



TENNIS INDUSTRY ASSOCIATION

TIA Board of Directors

The Tennis Industry Association is a not-for-profit tennis association for tennis formerly known as the American Tennis Industry Federation. The TIA traces its history to 1974. In 1993, at the first Tennis Industry Association's Forum at the Super Show, the leadership of the TIA began to campaign for a unified industry-wide effort to build tennis participation by working closely with major tennis companies and organizations. Together in partnership with the USTA, the TIA has focused on Grow the Game activities and initiatives to spur growth and participation in the sport of tennis.

March 2007

TIA President & Executive Committee

- Dave Haggerty, **HEAD/Penn**
- Max Brownlee, **Babolat USA**
- Doug Fonte, **Prince Sports Group**
- Kurt Kamperman, **USTA**
- Jon Muir, **Wilson Sporting Goods**
- Jolyn de Boer, **TIA**

TIA Board Members

- Dave Bone, **USRSA**
- Kevin Callanan, **IMG**
- Tom Cove, **SGMA**
- Rick Devereux, **IHRSA**
- Steve Dunlap, **The Sports Authority**
- David Egdes, **The Tennis Channel**
- Don Galliers, **SealMaster Industries**
- Chris Gaudreau, **Racquet Koop**
- John Graham, **DecoTurf**
- Jeff Harrison, **World Team Tennis**
- Tim Heckler, **USPTA**
- Kai Nitsche, **Dunlop Sports Group**
- Dale Queen, **Your Serve Tennis**
- Dan Santorum, **PTR**
- Victor Taylor, **ATP**
- John Welborn, **Lee Tennis Products**
- Jeff Williams, **Tennis Magazine**



DAVE HAGGERTY
TIA President
CEO, HEAD USA, AND PRESIDENT, PENN RACQUET SPORTS

Years at company: 8
Years in tennis biz: 34

First job in tennis: Teaching Pro
Passion: "To work with our colleagues and competitors to make sure that the health of the industry is looked at and cared for--for the long term."

Haggerty's tennis experience is multi-dimensional. He was a nationally ranked junior player, a teaching pro, a business man, and a tennis activist. Most of his professional experience has been managing the racquet sports business for manufacturers Prince, Dunlop and now Head/Penn. His volunteer work has included serving on the Board of USTA/Middle States and acting as Chairman of the USTA Section Marketing and Public Relations Committee. Haggerty is currently a USTA Director At Large.



DOUG FONTE
TIA Executive Committee
PRESIDENT, PRINCE SPORTS AMERICAS

Years at company: 4
Years in tennis biz: 15

First Job in Tennis: President of ball manufacturing company
Passion: "To see programs that attract and maintain players--that's the key to sustaining and growing this industry."

Fonte has worked in a variety of industries, but his role has been similar--the "corporate-turnaround guy," as he calls it, befitting his record of developing companies into leaders in their respective fields. Among the companies he's led are Companion Systems Inc. and Boston Whaler. Fonte was drawn out of semi-retirement by Prince just after the management buy-out and in the midst of substantial growth spurred by the O₃ engineered racquet technology. Prince isn't Fonte's first

tennis experience; years ago as President of Penn Racquet Sports he helped the company become the worldwide market leader in its category.



JON MUIR
TIA Executive Committee
GENERAL MANAGER-RACQUET SPORTS, WILSON SPORTING GOODS CO.

Years at company: 10
Years in tennis biz: 14

First job in tennis: Teaching pro
Passion: "Seeing a national league development program with a clear pathway from the very young through to adult that is available in every public park and tennis facility in America."

Muir moved into the position of General Manager, overseeing the Racquet Sports business on a global level, after a successful run as U.S. Director of Sales and Marketing. During that time the domestic market for Wilson experienced strong growth in several product categories, including the success of nCode, and their Accessory and Tennis Ball business.



KURT KAMPERMAN
TIA Executive Committee
CHIEF EXECUTIVE-COMMUNITY TENNIS, U.S. TENNIS ASSN.

Years at company: 4
Years in tennis biz: 32

First job in tennis: Teaching Pro
Passion: "Bringing new people into the game because I've seen how tennis has helped kids find the right path, adults come back from health problems, and families bond through the sport."

Kamperman is a past president of the TIA--just one of many roles he's played in the development of the tennis



industry and growth of tennis participation. He's worked as a tournament director, college tennis coach, facility designer, consultant for tennis management and marketing, and has served on many USTA committees. Prior to his current position at the USTA, Kamperman was a Director At Large on the national board of the USTA, where he chaired the USA Tennis Plan for Growth Steering Committee and played liaison to the Community Player Division.



MAX BROWLEE
TIA Executive Committee
**GENERAL MANAGER,
BABOLAT USA**
Years at company: 7
Years in tennis Biz: 33
First job in tennis: Teaching pro

Passion: "Make tennis fun for everyone, so they will tell their friends and our great sport will continue to grow."

As *Racquet Sport Industry* magazine's "Person of the Year" in 2005, Brownlee was noted for his expertise in launching the U.S. operations for the French company, but equally for his friendly, modest manner. Prior to joining Babolat, where he zoomed the company's marketshare from 0 to 19 percent in five years, Brownlee had lengthy careers with Prince and Wilson. While the Colorado native's record is strong in business savvy, he's alright on court too, having started his career as a USPTA-certified pro.



DAVID BONE
**EXECUTIVE DIRECTOR,
U.S. RACQUET
STRINGERS ASSOCIATION**
Years at company: 8
Years in tennis biz: 23
First job in tennis: Teaching pro

Passion: "Growing the game; the more participation, the more business for all of us."

Bone's dedicated to the USRSA--supporting and developing the art of racquet stringing and certified stringers--but he dons other hats, too. He's also owner of Racquet Tech publishing and Co-Publisher of *Racquet Sports Industry*. The California resident is a graduate of the Professional Tennis Management program at Ferris State University 's Business School . The 21-year-old program prepares students for multiple career choices in the tennis business, and Bone remains active on its Advisory Board.



KEVIN CALLANAN
**VICE PRESIDENT,
INTERNATIONAL
MANAGEMENT GROUP**
Years at company: 16
Years in tennis biz: 18
First job in tennis: Pro
Tournament staff

Passion: "The idea of cooperating to grow the pie."

Callanan is a behind-the-scenes dealmaker who helps corporate marketers promote their messages through tennis—whether it's a player endorsement, sponsorship or ad campaign. As team captain at Williams College, Callanan was clear on his goals: He wanted to work for IMG on the tennis business. He chased his dream by working the Volvo International Tennis Championships in Stratton Mountain, Vt., and soon found himself working at IMG, where he continues to be a key member of the tennis division.



TOM COVE
**PRESIDENT AND CEO,
SPORTING GOODS
MANUFACTURERS A
SSOCIATION**
Years at company: 13
Years in tennis biz: 13
First job in tennis: Sports

lobbyist
Passion: "Promoting a healthy environment for companies to prosper."

Cove has rubbed shoulders—and knocked heads, figuratively—with politicians. His background at the U.S. Drug Enforcement Agency and U.S. Senate prepared him for legislative efforts he undertakes at the SGMA. In fact, Cove spent 13 years building the organization's advocacy and public policy presence in Washington, D.C. Today the SGMA counts more than 700 members, operates the industry's premier research facility, and runs such events as the "Sports and Technology Convergence" conference and the "Industry Leaders Summit."



RICK DEVEREUX
**TENNIS LIAISON, INT'L.
HEALTH & RACQUET
SPORTS ASSOCIATION**
Years at company: 20
Years in tennis biz: 35
First job in tennis: Teaching pro

Passion: "To see tennis participation grow again, and to see the number of people who try and quit—because they don't start with the advantages of the right equipment and

instruction—decrease."
As IHRSA's former Director of Operations and Marketing, Devereux helped grow the non-profit from 1,200 to 7,000 members. As the budget increased accordingly, from \$2 million to \$14 million, Devereux and team expanded efforts to help health and racquet clubs better their business in 80 countries. Based in Boston, Devereux balances his TIA Board work with speaking engagements and writing on tennis and yoga.



STEVE DUNLAP
**VICE PRESIDENT-
MERCHANDISING,
SPORTS AUTHORITY**
Years at company: 19
Years in tennis biz: 27
First job in tennis: Retail department manager

Passion: "Continuing the growth of the sport with today's technology and giving the end-user an opportunity to compete at a higher level every day."

Dunlap's been a sports business executive for years, but he knows how to sell tennis racquets. Early in his career Dunlap ran the tennis, basketball, fitness departments at Sunset Sports. Now as a Vice President at the nation's largest sports retailer, he oversees Merchandising for a business that is growing wildly. Sports Authority, a private company, posted net income of \$55.4 million in 2006, according to Hoovers.com. The company employs 14,300 people.



DAVID EGDES
**SENIOR VICE PRESIDENT
OF TENNIS INDUSTRY
RELATIONS, THE TENNIS
CHANNEL; TOURNAMENT
DIRECTOR, THE TENNIS
CHANNEL OPEN**
Years at company: 1

Years in tennis biz: 10
First job in tennis: Teaching pro
Passion: "Uniting to grow the sport by reaching out to kids at all levels."

Egdes' career has placed him on all sides of the game, from All-American college player and touring pro, to player agent/lawyer and tournament director. Before joining The Tennis Channel, he was with World TeamTennis, where his Vice President duties included overseeing contract negotiations with more than 50 players. The attorney also was a client manager at IMG. In his current position, Egdes liaises with players, agents, manufacturers and other industry groups, and oversees the 10-day professional tennis tournament in Las Vegas.





DON GALLIERS
MANAGING DIRECTOR
INT'L., SEAL MASTER
INDUSTRIES

Years at company: 8
Years in tennis biz: 19
First job in tennis: President of ball manufacturing company

Passion: "To see consistent quality standards established worldwide for the construction and maintenance of tennis courts."

Galliers spent eight years with court developer XSports before joining Sealmaster, where he leads business on an international level. He is entrenched in the court construction business, serving as Co-Chair of the American Sports Builders Association's Marketing and Promotions Committee. Galliers' commitment to quality is reflected in his products and service. In order to succeed, he says, your product must be "functionally better, fairly priced, and fashionably acceptable."



CHRIS GAUDREAU
OWNER,
THE RACQUET KOOP

Years at company: 20
Years in tennis biz: 21
First job in tennis: Retail

Passion: "To see college tennis protected from cuts and

developed to provide a recruiting ground for the next generation of tennis business owners."

Gaudreau is passionate about tennis. He lives and breathes the game as a player, fan, business owner, and guru to local players looking for advice. Shortly after joining the staff of The Racquet Koop, a full-service retail shop in New Haven, Conn., Gaudreau bought the company. He since expanded by adding a second location in West Hartford, and is regarded as a stringing specialist. The Racquet Koop is the official stringer for many tournaments, including the Pilot Pen Open.



JOHN GRAHAM
MANAGING DIRECTOR,
DECOTURF

Years at company: 4
Years in tennis biz: 4
First job in tennis: Court construction staff

Passion: "Continuing to work together to grow the game."

Tennis is a second career for Graham, who retired from his longtime finance profession. Before he joined Decoturf, the Virginia native

worked as Group Vice President of Corporate Affairs for BTG, Inc., where he managed shareholder relations, marketing, communications, mergers and acquisitions, and public and government affairs. Graham's background in construction and zeal for international travel drew Graham to his role at Decoturf and his volunteer post as a Director of the American Sports Builders Association.



JEFF HARRISON
VP OF LEAGUE
PROPERTIES,
WORLD TEAMTENNIS

Years at company: 11
Years in tennis biz: 15
First job in tennis: Teaching pro

Passion: "Seeing people playing and enjoying the game at any age level."

Harrison just can't get enough of team tennis. Not only does he fill his work days by managing the teams of Billie Jean King's brainchild, World TeamTennis, but he's co-owner with King and manager of his home team, the Delaware Smash. Prior to his WTT days, Harrison worked for USTA/Middle States, IMG, and The Virginia Slims Legends Tour. Tennis is a lifestyle for this former player for University of Delaware.



TIM HECKLER
CEO,
U.S. PROFESSIONAL
TENNIS ASSOCIATION

Years at company: 25
Years in tennis biz: 37
First job in tennis: Touring pro

Passion: "To provide the most education through technology for tennis teachers, therefore creating more and better opportunities for jobs."

Heckler's been devoted to the profession of teaching tennis since he first became a teaching pro in 1970. Prior to that he played college tennis on a scholarship and competed at Wimbledon and the U.S. Open. His multifaceted experience led to him becoming a facilities consultant and work as director for the "Battle of the Sexes" match between Billie Jean King and Bobby Riggs. In his role as CEO for USPTA, Heckler has grown the business side of the organization – income increased sevenfold. He received the International Tennis Hall of Fame's "Tennis Educational Merit Award" in 2002 and was inducted to the Texas Tennis Hall of Fame in 2005.



KAI NITSCHKE
GENERAL MANAGER-
RACQUET SPORTS,
DUNLOP SPORTS GROUP

Years at company: 9
Years in tennis biz: 11
First job in tennis: Territory manager for manufacturer

Passion: "Technology innovations that make the game easier to play and more enjoyable for the average club player."

Most of Nitsche's tennis career has been spent at Dunlop. He held various positions, including Director of Marketing for both the Racquet Sports and the Golf divisions. This year's appointment of General Manager for Racquet Sports followed a stint at Head/Penn Racquet Sports, where he was Southern Regional Manager.



DALE QUEEN
PRESIDENT,
YOUR SERVE TENNIS

Years at company: 33
Years in tennis biz: 33
First job in tennis: Manufacturer warehouse

Passion: "Watching the pros play at all four Grand Slams. It was unbelievable, and it definitely brought an appreciation of the sport to me to attend all of them."

Queen jumped into the retail business with a single tennis shop in the Atlanta suburbs more than three decades ago. Since then he's expanded Your Serve Tennis to six locations in the surrounding metropolitan area. The business specializes in full-service racquet maintenance, a vast selection of merchandise, and expert advice. Among the accolades Queen has received are *Tennis Industry* magazine's inaugural 'Pro/Specialty Retailer of the Year' award in 2001, and the USRSA's 'America's Top Stringer' distinction for 1989-90.



DAN SANTORUM
CEO AND EXECUTIVE
DIRECTOR,
PROFESSIONAL TENNIS
REGISTRY

Years at company: 21
Years in tennis biz: 25
First job in tennis: Teaching pro

Passion: "Getting more younger teachers into the tennis teaching profession."

In addition to his business duties for PTR, Santorum travels extensively educating teaching professionals.



He has done so in each of the 50 states and 43 countries. Under his leadership, PTR has quadrupled in membership and now counts more than 12,000 members in 123 countries. Santorum's extremely active in the tennis industry, serving on multiple USTA committees and the boards of the International Tennis Hall of Fame, the National Public Parks Association, and the South Carolina Tennis Association, among others. In 2000, Santorum was selected to captain the U.S. team competing in the inaugural Tony Trabert Cup, an international competition for men 40+ years of age.



VICTOR TAYLOR
VP-TOURNAMENT & MARKETING SERVICES, ATP

Years at company: 17
 Years in tennis biz: 20
 First job in tennis: Teaching pro

Passion: *"The growth of participation, which ultimately drives consumer purchases, attendance at professional events, viewership, et cetera."*

Over the course of Taylor's career with the ATP, his responsibilities have grown as the organization expanded exponentially. The Association of Tennis Professionals was formed in 1972 under the leadership of legend Jack Kramer. Since then, the number of touring pros, tournaments, TV viewership and prize money has increased consistently. In fact, tournament purses grew 10 percent in 2007. Prior to joining the ATP, Taylor played collegiate tennis, Director of Tennis for Sawgrass Resort, and was Assistant Vice President, Corporate Banking, with Florida National Bank.



JOHN WELBORN
DIRECTOR OF BUSINESS DEVELOPMENT, LEE TENNIS

Years at company: 29
 Years in tennis biz: 34
 First job in tennis: Tennis mail order business

Passion: *"To help people have fun playing tennis and stay healthy at the same time."*

Welborn's position at Lee Tennis traces back to his days as President and Co-owner of the company, which was sold to Luck Stone Corp. in 1998. As an expert in tennis construction and court care, he has served as a consultant for private businesses and is a frequent speaker at conferences. Welborn has served on the boards of the International Tennis Federation and the American Sports Builders Association. He is active in his Charlottesville, Va., community through the Special Olympics and youth athletic leagues, among others.



JEFF WILLIAMS
GROUP PUBLISHER, MILLER SPORTS GROUP

Years at company: 6
 Years in tennis biz: 21
 First job in tennis: Teaching Pro

Passion: *"Programs that introduce the game to kids, because they are the future of the game."*

Williams spends every day helping players improve their games and fans gain insight about pro players. There was a time he did so on the tennis court, but now he does it from his New York City office as Group Publisher for TENNIS Magazine and SMASH Magazine. In addition to serving consumers, Williams reaches the trade as Co-Publisher of *Racquet Sports Industry* magazine. His background also includes serving as Ad Director for fitness and golf industry publications. Williams is entrenched in the business as a recreational player and Co-Chair of the American Sports Builders Association's Marketing and Promotions Committee.

INDUSTRY BREAK DOWN

Manufacturers

- Babolat, Max Brownlee
- Dunlop Sports Group, Kai Nitsche
- HEAD/Penn, Dave Haggerty
- Prince Sports Group, Doug Fonte
- Wilson Sporting Goods, Jon Muir

Organizations

- ATP, Victor Taylor
- IHRSA, Rick Devereux
- IMG, Kevin Callanan
- SGMA, Tom Cove
- USRSA, Dave Bone
- USTA, Kurt Kamperman
- World Team Tennis, Jeff Harrison

Teaching Groups

- PTR, Dan Santorum
- USPTA, Tim Heckler

Court Contractors

- DecoTurf, John Graham
- Lee Tennis Products, John Welborn
- SealMaster Industries, Don Galliers

Retailers

- The Sports Authority, Steve Dunlap
- Racquet Koop, Chris Gaudreau
- Your Serve Tennis, Dale Queen

Media

- RSI, Dave Bone
- Tennis Magazine, Jeff Williams
- The Tennis Channel, David Egdes

TIA Mission Statement

1. The Source for Tennis Research
2. Growing the Game
3. Unifying the entire Tennis Industry under one Brand ... TENNIS
4. The Conscience for our Sport

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JOLYN DE BOER — EXECUTIVE DIRECTOR, TIA

De Boer's lifelong avocation melded with her career more than 25 years ago when the advertising and marketing executive moved from New York City to Hilton Head Island, S.C., to work with industry pioneer, Dennis Van der Meer. As Marketing Director, de Boer helped develop new strategies to expand the tennis business. She then formed her own firm, JAD Advertising & Design, to handle a variety of tennis accounts including *South Carolina Tennis Magazine*, Professional Tennis Registry's *TennisPro Magazine*, Family Circle among others. After eight years of working for herself, de Boer moved to the Tennis Industry Association, where she could work on behalf of the entire sport. She has played an important role in the development of industry initiatives, research, marketing, technology innovations and rallying all sectors of the tennis industry toward a common goal. She became Executive Director in 2003.