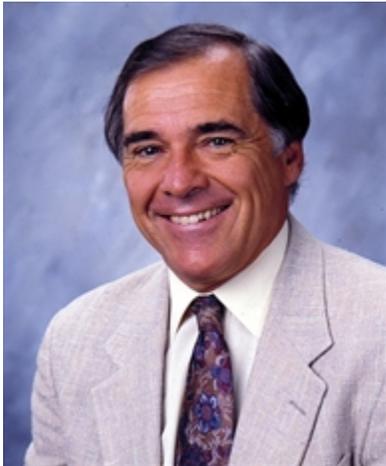


## Hall of Fame Class of 2010 Peter Burwash



Bringing tennis to the world is the legacy of Peter Burwash – as a player, coach, writer, motivational speaker and founder and owner of Peter Burwash International (PBI), which has brought tennis to millions of players.

It all started after a neighbor tossed away her tennis racquet when Peter was 12-years-old in Canada, “There was a tournament at the tennis courts near me. The under-13’s only had three people and were looking for a fourth.” Without even knowing how the scoring worked Peter won the tournament. “I raced home on my bike to tell my mother, but she didn’t believe me and called the woman across the street and said, ‘I’m sorry but I think my son stole your trophy.’” A truly fated moment, “My goal was to play professional hockey but life changes directions and it’s been a blessing.”

Peter is one of the original members of the ATP and during his pro days earned 19 international singles and doubles titles. “In those days we went out for 48 straight weeks because you couldn’t afford to come home,” Peter explains, “It’s all thanks to Issy Sharp for giving me the \$3,600 I needed for plane fare. It was very generous of him.” Peter is the former No. 1 player from Canada and was a regular participant on the Canadian Davis Cup Team. Success on the court continued after the pro tour, he earned the No. 1 ranking in Hawaii for three years and in 1985 a ranking of No. 13 in the USTA’s 35’s category.

After retiring from professional tennis Peter started PBI, “it was a great way to bring the sport to many people,” he explains. PBI currently runs fulltime tennis programs at 64 hotels and clubs in 33 countries, and employs nearly 100 professionals. “We’re a service organization. At every resort we’re number one in almost every department because of our service,” says Peter. “Loyalty is top priority; my role as president is to take care of employees, employees take care of customers, and customers take care of the bottom line – not the other way around.”

In 1975 Peter also began groundbreaking tennis programs for the visually impaired, mentally challenged, Special Olympics, hearing impaired and prison inmates. “We started wheelchair tennis and put the rules and everything in place,” says Peter. “100% of wheelchair tennis participants have received a lesson for free, “ We’re not just about resorts; we get into the belly of society that doesn’t have the chance to play the sport.”

USTA past president, Alan Schwartz, called Peter a visionary and a missionary, “His vision is clear; bring tennis and good service to the world, use tennis as a vehicle for improving people’s lives. It’s the missionary in Peter to traverse the distance between idea and execution.”

PBI pros have been instrumental in various nations’ development efforts and working with tour players. Venus and Serena Williams, Greg Rusedski, Sebastien Lareau, Leander Paes, Yayuk Basuki and Andrew Sznajder are just some of the players Peter has coached during their careers.

Peter has written ten books on leadership, service, health and life improvement, including *Tennis for Life* and *Total Tennis*. He is the Instruction Editor for *Tennis* magazine and has made numerous contributions to many other publications. He’s also served as a commentator for ESPN, TSN, Star-TV and CBC and held an 11-year radio series on tennis for CBS Radio.

His numerous associations include the USTA National Communications and Marketing Committees, USTA NorCal Chairman of Coaches Commission and the Chairman of USPTA Tennis Across America.

Now a long-time resident of Carmel Valley, Peter has been very impressed with the NorCal tennis community, “When I retired from the pro tour and wanted to play in the USTA senior tournaments, I sent letters to all of the different regions. NorCal was the only one that responded.” Truly a benefit for us!