



**John Frank brought a unique blend of tennis and business acumen to the tennis community in his 25 years of service on Sectional Boards and both Sectional and National Committees during a period of time when tennis was expanding rapidly.**

Born in Morton, Illinois, tennis wasn't even a thought until John and his family moved to the Almaden Country Club area in San Jose in 1966. The developer of the area had set aside property for a future swim and racquet club. John formed a committee of local residents to develop a business plan and to secure membership commitments so that construction could start immediately. This club changed the lives of the Frank Family. John's young son started swimming and ended up on the UCLA swim and water polo teams. John's younger daughter started swimming but later switched to tennis and ended up leading the UC Santa Barbara tennis team. John's wife became very active in NorCal, USTA and the ITF, and is a member of the NorCal Hall of Fame. In 1987, when John met Hunter Delatour and Bob Cookson, presidents of both the NorCal Board and the USTA, they urged him to run for the NorCal Board.

John's interest in tennis grew when he realized that tennis was not only an excellent way to develop youth and keep older players healthy, but it also was a large international business asking for volunteers to run it. With professional experience in international marketing and an engineering degree, he thought he could contribute and accepted the challenge. With Hunter and Bob's mentoring, he soon became president of the NorCal Board and then remained on the Board as a Past-President until 2011.

He believed that the role of NorCal Board was to 1) recognize and support the staff and many contributors in the tennis community, 2) use NorCal resources in analytical and responsible ways to grow tennis in NorCal, 3) recognize and support the USTA's strategic priorities and 4) produce top-level players to successfully represent the US in international competitions. During his 25 years on Sectional Boards, he tried to make decisions, identify long-range goals and develop strategic plans that reflected the best long-term interests of those who play tennis - both professionally and recreationally.



During his 21 years as a NorCal board member, John served as President-Elect, President, Delegate and Past-President. He chaired the Long Range Planning, Marketing & Communication, Boys Ranking and Project Development committees and was a member of the Budget and Nominating committees. During a four year period while living in Virginia, John served as a Board member for the USTA Mid-Atlantic Section where he was a member of the Long Range Planning committee and chaired the Ranking committee. Nationally, John chaired for several years the Girls 18, Boys 16 and Boys 14 Ranking committees. He also was a member of ten additional committees and participated in the USTA's Task force on Player Development and Junior Competition, the Operations Council, many Ranking Review Boards and a charette to resolve differences between National and the Sections.

Two large problems for the USTA became apparent in the early 2000's – the competitiveness of professional U.S. players began to slip, and the drop-out rates of junior players began to increase. To John, who grew up in farm country, the correlation between the two problems was related to the old saying "If you want more cream, you need more milk." John began researching youth tennis and the development of professional players in Europe and the US. He prepared, with the help and inputs from many others in the tennis world, several reports that were distributed to responsible people in the USTA. These reports outlined the many problems in youth tennis, college scholarships, and entering into the WTA and ATP ranking structures. Progress has been made to resolve these problems, and John wishes good luck to those still working to improve the situation.

John's tutoring by two USTA presidents from NorCal, his attendance at many years of USTA Annual and Semi-Annual meetings, his participation at many Sectional President and Delegate meetings, his serving on or chairing of many National and Sectional committees, his research in player development and his good relationships with so many USTA National and NorCal volunteers and staff have all contributed to his leadership and towards making NorCal a strong and respected Section within the USTA.