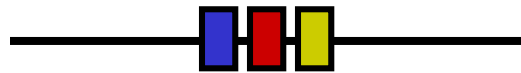
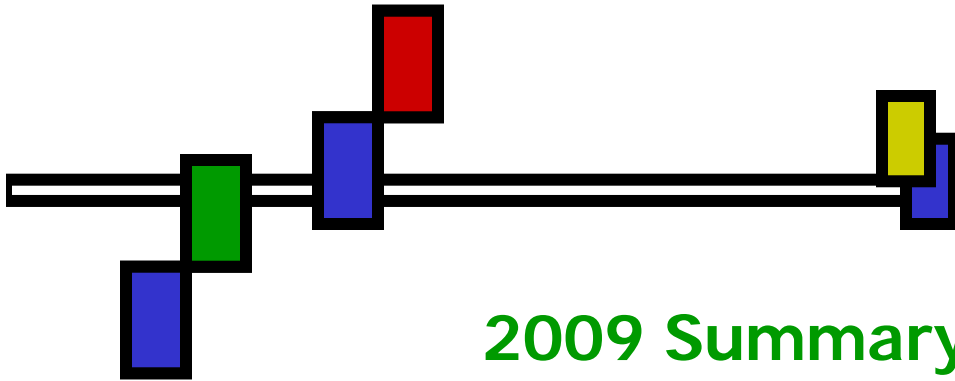


# 2009 Annual Report



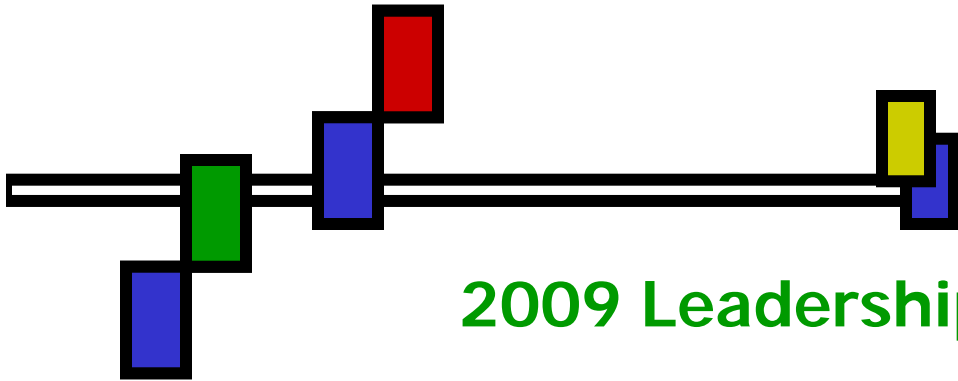


## 2009 Summary

In his first year as President of USTA Middle States, Jeff Harrison wanted to set the tone quickly that innovative thinking, positive energy, and productive teamwork were the tenets of his tenure. In January, President Harrison held a leadership summit in Hershey, Pennsylvania which brought together the Board of Directors, section staff, committee chairs and other key volunteers. The Summit galvanized our group so that we were all clear in our focus and direction for the section.

With a revised committee structure in place and a Board made up of seasoned volunteers working with new members, the organization was positioned to achieve success. A revised strategic plan focused on four important areas including participation, service, leadership and communication. A vision statement developed from the Summit in January provided the overall architecture for the plan: To grow tennis in USTA Middle States through outstanding service and communication in a completely inclusive way so that we increase participation and membership.

This report highlights the accomplishments achieved in 2009 through our various programs and initiatives. Our success is dependent on the unified contributions from a vast network of volunteers working in concert with our dedicated staff. We are grateful to everyone who helped to make 2009 a great year.



## 2009 Leadership

### Board of Directors

**Jeff Harrison**, *President and CEO*

**Pat Weger**, *Senior Vice President*

**Ruth Roulston**, *Treasurer*

**Ellen Williams**, *Secretary*

**Malcolm T. Riley, Jr.**, *Sectional Delegate*

**Sue-Anne Stuntz**, *Vice President of Adult Activities*

**Richard Green**, *Vice President of People Resources*

**Gina Pileggi**, *Vice President of Junior Development & Competition*

**Jill Fonte**, *Vice President of Marketing & Communication*

**Bruce Kisthardt**, *Vice President of Community Development*

**Jay Witmer**, *Past President*

**Bette Salmon**, *Past President*

**Laura Canfield**, *Presidential Appointee*

**David Goodman**, *Presidential Appointee*

**George Parnell**, *Presidential Appointee*

**Christian Sockel**, *Presidential Appointee*

**Scott Tharp**, *Presidential Appointee*

**Jack Monick**, *EPD Delegate*

**Tom Benic**, *AMD Delegate*

**Wilson Pipkin**, *CPD Delegate*

**Paul Costello**, *DD Delegate*

**Carol MacLean**, *NJD Delegate*

**Rose Weinstein**, *PATD Delegate*

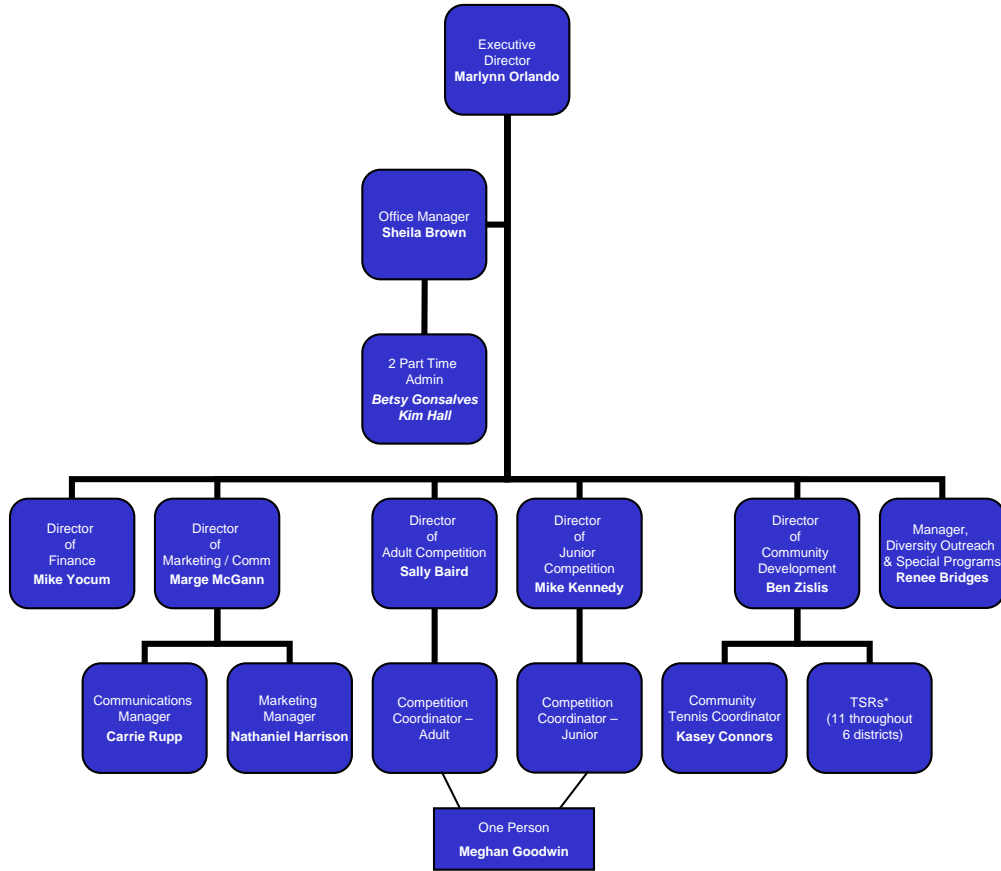
**Marie Seward**, *PATD Delegate*

Executive Director and COO

**Marlynn Orlando**



# Staff Organization Chart



## \* TSR Team

*Kelle Cunningham* – AMD

*Amanda Faris-Denis* – CPD

*Andy Findlay* – AMD

Nancy Keiper – DD

Renee Lentz – EPD

Kitty Perrin – PATD

*Joe Romano* – EPD

Bob Ruzanic – AMD

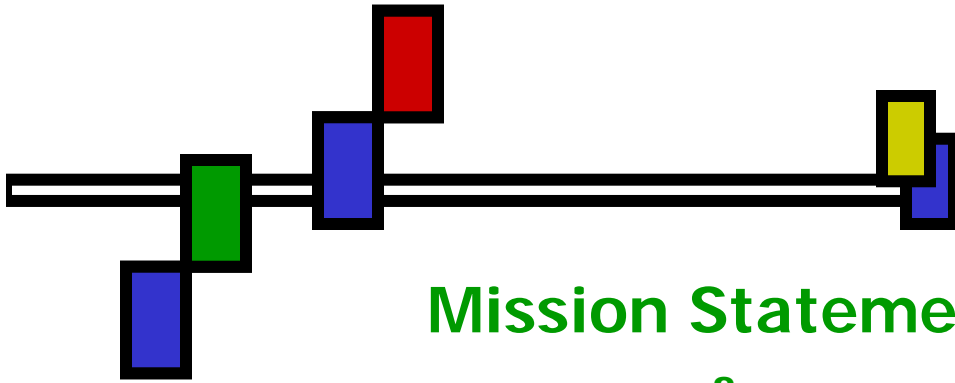
Lori Schwartz – NJD

Cathy Shaak – CPD

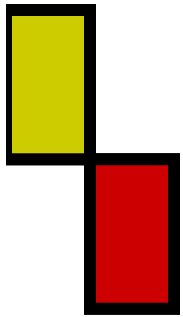
Thane Schweyer – PATD

*Name in italics signifies part-time employee*





## Mission Statement & Strategic Priorities

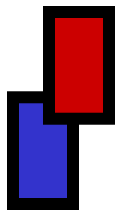


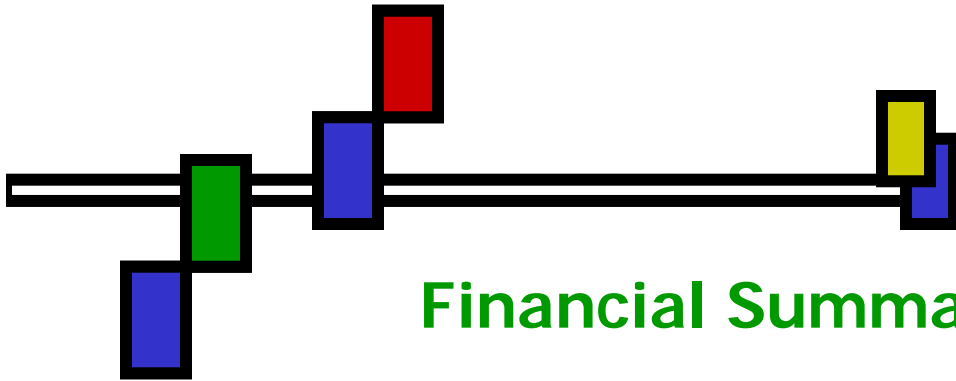
The mission of USTA Middle States is:

**“To promote and develop  
the growth of tennis”**

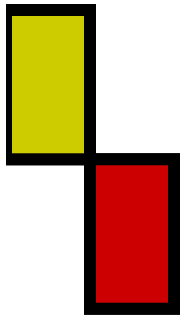
### Strategic Focus Areas

- Participation
- Service
- Leadership
- Communication



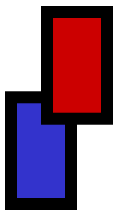


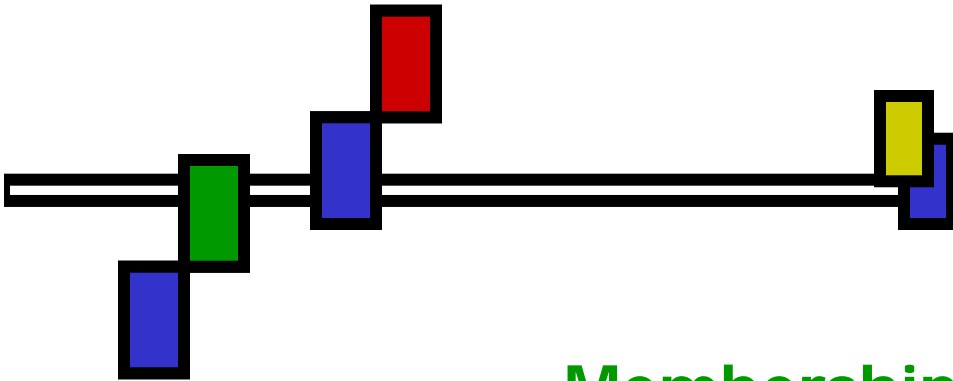
## Financial Summary



Balance Sheet as of 12/31/09	
Assets	\$ 1,893,602
Liabilities	\$ 70,165
Un-audited Net Assets	\$ 1,823,437

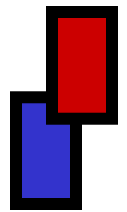
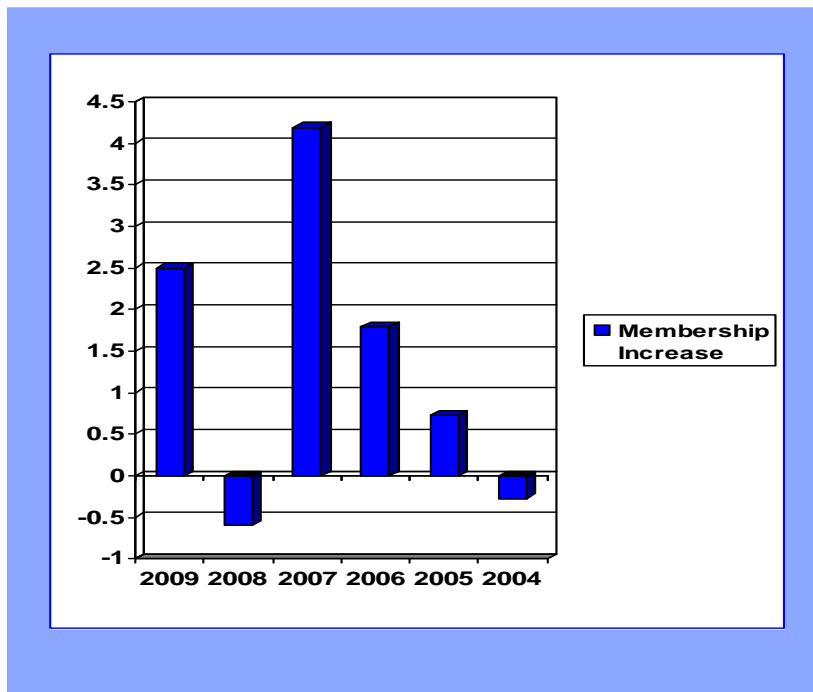
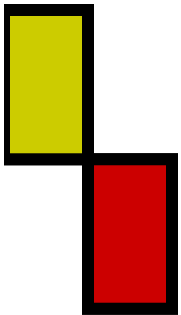
In 2009, the section awarded over \$270,000 in the form of grants, sponsorships, and other support to organizations in our section so that tennis can continue to grow. This support is critical to many organizations as we all work together to achieve the mission. In addition, the Middle States Tennis Patrons' Foundation awarded over \$36,500 in grants and gave out approximately 500 children's racquets to worthy tennis programs across the section.

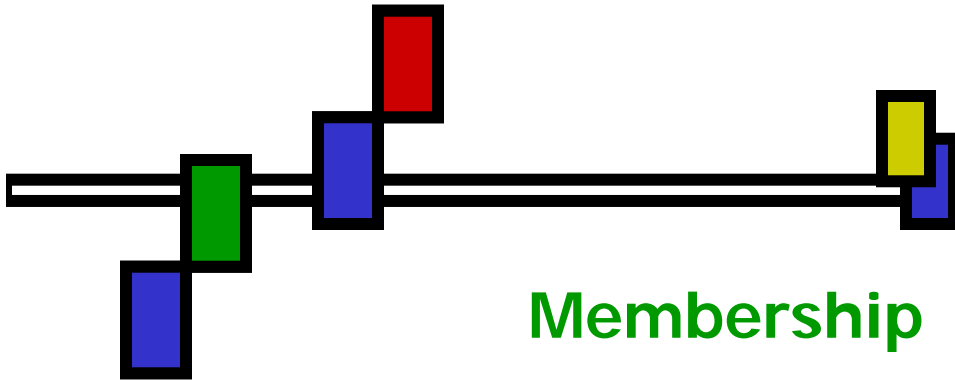




## Membership

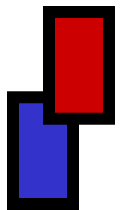
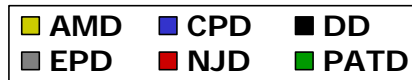
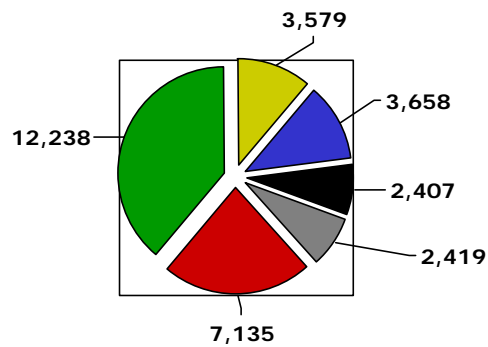
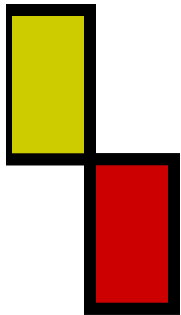
- Total Membership for USTA Middle States in 2009 was 31,436.
- Membership rebounded in 2009. The overall increase for the year was 2.5%, ranking us 7<sup>th</sup> for the highest increase amongst the 17 sections.
- MS continues to rank 11<sup>th</sup> among the 17 sections in total membership.



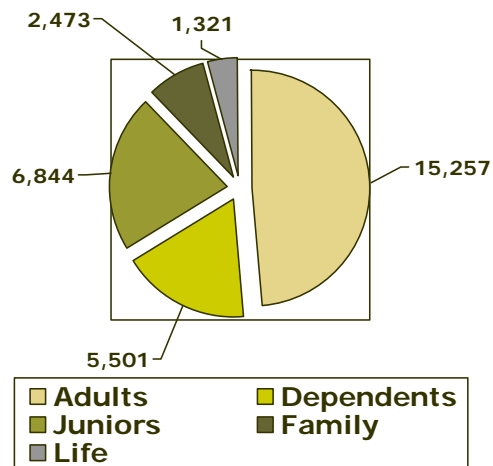


# Membership

## 2009 Membership by District



## 2009 Membership by Category

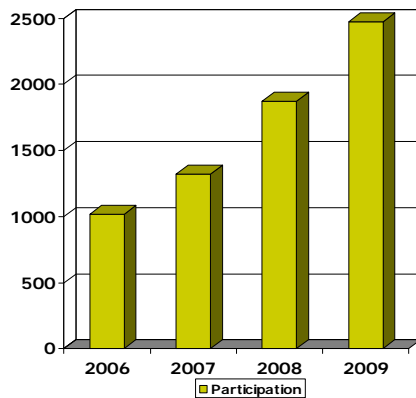




# Community Development

## Jr. Team Tennis

- JTT participation increased by 32% in 2009



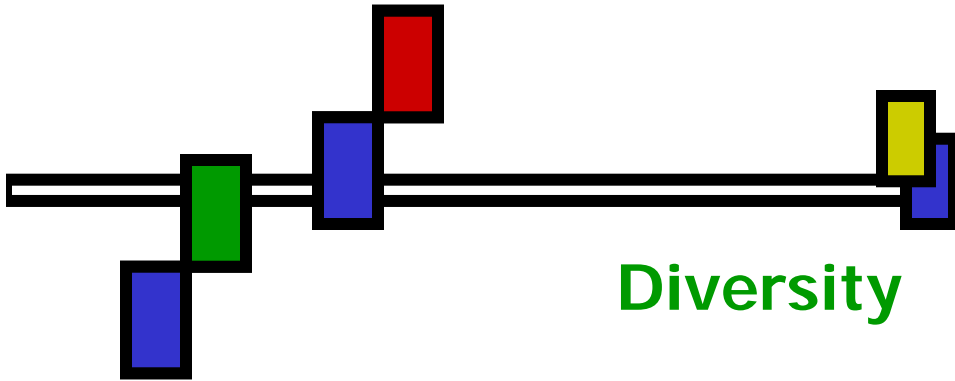
## USTA School Tennis

- Eleven school districts fully committed to the school tennis initiative, an 83% increase from 2008.
- Over 40,000 children were introduced to the sport of tennis in physical education classes across the section.
- 50 new after-school programs were established, impacting over 2,200 participants.



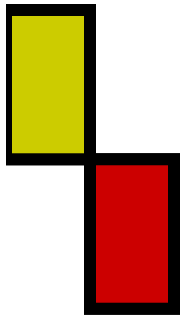
## Community Tennis

- The TSR team made nearly 2,000 site visits in 2009.
- Over 200 programs have been completed utilizing the QuickStart Tennis format, impacting approximately 13,000 participants.
- Over 700 instructors were trained at Recreational Coach Workshops and QuickStart Tennis Workshops.
- Middle States increased the number of registered Community Tennis Associations (CTAs) in the section by 15%, ranking us 3rd amongst the 17 sections.

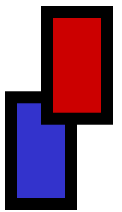


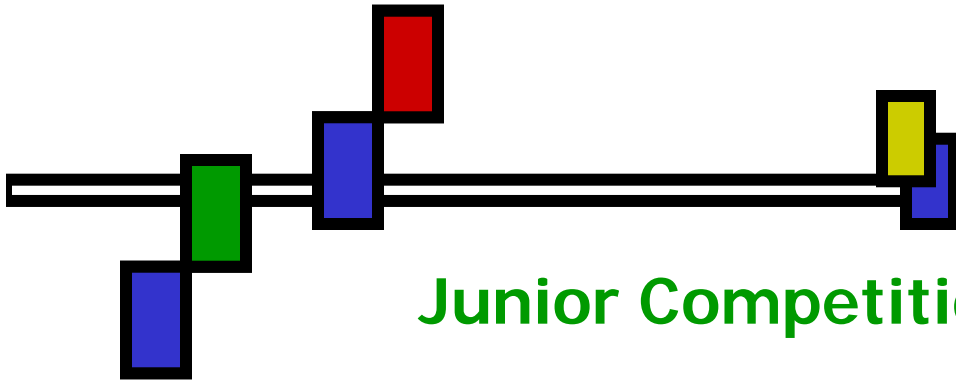
## Diversity

Increasing diversity and multicultural participation continues to be an important focus in all activities in the Section. The Diversity Outreach Manager works closely with all departments to assure we continue to find ways to attract and serve our diverse populations. Some highlights from 2009 include:



- Five recipients of USTA Serves college scholarships, including two \$10,000 award winners. This is the first time in history that two \$10,000 recipients were from the same section.
- Approximately 85 program grants were distributed throughout the section during the year and more than half were awarded to diversity programs.
- The City of Reading was honored at the 2010 Community Tennis Development Workshop with one of three National NJTL of the Year awards.
- Collaborated with the City of Reading and Centro Hispano to introduce QuickStart Tennis at the Reading Latino Festival.
- Partnered with USTA Eastern to sponsor a booth at the Boys and Girls Club Leadership Conference in Atlantic City, NJ.
- Hosted the second annual NJTL Regional Rally at the Arthur Ashe Youth Tennis and Education Center for over 100 participants ages 10-17. Fourteen year old Madison Keys, a WTT player was the special guest at the event.
- Additional honors included two NJTL participants selected to attend the USTA NJTL Leadership Camp in Denver, Colorado as well as an NJTL participant from AMD being selected as a national Arthur Ashe Essay Contest winner.

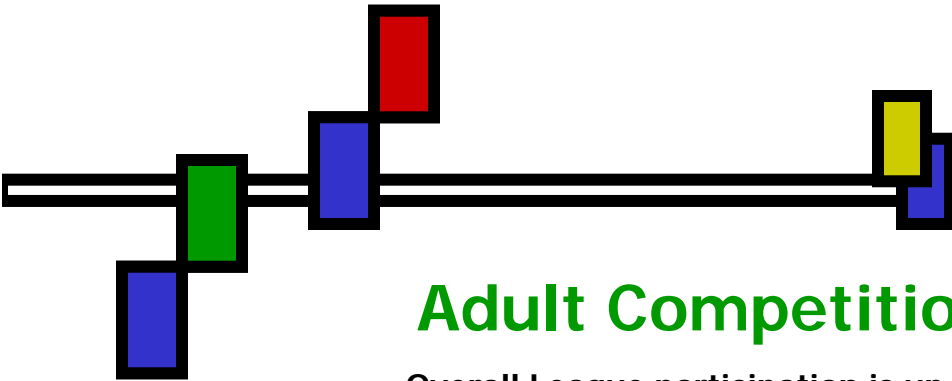




## Junior Competition

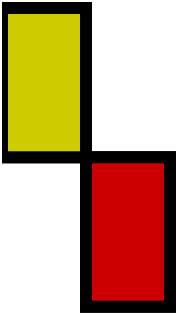
- The development of our junior players is an accomplishment deserving of praise. A total of 35 USTA Middle States (USTA MS) juniors finished 2009 ranked in the top 100 nationally.
- The section hosted 460 junior tournaments in 2009, including 15 national events. The national events provided more than 80 USTA MS juniors the opportunity to accumulate national ranking points and experience national competition without the added expense of traveling outside the section. USTA MS also increased the number of District (DR) Level tournaments, which provide more opportunities for athletes to play locally and still gain District as well as Section ranking points.
- Twelve High Performance training camps were held, offering athletes the opportunity to train with our section's most prominent coaches. In addition, seven Competition Training Centers (CTC) are running across the section. The CTC season culminated with a CTC Jamboree in April at Westend Racquet Club in Allentown, Pa. The squad from the Allegheny Mountain District took home top honors.
- The section continued its partnership with the Pennsylvania Interscholastic Athletic Association (PIAA) serving as the Presenting Sponsor of the Boys' and Girls' Singles & Doubles and Team Championships. The USTA's presence at the events allowed for the dissemination of USTA program and membership information as well as opened the door for candid conversations and brainstorming between staff members, student-athletes and parents.

2009 Junior Tournaments				
	2007	2008	2009	% Change
Junior Tournaments Held	388	425	460	8.2%
Junior Participation	11,781	13,033	12,039	-8%

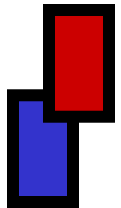


## Adult Competition

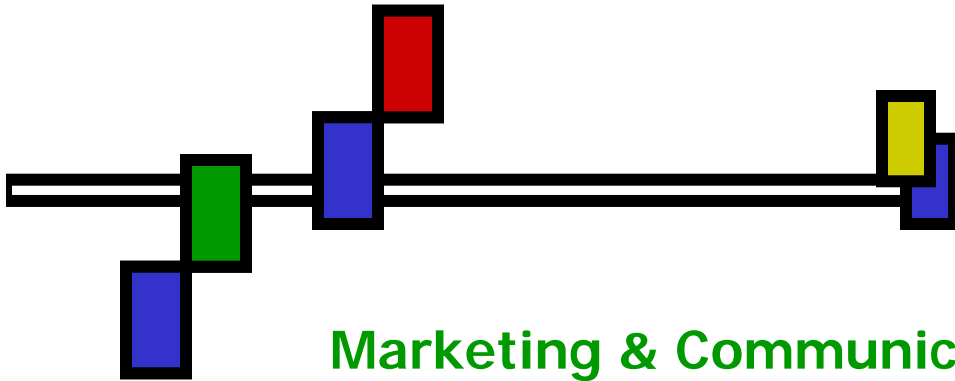
- Overall League participation is up 4%.
- Unique League players totaled 11,700.



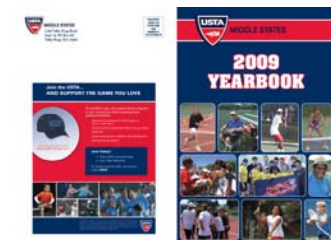
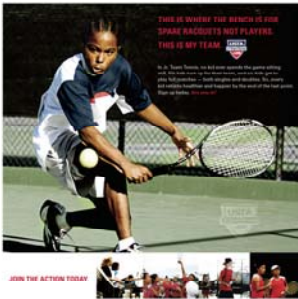
League Participation by District				
	2007	2008	2009	% Change
AMD	1522	1553	1541	-.8%
CPD	3368	3746	4070	8.6%
DD	3891	4084	3966	-3%
EPD	1118	1191	1319	10.7%
NJD	3410	3576	3679	3%
PATD	6295	6412	6790	5.8%
<b>TOTAL</b>	<b>19,604</b>	<b>20,562</b>	<b>21,365</b>	<b>4%</b>



League Participation by Type				
	2007	2008	2009	% Change
Adult	11,446	11,605	11,861	2.2%
Senior	2856	2992	3166	5.8%
Mixed	3414	3564	3744	5%
Super Seniors	743	841	970	15%
Sr. Mixed	562	743	745	.2%
Other		735	889	21%



## Marketing & Communications



### Collateral Promotional Materials

Middle States was able to take advantage of numerous resources provided by National, and particularly the Community Tennis Marketing (CT Marketing) site that provides marketing materials to CTA's, Org members, staff and volunteers. M&C conducted workshops for the staff, League Coordinators and CTA's, particularly those holding Block Parties.

Literature to support programs such as guides and promotional materials were produced throughout the year. A testament to our ability to get the word out is the amount of information disseminated through our partner organizations and clubs about USTA and our programs.

### Diversity

Black History Month (February) and Hispanic Heritage Month (September 15 – October 15) were highlighted on the MS Web site. For the third year, Middle States sponsored a Hispanic Festival and for the first time, the City of Reading's "Tennis Jam", Once again, M&C supported a NJTL Regional Rally involving four districts at the Arthur Ashe Youth Tennis and Education Center.

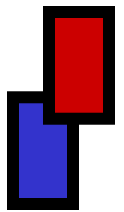
In addition to consistently covering diverse events, organizations and people in our publications and on our Web site, a Diversity page is dedicated in NetPlay magazine and on [www.middlestates.usta.com](http://www.middlestates.usta.com).

### Membership

Membership Appreciation Days were conducted for four districts, (CPD at a Pro Circuit event, NJD during League Championships (for captains) and DD and PATD at WTT events). The membership page on the Web site was upgraded to focus on all facets of membership, particularly member benefits. With the help of our Marketing Manager, and three summer college interns, the focus of our booth at WTT and at League Section Championships, was a US Open package raffle for new and renewing members.

### Publications

NetPlay magazine continues to promote USTA Middle States programs, many of which showed a significant increase in participation in 2009. The Yearbook was mailed to all members for the last time and will go online as an animated publication in 2010. Printed copies will be available on order.



# Marketing & Communications (Cont.)



## School Interscholastic Tennis

Middle States renewed its sponsorship with PIAA allowing for access to players, parents, coaches, athletic directors and principals in the form of e-blasts, quarterly newsletters and face to face communication at the four State Championships held in May and November.

This year a School Membership program which bundles player, coach and school organization memberships was developed with the intent to encourage new Org. Members and retain players as members.

## Sponsorship

Middle States provides sponsorship support to programs and special events that incorporate USTA programs and community tennis participation. These events are also a means of promoting membership and tennis programs with display booths, clinics, member appreciation events and informational workshops. In line with the national initiative of promoting youth tennis, MS worked with USTA and local CTA's to provide very successful QuickStart Tennis clinics during WTT.

We are also on the receiving end of support from companies and organizations who advertise in our publications and subsidize Middle States events and projects. In 2009, MS continued to receive revenue from the sale of the US Open Courtside and Loge box seats.

In addition to monetary income raised through sponsorships, valuable barter such as camp scholarships continues to be an additional form of revenue for Middle States.

## Volunteers

In collaboration with the Vice President of Marketing and Communications, a group of volunteers were organized to assist in marketing and communications tasks such as Photography, Web site content, PR and customer service.

## Web site and E-media

Marketing spent much of 2009 participating in national workshops to convert the content management of [www.middlestates.usta.com](http://www.middlestates.usta.com) to Sitecore, providing improved visuals and organization tools. A Media wall allows for excellent graphic usage and timely updates. The Web site continues to be the foundation of our communications along with our bi-weekly e-newsletters and e-blasts.

MS was excited to begin a Middle State Facebook page, already over 500 members strong. This is an excellent vehicle for announcements and promotions.