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NORTHERN



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PRESIDENT'S MESSAGE

I am very excited to greet the vast USTA Northern tennis community as the new Board of Directors President! My name is Susan Kringlie and I am from Valley City, ND, which is a small town of about 6500 people in rural ND. I am proud to be serving as your President and would like to share a few things with you about my background, tennis and USTA involvement and what our future holds in this vibrant section.

Growing up on a farm and living in a rural community, I was grateful for the opportunities to participate in various sports and activities as a child and high school student. Tennis was offered in the summer seasons as a Park and Recreation program and I learned to play from high school/college recreation coaches. I distinctly remember watching the older tennis kids banging the ball back and forth on old asphalt courts – and I was hooked! I continued to play tennis in high school, started varsity as an 8th grader and found success in doubles with 3 state appearances and ended my senior year as ND State Doubles Champion in 1991.

My love for the game continued to grow as a volunteer as our community started a Community Tennis Association (CTA) and as a founding member I continue to be an active member supporting tennis programs and facilities in our town. We were the first ever “Quickstart Tennis” program in the section – this was the USTA’s youth progression model we know today as Net Generation, utilizing red/orange/green balls. Our CTA continues to coordinate, run and support these USTA programs: Tennis in the Schools, Block parties, JTT, USTA Junior sanctioned tournament, Tennis on Campus and social adult leagues to name a few.

My engagement with USTA has been strong for a long time, as our small community was always supported from programming to funding facility construction projects. I was given the opportunity to serve on section committees, as a member and chair, for quite a few years and was later asked to also serve on the Board of Directors. Now as the Board President, it seems like time has passed so quickly and I am enjoying every minute of this sport while finding ways to give back, again and again.

When I look ahead to this new term, I am so thankful for the all of the volunteers that are serving on our committees, task forces and focus groups to help us grow the game – from the “grass roots” where my heart will always be. We need to listen to our players, providers, communities and partners to share tennis with everyone and to take advantage of the new and returning players that came back during COVID. Recognizing and celebrating our section’s Core Values will lead us into a bright and exciting future: Collaboration, Integrity, Excellence, Fun, Innovation and Diversity.

Stay safe, grab a friend and get out to play tennis this summer season!!

A handwritten signature in black ink that reads "Susan Kringlie".

SUSAN KRINGLIE
Board President



EXECUTIVE DIRECTOR MESSAGE

We are in a much different environment than we were this time last year. One year ago, many of our facilities were shuttered and our teaching professionals out of work. A worldwide pandemic had eliminated the opportunity for people to gather and all organized programming was cancelled.

It was unlike anything we've experienced before and in the tennis world, it cost us the experiences we cherish with our friends and teammates.

Yet, as an individual sport that can be played outdoors with adequate distancing, tennis participation grew. On the following pages you'll see that despite the cancellations and closures, the number of tennis players in our section grew by 8 percent. In addition, more than 27 percent of former players indicated that they intend to play tennis in the next year.

This surge in tennis interest offers us a huge opportunity to advocate for better tennis infrastructure in our communities and additional support for programming at our schools. We need your help in this effort to ensure that all of us continue to have quality places to play and affordable programs for our youth. This is especially important as many cities, schools, and universities face financial challenges due to the pandemic. We've already seen devastating cuts to collegiate tennis programs and we need to ensure that when forced with tough decisions, our leaders choose to invest in tennis, not only because of the recent tennis boom, but because of the many benefits it affords participants.

We're working hard to lead the way by offering provider incentives for outreach to new and lapsed players, funding for facility development and training and curriculum for coaches. Additionally, we recently concluded a consumer needs analysis to better understand the recent groundswell in tennis interest. This study provided us with valuable data and insights to help us capitalize on the gains made in 2020 by engaging players with programming that speaks to their needs.

We hope that you've already found some programming that meets your needs and that if you've taken a break from organized play over the past year, you'll reengage with us as we embrace the warmer weather. There are plenty of outdoor courts to enjoy and providers of tennis lessons, drills, leagues, and tournaments have managed to safely adjust to pandemic restrictions. Tennis is back! So, get out there and claim your spot, buy that last can of balls on the shelf, and invite a new player to the courts. May might have been National Tennis Month but in the Northern Section, we're celebrating the Summer of Tennis!

I wish you all the best and will see you on the courts!

BECKY CANTELLANO
Executive Director & CEO

MISSION:

To promote and develop the growth of tennis in Minnesota, North Dakota, South Dakota, and northwestern Wisconsin.

USTA NORTHERN BOARD OF DIRECTORS:

PRESIDENT:
Susan Kringlie



SECOND VICE PRESIDENT:
Dave Fishbaine



Pam Boorsma



Andrew Holm



Lisa Stockmo



SECTION DELEGATE:
Liz Hamburg



SECRETARY:
Dipu Rahman



Mason Bultje



Sara Hong



Scott Sundstrom



VICE PRESIDENT:
Matt Boughton



TREASURER:
Bill Stelle



Barry Dobson



Ben Maes



Koua Yang



Marcis Harris



Jim Marolt



VALUES:

- **Collaboration:** The growth of tennis depends on the collective teamwork of the tennis ecosystem. We work with program providers and USTA National to engage players with the game, tackling challenges and celebrating success together.
- **Diversity:** We seek and need the participation and contributions of all people. By honoring and leveraging diversity of thought, expertise, cultural heritage, and individual differences, we ensure the long-term growth and sustainability of tennis.
- **Excellence:** We provide outstanding, value-adding products and services to the tennis community.
- **Fun:** We infuse energy, joy, and enthusiasm into our work and our play.
- **Innovation:** We encourage creative ideas to ensure that people of all ages and abilities can participate in tennis, including all new, non-traditional options.
- **Integrity:** We operate all of our endeavors within an environment of trust, mutual respect and safe play conditions, and hold ourselves accountable to the highest ethical standards.



NEW BOARD MEMBER Q&A

USTA Northern would like to recognize the section's newest Board Members and the contributions they plan to make to help grow the game of tennis. The Board comprises tennis enthusiasts from diverse backgrounds and represent numerous areas within the Minnesota, South Dakota, North Dakota, and Northwestern Wisconsin regions.

BEN MAES
ROCHESTER, MN



What inspired you to commit your time to USTA Northern, and what has your involvement looked like in the past?

Since moving to Rochester in October 2015 from Atlanta (USTA Southern Section) I wanted to get involved with the section. I was impressed with the section staff and how well coaches collaborated during Early Development Camps and Team USA. I immediately got involved with 14s, 16s Intersectionals & Boys 18s Davis Cup. I also joined the Junior Comp and Player ID Committees. My next step would be applying for the USTA Northern Board of Directors because staff here really wants to make a difference and are extremely passionate about tennis in the section.

What is your favorite thing about the USTA Northern Community?

Like I said before people genuinely care about the game of tennis. As Tennis Director at the Rochester Athletic Club I always strive to do better, to be better. The USTA Northern has the same philosophy. Compared to other sections I believe players/parents are more appreciative. Being a small section obviously allows us to get to know a lot of tennis players and get a good feel of what they are looking for.

What are your goals for the USTA Northern Board of Directors? For the organization overall?

Our main goal is to double participation by 2040. Being involved with junior tennis almost my entire life I would like to get more young kids involved in the game of tennis. Not only getting them started but also focusing on how to retain them. Make it a fun experience at an early age, introduce the "team" aspect into tennis. Our biggest competitors are all team sports (football, baseball, soccer, etc.). Kids love team events so tennis should adapt that concept too.

My other goal is to find ways to increase adult participation in smaller areas within the section, especially league play. Some league rules are tough on smaller tennis communities and are hurting tennis. Some work to do there...

What excites you most about the direction USTA Northern is going, and how do you hope to contribute to it?

I strongly believe the section has identified areas that can be improved. Recognizing weaknesses is the first step in making improvements. All Board of Director Members and USTA Northern Section staff are absolutely committed to making USTA Northern a very successful and thriving section. Tennis is a sport for everyone and we will do whatever it takes to make this be the case in our section.

What lessons have tennis taught you/ how have you grown within the game? What do you hope other players or parents of players take from the sport?

Tennis is a life time sport. From playing tennis with my dad, to my first ever junior tournament, to representing my country, to becoming a coach, to running tennis facilities in different countries, tennis has given me plenty. It has taken me around the world and given me the opportunity to meet and work with tons of people. Tennis builds character needed to survive during these challenging times. Tennis is ... my life.

JIM MAROLT
LINO LAKES, MN



What inspired you to commit your time to USTA Northern, and what has your involvement looked like in the past?

In 2013, I met with Northern's President and ED to discuss some Adult League matters that I felt could be improved. We agreed that I should get involved with the Adult League Committee. This led to multiple terms on both the Northern and now National Adult League Committees. When my term ended as Northern Adult League Committee Chair in 2020, I sought another role, and I was encouraged to consider serving on Northern's Board, and here I am.

What is your favorite thing about the USTA Northern Community?

Its cliché, but my favorite thing about the USTA Northern Community is the

people. Among the Board, staff and League participants, there are people I have known since I was a kid, and there are people I recently met for the first time. Many have become friends in addition to being just opponents and colleagues. We all share passion for the game, and an interest in seeing it grow.

What are your goals for the USTA Northern Board of Directors? For the organization overall?

My goal for both the Board and USTA Northern, generally, is to ensure that we remain sustainable and focused on our mission to promote and grow the game of tennis. COVID-19 is causing many challenges, including financial uncertainty. I hope to share my professional expertise in finance and business consulting, wherever I can to assist.

What excites you most about the direction USTA Northern is going, and how do you hope to contribute to it?

What excites me most about Northern's current direction, and the current state of tennis in general, is the opportunity presented by the COVID-19 pandemic. COVID-19 wreaked havoc in the short-term, but it may also be our best growth opportunity since the tennis boom of the 1970's. We need to continue promoting tennis as a safe, fun, family-friendly and life-long activity in the post-COVID era.

What lessons have tennis taught you/ how have you grown within the game? What do you hope other players or parents of players take from the sport?

From an early age, tennis taught me that hard work, focus and tenacity, far outweigh natural talent in determining success. Growing older, I realize that beyond competition, relationships made through tennis are what matter most. Hopefully, other players and parents learn the same life lessons, and that tennis is just a game, and games are supposed to be fun.

**KOUA YANG
ST. PAUL, MN**



What inspired you to commit your time to USTA Northern, and what has your involvement looked like in the past?

To be honest, being a board member was not on my radar this past year. After consulting with several community members, I thought I would contribute to the organization that has supported so many community tennis programs including several grassroots NJTLs that I have worked with. My experiences in the inner city as a student, teacher, coach, and athletic director may bring a different lens to the board. In the past, I was a part of the Diversity and Inclusion committee and worked with many wonderful staff members like Tony Stingley, Christine Nickels, Brandon Jackson, and Katie Bergmann in junior team tennis.

What is your favorite thing about the USTA Northern Community?

Much like the tennis community, Northern is a tight knit community. The smaller section has made it easier to get to know more people in the tennis industry.

What are your goals for the USTA Northern Board of Directors? For the organization overall?

A silver lining to the pandemic is that Northern is able to pause and reflect on its current programs and practices. This is a good time to evaluate and reinvent ourselves to better serve our communities. Every community is unique in their needs. I would like to change the following mindset as an institution "if we build it, they will come". We need to go to our tennis communities to see what they need.

What excites you most about the direction USTA Northern is going, and how do you hope to contribute to it?

Northern has already hit the ground running with many committees creating

out of the box solutions to augment tennis programming. Ideas often get lost on paper but it is exciting to see actual changes being implemented coming out of the committees. In my twenty plus years of coaching and community programming, I have a few ideas to share but you will have to wait and see...

What lessons have tennis taught you/ how have you grown within the game? What do you hope other players or parents of players take from the sport?

I have been humbled by the sport of tennis in so many ways. Perhaps the greatest lessons have been taught by my own students. They have ingrained in me the importance of sharing. Many of my kids grew up late in the game wondering how the top players were able to manipulate the ball with such velocity and spin. They often realize later that they could never afford such lessons with club pros. Share the knowledge; appreciate the process; and the life lessons tennis has to offer.

**MASON BULTJE
RICHFIELD, MN**



What inspired you to commit your time to USTA Northern, and what has your involvement looked like in the past?

I grew up in Northern and have been a member of the section since I was 10 years old. I played USTA tournaments and JTT before playing collegiate tennis at Gustavus Adolphus College. I first became involved in USTA as a volunteer when I became a member of USTA National's DIVE program (Diversity Immersion for Volunteer Engagement) in 2019. In the program, I learned about USTA's mission and structure, history, and how to get involved. Additionally, I also grew my knowledge and leadership abilities as it relates to diversity and inclusion.

What is your favorite thing about the USTA Northern Community?

With Northern being one of the smallest sections, we naturally are a tight-knit and supportive community. I have enjoyed participating in Northern events and tournaments since I was a child, and now it is great to give back to the Northern community.

What are your goals for the USTA Northern Board of Directors? For the organization overall?

My goals for the USTA Northern Board of Directors are to fulfill the mission of growing the game of tennis, and to make tennis look more like America. We need to continue learning more about the barriers of entry, while finding new and innovative ways to become more accessible and inclusive to all.

What excites you most about the direction USTA Northern is going, and how do you hope to contribute to it?

I am very excited about the direction of USTA Northern, as we look to diversify the sport and make it accessible for everyone. Growing up outside of the Twin Cities with a single mother, I have first-hand experience of what it is like to have limited access to tennis, and I know how difficult it can be to navigate the tennis space. I am very excited that Northern is talking about how we can have more of a presence in communities that have not historically been able to enjoy tennis.

What lessons has tennis taught you/how have you grown within the game? What do you hope other players or parents of players take from the sport?

Tennis gave me the foundation of who I am today. I can't remember a time in my life I was not a tennis player. I have learned and grown tremendously through my tennis experiences, while learning values such as perseverance, integrity, and teamwork. The lessons I have learned on the court are invaluable and guide me in my career and personal life every day. I hope everyone has an opportunity to become the best they can be, and tennis is a fantastic tool to get there.

**SARA HONG
MINNEAPOLIS, MN**



What inspired you to commit your time to USTA Northern, and what has your involvement looked like in the past?

Volunteerism is something my parents instilled in me and it was a natural fit to give back to the sport and community that has given me so much. I have played on many USTA teams over the years and first became involved in the Section's committee work about 4 years ago. Since that time, I have served on the Grants & Scholarships Committee (formerly Serving Up Love), the Junior Team Tennis Committee and most recently joined the Board of Directors.

What is your favorite thing about the USTA Northern Community?

How supportive the community is, how much tennis means to them and how they're giving back at the section and national levels. I see the willingness and impact of the community to volunteer in local programs, for committees, to mentor or talk to youth, to captain and build new teams, to donate equipment or funding to help across the section. During the last year, I've seen players in snow pants, mittens and ridiculous amount of layers, playing the game they love outside because indoor facilities were closed. That passion, that dedication, if we can continue to find ways to power the growth of the game, wow!

What are your goals for the USTA Northern Board of Directors? For the organization overall?

The ultimate goal is to achieve the vision of doubling the tennis participation by 2040. For the Board and organization, I want to encourage us to think strategically and focus our efforts to explore beyond

tennis specific opportunities to grow the game through other adjacent partnership opportunities where the skills learned through tennis also apply.

What excites you most about the direction USTA Northern is going, and how do you hope to contribute to it?

I am excited about exponentially growing the game and the focus on Diversity and Inclusion as part of it. Tennis can be perceived as inaccessible and in order to grow the game we need to break down that perception, create more opportunities to introduce the game and do so in inclusive ways that are welcoming and reinforce accessibility. I hope to bring creative and innovative thinking to help focus on the art of the possible and participate in some of the new opportunities to introduce the game within the community.

What lessons has tennis taught you/how have you grown within the game? What do you hope other players or parents of players take from the sport?

I have immense gratitude for the game. I've learned that what matters most is the attitude with which I play the game. Whether it's my best day or my worst, my attitude has an immense impact on my playing. I am a doubles partner and my partner deserves the best I can bring. I try to play with joy, have fun, see every opportunity as a chance to grow and never give up.

I hope that players and parents understand that tennis is not just a sport against an opponent or a ball. It teaches confidence, mental toughness, determination and teamwork. It's not just about the hours you spend practicing or playing or your endurance or physical fitness, but it's how you navigate through working under pressure, developing perseverance, winning and losing gracefully. And these learnings, these skills, transfer from the court to life!

2020 PARTICIPATION TRENDS

The Tennis Industry Association (TIA) and the United States Tennis Association (USTA) collaborated to survey tennis participation in the U.S. through the Physical Activity Council (PAC) Study on Sports and Physical Activity, administered by Sports Marketing Surveys USA.

Out of 7.4 million people ages 6+ who lived in Northern, 6.4% or 474 thousand people reported playing tennis during 2020.



The participation rate in Northern increased by 0.4% from 2019 - 2020.

Overall, the number of Northern tennis players increased by 8% from 2019 - 2020.

On average, the total number of tennis players in Northern increased by 0.8% each year since 2015.

27.3% of former players and 1.6% of non-players stated that they intend to play tennis within the next year.



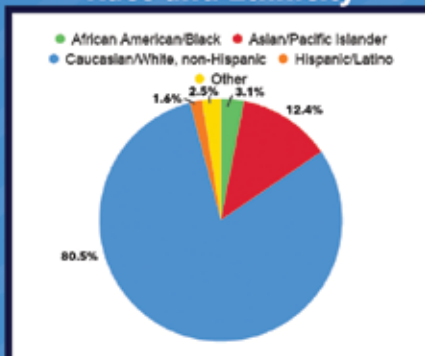
Out of 474,748 tennis players in Northern, 50.7% of them are casual players (playing 1-9 times a year). The core players (playing 10+ times a year) make up the other 49.3%.

DEMOGRAPHICS

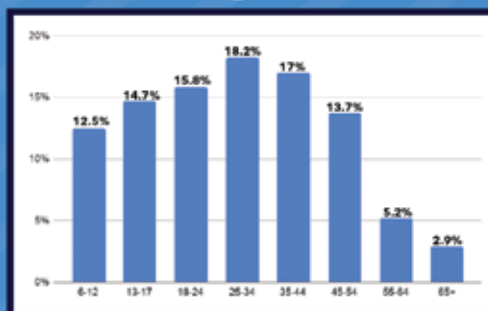
Gender:

Female 49.4% | Male 50.6%

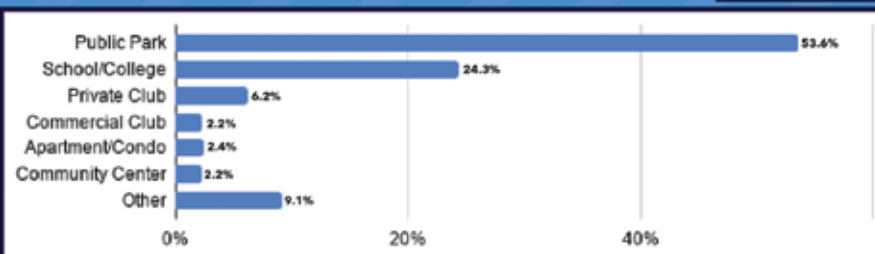
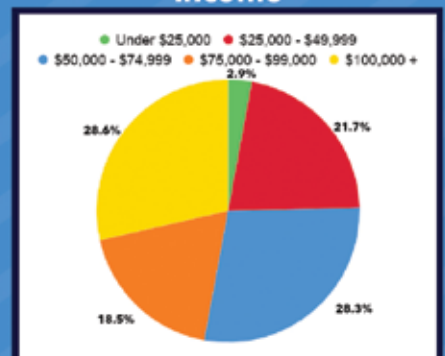
Race and Ethnicity



Age




Income



Source:
2020 PAC Report

ADVOCACY FOR TENNIS

 Advocacy for tennis involves taking our knowledge and passion for tennis and connecting it to the needs of communities, schools, colleges and local governments.

As advocates for tennis, our mission is to convince decision makers in the public, private and nonprofit sectors of the benefits of tennis to gain their support.

Some of the positive impacts of a tennis project include creating local jobs, increasing the visibility for funders and supporting groups and — most importantly — providing valuable recreational opportunities in a sport experiencing a jump in interest.

Taking up the cause for tennis is not a small commitment. For instance, having tennis courts constructed in your local public park can involve wading through levels of bureaucracy and take years to complete. However, if you believe in tennis and in all the benefits it brings to your community, your efforts will be richly rewarded. Remember to ask for help. Having friends and allies will pay off in the long run.

Step 1: Identify an issue or project that resonates with the local community

Step 2: Develop a clear idea of what would address the issue

Step 3: Do your research: what are the benefits to the local area?

Step 4: Identify potential obstacles

Once you've completed these steps, it's time to develop your message and begin to take action on it.

Calculate the cost of your project. The USTA and local governments have resources available to assist you in this determination. Be able to quote the number of people or voters supporting the project—through signed petitions, letters or individual lobbying efforts and having supporters attend meetings. The broader your base of support, the better your chances for success.

TAKING ACTION

When you've completed the first steps in defining your effort, it's time to take action. One of the most effective things to accomplish early is building a coalition of people with similar goals - these can be community groups, tennis players and local businesses. Sometimes you'll be surprised at whose goals align with yours! Once that's in place, learning everything you can about your audience makes your coalition more efficient when it comes time to speak with local public officials and staff and local elected officials publicly and privately.

Tips on Effective Written and Oral Communication:

- Confine each communication to one focused topic.
- Include the most relevant basic facts.
- Have all key information in place. Don't assume they know the background.
- Stay positive, friendly and receptive. Always remember to say "Please" and "Thank You."
- Make communication stand out by being personal, thoughtful and passionate.
- Ask for a response.
- Be willing to do further research to find and report answers to any questions they ask.
- Keep a record of all communication with each decision-maker.
- Send a thank-you note after each meeting.
- If there is no response, wait two weeks and check back. Persistence pays off.

If you have any questions or interest in starting an advocacy project in your community, please contact Pat Colbert at 951-358-3283 or colbert@northern.usta.com.

INTERVIEW WITH MYA SMITH-DENNIS



Mya Smith-Dennis is USTA Northern's Manager of Diversity, Inclusion, and Education.

Why is D&I an important part of a tennis nonprofit's strategic plan?

We can't successfully promote and develop the growth of tennis without diversity. We want to make tennis reflect the population we serve and ensure everyone feels included in the sport. We need diversity of thought and perspectives to be innovative and create a space where everyone can participate regardless of their background.

How does USTA Northern have room to grow in the D&I space?

I want people to see players that look like them at every level, every age and

in our coaches and staff. We seek and need participation from all communities to reach our goal of growing the game. There's definitely room to develop new partnerships and invite more people to play a lifetime sport.

What's been done already?

We've taken some major steps in the past year, starting with putting together a task force of staff, board members, providers and volunteers to evaluate and make recommendations on our volunteer recruitment process (board and committee members). We've been intentional in recruiting diverse members that have talents and skills that we are missing. USTA Northern received more applications for our board of directors than ever before and more diverse applicants than ever before. We also established a new mentor program for new members. Internal progress has been important too. Staff and board members have access to more training opportunities, we've started an article club where we meet every two weeks and have discussions about race, gender, privilege and more; then we discuss how these issues relate to our work.

USTA Northern is also a sponsor of the Minnesota Tennis Teacher's Conference. We had record attendance and more diverse presenters than ever before and about half of our presenters were women. We debuted a virtual conference in May that featured presentations on outreach recruiting for diversity, women in coaching, and a panel elevating Black voices.

What's in the works now?

We have another D&I Task Force gathering data from prospective players and ensuring that we are getting diverse perspectives and seeking insights from different communities. This data will inform our next strategic plan. We're also launching a program called DIVE. It stands for Diverse Immersion Volunteer Engagement. It's important to us to get people from diverse backgrounds and offer them leadership training, networking opportunities and diversity training. This will help us develop a pipeline of great diverse volunteers and it will give our CTAs, NJTLs, and other partners well-trained and talented volunteers to choose from.

What does success in this space look like for you in three years? 10 years?

I want USTA Northern to make an impact and be a leader in Diversity and Inclusion - in every aspect of our organization being able to see our community reflected. We'll continue to develop new strategic partnerships with organizations that serve diverse populations and use our amazing providers to give people a wonderful experience. I would like people to see tennis as a sport for everyone.

ADULT LEAGUE & TOURNAMENTS COMMITTEE

Charge: To improve competitive play opportunities for adults, including the review of policies and regulations for USTA sanctioned adult leagues and tournaments. This committee has the following sub-committees: Self-Rate Appeals, Medical Appeals, and Adults Grievances.

Chair: Rick Lassow

Staff Liaisons: Nancy Lundberg

Board Liaison: Dipu Rahman

Members: Leslie Nicholson
Mason Hemmer
Helen Gunther
Cami Czech
Kay Conway
Molly Breunig
Debbie Vorpahl
Jeff Adolf
Daniel Edwardson
Paul Kotz
Bruce Gullikson

Self-Rate Appeals Committee

Charge: To ensure that self-rate appeals granted are consistent with the intent of the General & Experienced Player Guidelines and NTRP Guidebook. To document, in writing, certain decisions and rationale for granting self-rate appeals.

Staff Liaison: Nancy Lundberg

Board Liaison: Dipu Rahman

Members: Mary McDonald
Kamran Ahrar
Leslie Nicholson

Medical Appeals Committee

Charge: To review each formal written request from a player for reconsideration of his/her NTRP Rating based on a permanent, disabling injury or illness.

Chair: Natasha Petry

Staff Liaison: Nancy Lundberg

Board Liaison: Dipu Rahman

Members: Annie Burton
Erin Ernst

Adult Grievance Committee

Charge: To investigate and adjudicate grievances in relation to Adult Play.

Chair: Marcia Harris

Staff Liaison: Nancy Lundberg

Board Liaison: Marcia Harris

Member: Helen Gunther

ADULT RECREATION COMMITTEE

Charge: To support the expansion of adult recreational play at parks throughout the section through lessons, drills, social leagues and events.

Chair: Aaron Peck

Staff Liaison: Kathy Schneider

Board Liaison: Scott Sundstrom

Members: Brandon Kuether
Alan Steed
Debbie Vorpahl
Jackie Dutot
Dan Westerhaus
Kim Wolson
Jacqueline Travis
Tammy Anderson
Michael Jacob
Katrina Hanenberg
Jeff Kline
Katelyn Zurn

JUNIOR COMPETITION COMMITTEE

Charge: To improve competitive play opportunities for juniors, including the review of policies and regulations for USTA sanctioned junior tournaments. This committee also sets the criteria for awarding junior tournament sanctions and selection for competitive player development opportunities.

Chair: Ben Maes

Staff Liaison: Marc Stingley and Katie Bergmann

Board Liaison: Ben Maes

Members: Matt Boughton
Mason Hemmer
Brandon Kuether
Felicia Raschiatore
Tricia Moorhead
Mark Vellek
Jessie Daw
Alex Scheglowksi
Katrina Hanenberg
Andrew Holm

JUNIOR TEAM TENNIS COMMITTEE

Charge: To grow JTT participation with attention to USTA Northern's core values. This committee establishes all section JTT rules and regulations and enforces both national and section regulations that govern play.

Chair: Matt Boughton

Staff Liaison: Katie Bergmann

Board Liaison: Matt Boughton

Members: Chris Betsworth
Brandon Kuether
Kim Wolson
Penny Springer
Sadie Reiners
Jason Olson
Oliver Summers

I enjoy volunteering and serving on the USTA Northern section committees is one of my favorite ways to give back to the people and sport I enjoy playing.
- Heather Landrus

JUNIOR SCHOLARSHIPS COMMITTEE

Charge: To ensure that all kids have access to the game, with particular attention to USTA sanctioned programs.

Chair: Koua Yang

Staff Liaison: Marc Stingley

Board Liaison: Koua Yang

Members: Mason Bultje
Briana Rademacher

OFFICIALS COMMITTEE

Charge: To support the recruitment and development of officials in USTA Northern

Chair: James Robertson

Staff Liaison: Pat Colbert

Board Liaison: Pam Boorsma

Members: Christopher Grant

Brian Rusche

Jill Hofacker-Williams

Kevin Allan

Jack Nazy

Jacob Barrie

GRIEVANCE APPEALS COMMITTEE

Charge: To review and adjudicate appeals from local and section grievance determinations by the Adult Play Grievance and Junior Play Grievance Committees, pursuant to USTA League Regulations, and under such other authority that may be granted by the USTA Northern by-laws and board of directors.

Chair: Dave Fishbaine

Staff Liaison: Becky Cantellano

Board Liaison: Dave Fishbaine

Members: John Niedfeldt-Thomas

Lawrence Baill

Vicki Larson

Jim Marolt

Jack Nazy

COMMUNITY TENNIS ASSOCIATION COMMITTEE

Charge: To strengthen the section-wide network of Community Tennis Associations (CTA) and National Junior Tennis and Learning (NJTL) chapters to increase tennis participation at the local level.

Chair: Josh Connell

Staff Liaison: Pat Colbert

Board Liaison: Scott Sundstrom

Members: Sadie Reiners

Thomas Bergstrom

Brian Clark

Shravan Pargal

Mark VanErt

Erik Porter

GRANTS COMMITTEE

Charge: To thoughtfully manage the review and approval process of grant requests from USTA Northern Provider members.

Chair: Bill Stelle

Staff Liaison: Zeny McCoy

Board Liaison: Bill Stelle

Members: Sara Hong

Liz Hamburg

Matt Boughton

Pat Colbert

Mya Smith-Dennis

Nancy Lundberg

Marc Stingley

AWARDS & RECOGNITION COMMITTEE

Charge: To assure that deserving members of the tennis community receive recognition for their tennis achievements. This committee is responsible for researching potential Hall of Fame candidates, reviewing nominations for section awards, and choosing nominees for national awards that must be submitted by the section.

Chair: Pam Boorsma

Staff Liaison: Zeny McCoy

Board Liaison: Pam Boorsma

Members: Marcia Bach

Heather Landrus

Bob Larson

Jay Pfaender

Mary Thompson

Zachary Johnson

Liz Hamburg

Roshan Rajkumar

Bob Cordova



DIVERSITY & INCLUSION TASK FORCE

Charge: Evaluate and implement diversity and inclusion strategies to ensure we are continuously improving diversity in our programs, organization and tennis ecosystem.

Chair: Mason Bultje

Staff Liaison: Mya Smith-Dennis

Board Liaison: Mason Bultje

Members: Sara Hong

Scott Sundstrom

Koua Yang

Cami Czech

Josh Connel

Boa Thao

Kathy Schneider

STRATEGIC PLANNING TASK FORCE

Charge: Evaluate and update our current plan to define our strategic direction for the next 5 years.

Chair: Dave Fishbaine

Staff Liaison: Becky Cantellano

Board Liaison: Dave Fishbaine

Members: Bill Stelle

Lisa Stockmo

Barry Dobson

Susan Kringlie

Marc Stingley

Pat Colbert

Mya Smith-

DennisZeny McCoy

Kathy Schneider

Marcia Harris

VIKING LAKES TASK FORCE

Charge: Explore opportunities to maximize our presence at Viking Lakes and pursue partnerships that increase visibility for tennis and USTA Northern.

Chair: Justin Gaard

Staff Liaison: Pat Colbert

Board Liaison: Justin Gaard

Members: Vanessa Sexton

Taylor Heltne

Katie Bergmann

Dave Fishbaine

Daniel Borgertpoepping

Dipu Rahman

Hannah Schwartz

Marcia Harris

Pam Boorsma

TENNIS ON THE TURF

On May 7th, 2021, the USTA Northern team kicked off the summer with a Meet & Greet event on the turf to celebrate one year at Viking Lakes. Tenants on campus came out to the turf to play tennis, have lunch, and get to know their neighbors. The event was the first of many to come at USTA Northern's new headquarters.



GRANTS REIMAGINED

Ensuring access to play opportunities is critical to USTA Northern's mission. To that end, we've worked hard to simplify our grant process so that it's easier than ever before for providers to access funding for community tennis programs and infrastructure.

Today we offer a streamlined and improved process of grant application, approval, and distribution with the intention of:

1. Offering our providers a more timely and easier to use grant application
2. Allowing our providers to be innovative in their approach to growing the game of tennis
3. Leveraging staff capacity to support initiatives

In order to do this we have the following in place:

Offer ease of use and timely process

- One grant application for any type of request
- Grant application is now in a fillable format
- Short list of documents to prepare prior to filling out the application is provided
- Rolling monthly review of grant applications

Allow our providers to be innovative

- No cap on grant request amounts

- Not limited to only non-profit tennis entities
- No limit on the amount of times a single provider applies

Leverage USTA Northern staff

- Committee is made out of 9 members of staff and board
- Each staff department is represented on the committee
- Work with board to communicate alignment of grant application with USTA Northern's strategic initiatives

We want to hear from you! If your idea is going to grow tennis participation, we want to hear about it! Please contact Zeny McCoy at zeny@northern.usta.com with your inquiries.

JUNIOR SCHOLARSHIPS

The junior scholarships offered by USTA Northern have long played a valuable role in providing assistance to athletes in need. In order to provide even more play opportunities across the Northern Section, there was a need to revamp the junior scholarships offerings. Our Junior Scholarships Committee identified three key areas to improve the effectiveness of Northern's scholarship offerings:

- Streamline the application process to make it easier to apply

- Create a more inclusive scholarship program that would attract players from different backgrounds and levels
- Identify key areas of need specific to the Northern Section

The following scholarships are now available to Northern Section residents

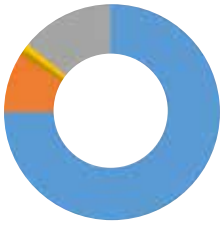
- **Competition Scholarship:** covers fees for aspiring tournament players
- **Travel Scholarship:** covers travel related expenses for tennis tournaments and events

- **Tony Stingley Multicultural Scholarship:** covers a variety of tennis related expenses for students of diverse racial and/or socioeconomic backgrounds
- **Individual Player Scholarship:** covers a range of tennis related expenses for players of all levels

For more details, please visit the usta.com/northscholarships or contact Marc Stingley at marc@northern.usta.com.

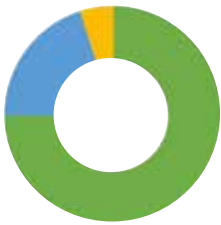
2020 FINANCIAL DATA

REVENUE



		2020	2019	2018
75%	USTA National Grants	\$1,370,598	\$1,361,833	\$1,296,447
9%	Fees for Service	\$151,807	\$514,591	\$613,172
1%	Contributions & Sponsorship	\$21,871	\$73,821	\$92,756
1%	Investments	\$13,515	\$107,053	(\$35,296)
14%	Other	\$258,345	\$33,269	\$14,733
	Total	1,826,136	2,090,567	\$1,981,812

EXPENSES



		2020	2019	2018
75%	Programming	\$1,166,771	\$1,361,833	\$1,296,447
20%	Management & General	\$295,669	\$514,591	\$613,172
5%	Fundraising	\$84,883	\$87,067	\$100,050
	Total	\$1,547,323	\$1,771,471	\$1,990,572

PROGRAMMING EXPENSE BREAKDOWN

41%	Community Engagement efforts include school teacher and recreational coach trainings, program provider grants and support, facility assistance, adaptive programs, outreach and communications
27%	Adult Programs include leagues, tournaments, Tennis in Your Park lessons, and social play events
29%	Junior Programs include tournaments, player development camps, team tennis, scholarships
3%	Officiating efforts ensure fair play and good sportsmanship at USTA sanctioned events by supporting the recruitment and engagement of a network of certified tennis officials.

STATEMENT OF FINANCIAL POSITION

ASSETS	2020	2019	2018
Cash	1,007,354	1,084,539	766,241
Accounts receivable	70,030	18,769	45,975
Pledges receivable	10,700	10,700	21,400
Prepaid expenses	96,775	5,154	11,204
Property & Equipment	113,742	18,324	35,861
Long-term pledges receivable	-	-	8,886
Investments	747,232	733,717	633,530
TOTAL ASSETS	\$2,054,833	\$1,871,203	\$1,523,097
LIABILITIES	2020	2019	2018
Accounts payable	37,866	23,738	31,075
Accrued expenses	18,354	93,418	38,986
Deferred revenues	2,035	36,282	34,781
TOTAL LIABILITIES	\$58,255	\$153,438	\$104,842
NET ASSETS	2020	2019	2018
Undesignated	1,107,630	573,349	754,439
Board designated	878,248	1,133,716	633,530
Restricted	10,700	10,700	30,286
TOTAL NET ASSETS	\$1,996,578	\$1,717,765	\$1,418,255
TOTAL LIABILITIES AND NET ASSETS	\$2,054,833	\$1,871,203	\$1,523,097



AWARDS & HALL OF FAME BANQUET 2021

Each year, USTA Northern honors individuals and organizations that have demonstrated outstanding commitment to the growth and development of tennis with various sectional awards.

We are excited to host an in-person induction and award presentation ceremony for 2020 and 2021 on Friday, October 15, 2021 at the Metropolitan Ballroom in Golden Valley, Minnesota.

