroborating evidence from USTA officials. Additionally, the player awarded the “special” suspension filed an injunction against USTA NorCal and the Committee chairman, to prevent implementation of his suspension. The Section prevailed in the suit, at considerable expense of manpower and legal representation.

Looking Ahead to 2011:

The 2010 goal of evaluating and fine-tuning the Committee’s procedures was not realized, and remains as #1 on the “to-do” list – especially in light of complications that arose related to the lawsuit.

Umpire and Referee Committee

Chair: Bard Rickey

Staff Liaison: Michelle Wilson

Other Committee Members: Sande French, Lonnie Gibbs, Gordon Gilbertson, Shaun Lenihan, Tim Mathews, Chris Preston, Linda Rickey, Rich Yarlott

Number of Committee Meetings in 2010: 2, (one of which was a conference call)

Charge:

To recruit, develop, train & supervise officials and provide qualified officials to administer and enforce rules and regulations at tennis events throughout the Northern California section

Accomplishments:

+/- 40 new trainees in 2010, most of whom are performing officiating duties on their own already. The rest are in various stages of development. Ongoing communication improvements with Tournament Directors about their responsibilities regarding securing qualified officials for their events.

Challenges:

Keep enough officials ready to cover all of the many tournaments scheduled throughout NorCal each weekend. Retention of the new recruits, try to keep them active and involved in officiating.

Looking Ahead to 2011:

Continue to recruit and promote officials to fulfill the growing needs of the tennis community in Nor-Cal.

Under 10s Tennis (an ad hoc committee)

Chair: John Dale Evans, Jr.

Staff Liaison: Jennifer Pitzen and John Parsons

Other Committee Members: Rosie Bareis, Paul Allam, Todd Dissley, Paul Garron, Carl Mendoza

Number of Committee Meetings in 2010: 2

Charge:

To review, approve or disapprove, and monitor the funding of the Quickstart Incentive Program approved by the USTA NorCal Board of Directors in August 2010.

Accomplishments:

Accepted 23 applications for the pilot program. The committee resolved to fund 11 applicants at the amount of \$28,170 before the national rebate (\$19,145 after national rebate). This was done in hopes of presenting the board with our findings and requesting additional funds. The additional funds were approved up to support the program to the amount of the complete project total after the national rebate (\$38,485; an additional \$13,485).

Challenges:

The committee and staff only had \$25,000 allocated – the total for all the facility applicants before national rebate for exceeded this amount.

Looking Ahead to 2011:

Expansion of this pilot program to \$75,000 is already in the budget for 2011.

Wheelchair Tennis Committee

Chair: Johnny Rios

Staff Liaison: Marian Thomson

Other Committee Members: Marlene Alatorre; Jay Byrn; Sharon Kelleher; Daniel Michener; Jim Rosenberger; Jeff Stuhr; David Van Brunt; Dylan Young

Number of Committee Meetings in 2010: 4

Charge:

Mission of this committee is the promotion and growth of wheelchair tennis.

The Committee meets via conference calls and a “face-to-face” meeting to discuss the year’s progress and plans for following year.

Select awards under the Wheelchair Tennis category for the annual NorCal awards banquet.

Accomplishments:

Various committee members helped with a number of events in NorCal (Up/Down tournaments in Sacramento and Redwood City; wheelchair tennis exhibitions at Pro/Am’s in Tiburon, Chico, Sacramento, San Jose and Aptos; wheelchair tournaments in Manteca, Sacramento and Santa Clara)

Challenges:

To grow the sport of wheelchair tennis not only with more players but with additional events (tournaments/clinics/league practice groups or programs).

Looking Ahead to 2011:

Additional practice groups in different areas could provide a place for players meet and learn and play tennis. New groups in Fresno and Corte Madera will provide further growth.