



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



The doors to a brand new tennis and education facility opened to the public in July at **Arthur Ashe Youth Tennis and Education (AAYTE)** in Philadelphia, PA. AAYTE has 8 indoor and 8 outdoor tennis courts; a Reading is Fundamental library, classroom, fitness center, and an arts and crafts room. The library and classroom house 15 computers with age-appropriate internet access for research and projects.

Read more about **AAYTE** in our Chapter Spotlight.

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

Chapter Spotlight



Arthur Ashe Youth Tennis & Education
Philadelphia, PA

AAYTE offers top-quality, affordable tennis instruction for beginners through nationally ranked players with developmental programming including **First Serve Life Skills** that focuses on excellence for youngsters of all levels. Participants are between the ages of 4 and 18 years old. It is believed to be **the only youth-only facility** of its kind in the country.

AAYTE is a not-for-profit organization that provides services on a year-round basis to over 10,000 children in the Philadelphia area. The First Serve Life Skills curriculum is integrated into all programs for all children. It is customized to the needs of the program participants; some receiving the “Core” curriculum and others the “Lite” version:

- Indoor Program** – an all-year program for over 700 children at all levels at the Indoor Center.

- National Junior Tennis League (NJTL)** – a 7-week summer grass roots program for over 7,000 children at 66 locations throughout Philadelphia and the surrounding area.

- After School Tennis and Tutoring** – spring and fall sessions for over 2,000 at-risk children at 50 schools and recreation centers.

- Community** – Over 700 Homeschoolers, special populations, and public school students travel to AAYTE for indoor programming.

New this year is the “**Love to Serve**” program. Immediately after school, over 30 children from at-risk neighborhoods get supervised homework help at local recreation centers. Then they board a bus for the short trip to the center where they receive tennis instruction, Life Skills, dinner, and supervised educational activities before returning home.



Above: Exterior view of new AAYTE facility

Below: Reading is Fundamental library



According to **Scott Tharp, AAYTE Executive Director**, “We are a program that celebrates and honors children. The goal is to develop fine young tennis players, but more importantly, fine young men and women. First Serve plays an important role in all of our programs, including “Love to Serve””.



Above: Life Skills Coach, “Branford”, on the court at AAYTE

More pictures from AAYTE.....



Above: Playing chess in the library



Above: Students from Pepper Middle School participating in Life Skills activities



Above and below: More Life Skills activities



First Serve Palm Beach

The First Serve chapter in Palm Beach has created a new website. Please visit www.firstservepalmbeaches.org to read all about the awesome goings on at this chapter. They enjoy a great partnership with the Delray Beach International Tennis Championships, an ATP event that takes place in early 2007. The kids are really looking forward to this exciting event.



Above: Former Pro Stan Smith, Dave Boon from First Serve Fort Collins, and some of the First Serve Fort Collins kids

First Serve Fort Collins participates in “Volleys for MS”

On Sunday October 8th the First Serve kids from **Fort Collins, CO** participated in a charity event to benefit **The Sue Burke Youth Foundation**.

Sue works for the Intermountain Tennis Association in Colorado and has MS. The children volunteered at the event, which included a clinic, auction items and an exhibition match featuring **Stan Smith**.

First Serve Fort Collins kids met **Jon Lovitz**, the actor and comedian from Saturday Night Live, who is currently starring in the national Subway restaurant advertising campaign, in New York City during a visit to the US Open. (See pictures below).

The kids approached the actor in front of Arthur Ashe stadium and used their ‘conversation life skills’ to introduce themselves. Gabe (“G”) Romano taught Jon a new handshake that took a little practice for the actor to get right! Well done kids and thank you Jon!



LEFT:
Amber Olson,
Andy Laws,
Gabe Romano
and Katie Fees
with actor
Jon Lovitz

Gabe “G” Romano and actor Jon Lovitz

The First Serve Network News

[September and October 2006 happenings]

- 1 **Brian Belt** of Shutts and Bowen in Miami, was elected to the First Serve National Board of Directors at the board meeting in New York City in September.
- 2 Chapters around the country started their Fall programming in conjunction with the start of the new school year.
- 3 **Stacey Allaster, Sony Ericsson WTA Tour President and First Serve National Board Member** received the prestigious **Executive of the Year Award** at Sport Media Canada's annual Achievement Awards luncheon in Toronto on October 18th, 2006. See story below.



Sony Ericsson
WTA TOUR

Stacey Allaster, Sony Ericsson WTA Tour president and First Serve National Board Member, was honored as Sports Media Canada's 2006 Executive of the Year, the first woman ever to receive one of the most prestigious sports business awards in Canada.

She is recognized as one of the most successful executives in professional tennis. Prior to joining the Sony Ericsson WTA Tour, she was a 15-year veteran of Tennis Canada, where she served as Vice-President of Tennis Canada and Tournament Director for the Men's and Women's Championships.

Stacey was honored at a luncheon at the Royal York Hotel in Toronto on October 18th. Congratulations Stacey! We are so proud of you!



Upcoming events:

- 1 **Delray Beach International Tennis Championships** – January 27 – February 4th, 2007
- 2 **First Serve Pro-Am Miami** – March 19th – 21st, 2007
- 3 **Stars for Stars** – ATP and Sony Ericsson WTA Tour awards gala in Miami – March 20th, 2007
- 4 **Sony Ericsson Open** – March 21 – April 1, 2007.

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 – **East Palo Alto, 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**

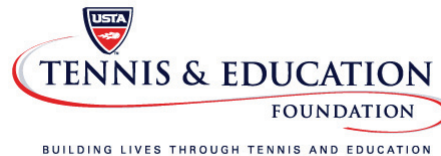
Current and Retired Tour Players helping First Serve Kids

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
Barry MacKay	Leslie Allen	Nicole Vaidisova	Taylor Dent
Betsy McCormack	Lindsay Davenport	Owen Davidson	Tim Henman
Bob Bryan	Mal Washington	Pablo Araya	Todd Perry
Butch Buchholz	Mark Knowles	Pam Shriver	Tommy Haas
Charlie Pasarell	Maria Kirlenko	Paul Hanley	Tony Trabert
Cliff Drysdale	Maria Sharapova	Pete Sampras	Travis Parrott
Daniel Nestor	Martin Damm	Robbie Ginepri	Venus Williams
Daniela Hantuchova	Mary Jo Fernandez	Rod Laver	Wes Moody
Francisco Montana	Mashiska Washington	Rodney Harmon	Xavier Malisse
Fred Stolle	Miguel Nido	Roger Federer	Zina Garrison
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

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

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Gerald Moore

Wick Simmons

Mark Young

Judy Zeder

First Serve Home Office Staff

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