



*To empower young people by providing local tennis facilities and schools with a life skills program that promotes positive values, healthy habits, and education through the game of tennis*

# First Serve News



First Serve Fort Collins started its own college scholarship program – the first 2 recipients each received \$1,000.

Stephanie Yurash has volunteered at First Serve Fort Collins since June 2005. Stephanie is off to University of Chicago and hopes to be involved at Love 2 Serve – First Serve of Chicago.

Josh Burris, an on-going volunteer at First Serve Fort Collins, continues his studies at Colorado State University.

Congratulations!!!

Josh Burris, Dave Boon (First Serve Fort Collins, CO) and Stephanie Yurash

## First Serve Home Office

**Has a new address:** 3042 N Federal Hwy, Suite 301, Fort Lauderdale, FL 33306

**New numbers:** Office (954) 568-4661, Fax (954) 568-4676

# INTRODUCING....First Serve Lite™

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The First Serve Home Office recently developed a second curriculum, **First Serve Lite**. First Serve Lite was launched with great success this summer in over 40 locations throughout the United States.



First Serve Lite participants from the Zina Academy – First Serve of Houston



*"There was a national demand for an additional program offering that Chapters could use to service large populations, especially during the summer months," said First Serve National Director of Life Skills Education **Robert Flader**. "Although First Serve Lite doesn't go as in-depth as the First Serve Core Program, it gives Local Chapters the ability to expose, at some level, large numbers of children to life skill concepts."*

**First Serve Lite** can be used during shortened programming sessions (summer programs, school inter-sessions etc.) and does not require a long-term attendance commitment on the part of the children/families involved. The program covers some of the same skills included in the First Serve Core Program but in a less structured format.



First Serve Fort Collins, CO kids learning life skills with the Colorado State Women's tennis team.



Coach Thomas White from YTA – Hunter's Point shows the First Serve set level t-shirt.



Some First Serve kids from YTA– Hunter's Point – First Serve of San Francisco.



Some First Serve Lite participants:  
Zina Academy—First Serve Houston

*"First Serve Lite is great because it helps get more kids involved in learning life skills. As a result, in Lee County we were able to spread First Serve concepts to many more kids than we have been able to previously."*

**—Shannon Rogers, Site Director Lee County Parks & Rec—First Serve Lee County, FL.**

# AROUND THE FIRST SERVE NETWORK (August 2006)



LEFT: On July 31<sup>st</sup>, **Samantha Birkett-Ekelund** of **Sony Ericsson**, along with top player **Elena Dementieva**, presented a check to First Serve. This is just one of the many ways Sony Ericsson is using it's sponsorship of the **Sony Ericsson WTA Tour** to help kids. Many thanks to Sony Ericsson and Elena!!



Some of the First Serve Game level graduates at the **St. Pete Tennis Center**, home of **Courier's Kids**, include Jade Smith, Julian Haerle, Maurice Bryant, Jeremy Koch, Jayla Smith and Hillary Burns, pictured with First Serve Life Skills coaches MoTez Robinson and Robert Miller. Congratulations!!!



Above: Some **First Serve Fort Collins** participants visited the **Colorado State University** women's varsity team. The kids hit with the team and then toured the campus. Many thanks to **Jon Messick** (Head Coach) and **Alyssa Cohen** (asst. coach and former junior player) for making this possible!

## First Serve Kids Cards Program



For months now, First Serve kids throughout the U.S. have been sending birthday, thank you and congratulations cards to the top **Sony Ericsson WTA players**. The program has been very well received by the players. In fact, **Kim Clijsters** (pictured left) reached out last month to **Malia Penitani** from **East Palo Alto Tennis and Tutoring** to thank her for thinking of her on her birthday! She sent Malia an autographed photograph and a personal note.

We are very pleased to announce that beginning in September, First Serve kid cards will be sent to top **ATP Tour** players as well!

## The First Serve Network News

[August 2006 happenings]

📍 **First Serve Founder & CEO Trey Buchholz** visited the Manhattan offices of **The POSSE Foundation**. POSSE is an organization that identifies public high school students with academic and leadership potential who may be overlooked by traditional college selection processes. Posse scholars are awarded 4-year, full-tuition leadership scholarships. Mr. Buchholz was honored to learn from the outstanding POSSE organization. For more information on the POSSE organization, please visit [www.possefoundation.org](http://www.possefoundation.org).

📍 **First Serve Home Office board member, Tom Cundy, Sr.**, received the **ITA Achievement Award** at a special reception in New York City hosted by **Tennis Week Magazine**. First Serve Board members Butch Buchholz, Donald Dell and Trey Buchholz were in attendance, along with Mr. Cundy's family and friends. Congratulations Tom!!

📍 On August 29, 2006, **Sony Ericsson** announced it has reached an agreement to become the title sponsor of the newly-named **Sony Ericsson Open** (formerly the Nasdaq-100 Open). The Sony Ericsson Open is the world's fifth-largest tennis event and one of many tour events supporting First Serve. For more information, please visit [www.sonyericssonopen.com](http://www.sonyericssonopen.com).

📍 The First Serve Home Office is pleased to introduce a secure local chapter members area at [www.firstserve.org](http://www.firstserve.org). Now, First Serve local chapters can easily access updated support, based on their individual needs, such as teacher reference forms and parent handbooks.



First Serve Founder & CEO, Trey Buchholz with POSSE Foundation President and Founder, Debbie Biel (left) and Shirley Ramirez, POSSE Foundation Executive Vice President (right).

### Upcoming events:

📍 **First Serve Pro-Am** –  
March 19 – 21, 2007, Miami,  
FL.

📍 **Stars for Stars** – ATP Tour  
and Sony Ericsson WTA Tour  
awards gala in benefit of First  
Serve – March 20, 2007,  
Miami, FL

📍 **Sony Ericsson Open** –  
March 21 – April 1, 2007, Key  
Biscayne, FL.

[www.firstserve.org](http://www.firstserve.org)

# The First Serve Network--We Are One!

## Tennis • Education • Life Skills

### First Serve Chapters

Ashe Buchholz Tennis Center/GMTF/FOCAL - **Miami, FL**  
Arthur Ashe Youth Tennis & Education - **Philadelphia, PA**  
East Palo Alto Tennis & Tutoring - **Stanford, CA**  
First Serve Broward - **Fort Lauderdale, FL**  
Fort Collins Community Tennis Association/Boys and Girls Club - **Fort Collins, CO**  
Fred Wells Education Center - **Minneapolis / St Paul, MN**  
Future Stars 2000s - **Manteca, CA**  
Lee County Community Tennis Association & Parks and Recreation - **Fort Myers, FL**  
Long Island Tennis & Sports Foundation - **Port Jefferson, NY**  
Love to Serve - **Chicago, IL**  
Malivai Washington Kids Foundation - **Jacksonville, FL**  
Palm Beach Area Tennis Patrons - **West Palm Beach, FL**  
Tallahassee Tennis Association - **Tallahassee, FL**  
Tennis Foundation of St. Petersburg - **St. Petersburg, FL**  
Youth Tennis Advantage Bear Trax - **Berkeley, CA**  
Youth Tennis Advantage Hunters Point - **San Francisco, CA**  
Zina Garrison All Court Tennis Academy - **Houston, TX**

### Current and Retired Tour Players helping First Serve Kids

Andre Agassi	Justin Gimelstob	Mike Bryan	Serena Williams
Andy Ram	Kevin Ulyett	Mike Davies	Steve Meister
Andy Roddick	Kim Clijsters	Monica Seles	Simon Aspelin
Anna Kournikova	Kim Sands	Nicholas Pereira	Tatiana Golovin
Arthur Ashe	Leslie Allen	Nicole Vaidisova	Taylor Dent
Barry MacKay	Lindsay Davenport	Owen Davidson	Tim Henman
Betsy McCormack	Mal Washington	Pablo Araya	Todd Perry
Bob Bryan	Mark Knowles	Pam Shriver	Tommy Haas
Butch Buchholz	Maria Kirilenko	Paul Hanley	Tony Trabert
Charlie Pasarell	Maria Sharapova	Pete Sampras	Travis Parrott
Cliff Drysdale	Martin Damm	Robbie Ginepri	Venus Williams
Daniel Nestor	Mary Jo Fernandez	Rod Laver	Wes Moody
Daniela Hantuchova	Mashiska Washington	Rodney Harmon	Xavier Malisse
Elena Dementieva	Miguel Nido	Roger Federer	Zina Garrison
Francisco Montana			
Fred Stolle			
Gabriela Sabatini			
Gilles Muller			
Harold Solomon			
Jamea Jackson			
James Blake			
Jana Novotna			
Jay Berger			
Jeff Salzenstein			
Jennifer Capriati			
Jim Courier			
John McEnroe			
Jose Decrmas			

### Tournaments supporting First Serve

Acura Classic  
Bank of the West Classic  
COPA TELMEX ATP Buenos Aires  
Sony Ericsson Open  
Delray Beach International Tennis Championships  
Pacific Life Open  
Pilot Pen Tennis  
Tennis Canada's Rogers Cup  
Tennis Canada's Rogers Masters  
World Team Tennis

## Strategic Alliance Partners



### First Serve Board of Directors

**Honorary Chairman:** FL Governor Jeb Bush

**Chairman:** Butch Buchholz

**Founder & CEO:** Trey Buchholz

**U.S Spokesman:** Jim Courier

Stacey Allaster

Richard Barovick

Sherman Brown

Cliff Buchholz

Chris Clouser

Tom Cundy

Donald Dell

Dick Gould

Scot Hunter

Betsy McCormack

Gerald Moore

Wick Simmons

Mark Young

Judy Zeder

### First Serve Home Office Staff

**Founder & CEO:** Trey Buchholz

**Director of Life Skills Education:** Robert Flader

**Director of Network Communications:** Erika Buchholz

**Organizational & Program Dev. Consultant:** Peter Ryan, Ph.D.

**Director of Finance:** Bill Strickland, CPA



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FT LAUD, FL  
PERMIT NO. 741

3042 N Federal Hwy, Suite 301

Fort Lauderdale, FL 33306 USA

Phone: (954) 568-4661 Fax: (954) 568-4676 website: [www.firstserve.org](http://www.firstserve.org)