



**COOK COUNTY
TENNIS**

**Cook County
Tennis Association**

Annual Meeting

September 12, 2018

Wunderbar

Social Hour 5:30 P.M.

Dinner at 6:30 P.M.

Program

"Experience the joy of tennis as a lifetime sport"

Thank You

Cook County Tennis Association Donors



Sustaining Donors

Kathryn Bolstad | Mike Carlson | Marcia Cushmore | Charles Darley
Gene & Laureen Glader | Robert & Brenda Gordon | Don & Gerry Grant
William Hennessy | Tex Hoy | Frances Jarchow | Marlys Johnson
John & Cindy Muus | Phyllis Olson | George Oullis | Walt & Anne Penny
Robert & Marie Reed | Richard & Bonnie Swanson | Rod & Paule Wannebo

Supporting Donors

Elyse Burton | William Doucette | Colin Gordon | Kate Gordon Murphy
Amy Murphy | Paul & Bonnie Muus | Craig Peterson | Peter Ranum
William Thomas | David Witte

Business Donors

Blue Water Cafe | Buck's Hardware Hank | First & Second Thrift Store
Lake Superior Trading Post | My Sisters Place
North Shore Federal Credit Union | Statewide Insurance

Board Of Directors

Executive committee

Bill Hennessy, *President*

Bill Thomas, *Vice President, Programs*

Bob Gordon, *Vice President, Administration & Marketing*

Gene Glader, *Secretary*

Dick Swanson, *Treasurer*

Other Board Members

Jennifer Plahuta, *Membership*

Kyle Oberg, *Youth Programs*

Marcela Perez-Abreu, *Youth Programs*

Butch Piepho, *Block Party*

Mike Carlson, *Facilities*

Rod Wannebo

Marie Reed

Other Association Comittee Members, Volenteers, and Paid Staff

Tennis Clinic: Carl Johnson

Director of Tennis: Charles Darley

POP Tennis: John Muus, Paul Muus, Mike Debevec

Wooden Racquet Social: Kathy Bolstad

Drop-In Tennis: Doug Graham

Fisherman's Picnic Tournament: John Muus and Mark Summers

Accounting: Karen Blackburn

Social Doubles (Thunder Bay & Silver Bay): Dave Smith, Charles Darley,
Doug Graham

Youth Tennis: Kelly Hawsen, Sue Prom

There are now 23 tennis supporter signs on the CCTA courts. We thank each of these individuals and the local businesses who have sponsored these signs. Please be sure to patronize our supporters.

Cook County Tennis Association Annual Meeting Agenda

Social Hour

Welcome Bill Hennessy, *President*

PROGRAM

Secretary Report Gene Glader, *Secretary*

Treasurer's Report Dick Swanson, *Treasurer*

Election of Directors Bill Hennessy, *President*

Incumbents Gene Glader, Rod Wannebo,
Butch Piepho, Jennifer Plahuta,
Maris Reed

Recognition and Awards Bill Hennessy, *President*

Future Goals and Challenges Bill Hennessy, *President*

Guest Speaker Becky Cantellano,
*Executive Director and CEO, USTA/
Northern*

CCTA 2018 REPORTS

Tennis Programs

Adult

Adult Tennis Programs

All the adult tennis programs were well attended this year. This includes our first Doubles Mixer in July, the Wooden Racquet event in June and the always popular North Shore Social Team Doubles and Potluck Dinner in August. Thanks to a more focused and intensive marketing program, there was a large increase in entrants in the Fisherman's Picnic Tournament, which was, as usual, well run by Mark Summers and John Muus. Last, but not least, participation in our weekly drop-in doubles events was very strong throughout the summer with several days where all 5 courts were being used. Looking ahead to 2019, the biggest changes we are considering are adding another social doubles event in June, adding more drop-in doubles times to avoid potential court capacity issues, and continuing our efforts to grow participation in the Fisherman's Picnic tournament. Many thanks to all the people who helped make this a successful year for our adult tennis programs: Carl Johnson, Mark Summers, John Muus, Kathy Bolstad, Doug Graham, Charley

Darley, David Smith, Marie Reed, and Bob Gordon.

POP Tennis and Pickleball

For the second year, John Muus, with help from Paul Muus and Mike Debevec, continued their efforts to promote POP Tennis by providing youth instruction in the CC High School physical education classes and free on-court adult instructional clinics in the spring. Both were well received. As a result, there was a consistent 1-2 courts of POP tennis players participating in the morning drop-in doubles time periods all summer. As John says, "We are now the Midwest capital of POP tennis!" Looking ahead to next year, John plans to continue to promote POP tennis, but the high school classes may be discontinued due to time conflicts. On the pickleball front, indoor pickleball continues to be popular during the winter, and to some degree, the summer. The CCTA will be looking at how to better integrate pickleball into our outdoor activities and events next year.

BILL THOMAS,
V.P. Programs

Youth

Youth Instruction

Youth tennis is back in Cook County and better than ever!

This year saw a revived interest in youth tennis thanks to an effective advertising push by Youth Tennis Coordinators Kyle Oberg and Marcela

Pérez-Abreu. And of course, superb instruction by our Director of Tennis, Charley Darley.

One Spring session, two Summer sessions, and a Fall session have seen (NUMBER?) tennis students aged 4-18. Numbers are way up! And

more importantly, the life-long love of tennis is being instilled in Cook County's next generation.

A combination of solid instruction interlaced with fast-paced, fun instructional games kept young players coming back for more throughout our 2018 season.

Two family oriented events, our Block Party in July, and upcoming, Rally the Family (September 16) encourage full-family tennis play which is key. Fun games, prizes, food and community volunteers keep these events fun, fast-paced flowing

examples of how rewarding tennis can be.

CCTA thanks all our volunteers, sponsors, teaching assistants, and most of all, our community tennis families for bringing a multi-level, fun, effective approach to tennis back to Cook County. We'd love to see the program continue to grow with our community's continued support. Thank you.

See you on the courts!

MARCELA PEREZ-ABREU,
Board Member, Youth Tennis

CCTA Tennis Instructional Program, 2018

SUMMARY

The goals for our tennis instructional program were extensive and set a high bar.

Regarding the youth program, we hoped to attract kids ages 4 to 18 to our program by making their experience safe, fun, and instructive.

We've had great support from parents, the community, as exemplified by the YMCA and WTIP, the CCTA Board, with a special nod to Bob Gordon's remarkable marketing efforts, John Muus' wonderful "Pop Tennis" elementary school program, and spirited, expert coaching assistance from Kyle Oberg, Kelly Hawsen, and Sue Prom. With all this going for us we are well on our way to accomplishing our goals for youth tennis in Grand Marais and Cook County.

As for adults, we hoped to introduce

to tennis and bring out of hiding new and returning players so they all could have fun and feel comfortable with the game and reach new levels of skill and accomplishment. There is now a growing crew of athletic, inspired, eager-to-improve young men and women who, along with the kids, will grace our beautiful tennis facility for years to come.

Perhaps most inspiring on the adult side is our class of self-proclaimed "Hot Women Playing Tennis," comprising Hillary Freeman, Ann Horton, and Carolyn Dry. When she is not borrowing rock lyrics like "Hit me with your best shot" to address the coach and her partners, Hillary keeps reminding her HWPT cohorts of their motto: "Instead of having strokes, we're hitting strokes."

CHARLES DARLEY
Director of Tennis

Membership Report

Last year: Total members 63

This year: Total members 122

Thanks to Bob Gordon for getting our website set up. It is now easy to join and renew.

Also, thanks to Charley Darley for his super classes. People sign up, have fun, and become members.

Charley's instruction is the main reason we now have 37 members age 18 and under (up from 2). These youth, along with their parents, are the future of the CCTA.

Next year: There is a lot of potential for growth in business sponsorships.

JENNIFER PLAHUTA,
Board Member, Membership

Marketing Report

In 2018, the CCTA upgraded its web infrastructure to improve its marketing effectiveness and business practices.

These changes enabled the CCTA to better manage its membership base, improve communications with members, prospective members and the public, better market and conduct club events, and accept credit card, cash or check payment online for club activities.

These new capabilities allowed the Club to:

- Conduct an online membership campaign helping to achieve record club membership.
- Enable 300 website transactions and credit card payments for membership, tennis instruction and social events.
- Better manage club communications through

consistent web publishing of club news and events, frequent email updates, and integration with social media including our new Facebook site.

- Expand significantly instruction and recreational play with 158 lesson registrations and frequent full court utilization during drop in doubles. Most notably, we had 133 youth instruction registrations with approximately 50 youth between the ages of 4-12 playing. A remarkable number given the same age school population in Cook County is about 350 kids in grades 1-8.
- Increase Fisherman's Picnic tournament participation fifty percent through targeted online marketing.

BOB GORDON,
VP Administration and Marketing

Facilities

Had good crew to install windscreens this spring. Using strong clips at tops of all the screens and mostly nylon ties middle and bottom. Marking screens with large letters and numerals. Windscreens have held up until the winds of September 5. Grommets knocked out in one panel. Trying a new screen system to block bottom of fence with George Oulis donation of hardware cloth. Court surfaces had little change over year - still small cracks. Soon will need crew to take down windscreens.

MIKE CARLSON,
Board Member, Facilities

Financial Report

Cash on Hand Aug 31, 2018	\$22,227.73
---------------------------	-------------

Income and Expense Sept 2017 to Aug 2018

Income

Donations/Sponsors	\$8,818.33
Dues and Participant fees	\$11,997.00
Other	\$165.47
Total	\$20,980.00

Expense

Advert/Promo/Web	\$3,801.56
Facilities	\$553.97
Profess Contractors	\$5,216.50
Equipment	\$1,421.20
Other	\$1,704.66
Total	\$12,697.89
Net	\$8,282.91

DICK SWANSON,
Treasurer

Cook County Tennis Association

Mission, Vision, Values, and Strategies

(Adopted 20 18)

Mission

To promote and grow tennis in Cook County.

Vision

To provide quality tennis programs, events, and instruction for all ability levels in a safe, healthy, and engaging environment.

Values

Our values define how we approach our mission and in conjunction with our vision, define the future state we strive to realize through our strategies

Quality	Partnership	Fiscal Responsibility	Inclusive
We strive to maintain a top rated tennis facility and offer high quality events and programming with well qualified and enthusiastic instructors.	We strive to be easy to work with and to work seamlessly with a wide variety of partners including: USTA & USTA Northern, Cook County Community YMCA, Cook County Area Schools, Cook County Government, City of Grand Marais, Cook County Chamber of Commerce, Visit Cook County, and others.	The CCTA aims to manage its finances in a sound and effective manner to best support its mission.	CCTA seeks to provide equal opportunity to all those interested in having a role in CCTA events, programs, leadership, or membership. All are welcome and encouraged to play, spectate, or otherwise participate in the game of tennis.

Strategies

Strategy 1 Improve appeal to young families and community youth	Strategy 2 Improve tournaments and events	Strategy 3 Refine and improve operational processes	
Strategy 4 Maintain and enhance Cook County tennis facility	Strategy 5 Improve image and awareness of CCTA programs, events, facility, and services	Strategy 6 Assess and assure CCTA's financial health for the long term	Strategy 7 Work with other racquet sport interest