



TLC National Advisory Board



Crown Council Report April 2015

Discussion Topics

Marketing

Due to the work over the past two years in providing ideas and guidance on marketing 15 camps, 1520 campers were registered before summer 2016 started for the first time in camp history. Registrations for summer 2015 are ahead of last year.

80% of registrants are returning TLC campers or were referred by a friend.

Fundraising

Last year the NAB focused on fundraising with many of the ideas being incorporated last summer and this year. The results have been outstanding.

- Last year raised \$12,000 over the summer
- Two cottage meetings were conducted (December and April) with TLC supporters to learn how we can approach others for funds to support TLC winter retreats and scholarships
- The goal is to raise a total of \$250,000 for the endowment to secure funding for scholarships and winter retreats and to raise a total of \$60,000 in annual contributions for this year
 - As a result of these meetings \$125,000 was raised from people invited

Hiring and Retaining Quality Staff Discussion

The fall meeting focused hiring and retaining staff. The group shared ideas related to:

- Risk management including Title IX and alcohol use
- Time demands on staff
- Compensation levels
- How to provide career assistance to staff who may be tempted to take an internship instead of working at camp
- Other possible staff benefits that could be provided
- Retention goals, challenges, and strategies
- Recruitment strategies

Being Guardians of the TLC Mission

Steve Wilkinson, founder of Tennis and Life passed away in January. The winter meeting was a time of remembrance.

Neal Hagberg started the meeting with the song, *Hundred Years from Now*.

This was the song Barb Wilkinson would always request Neal to sing and it was the last song Neal sang to Steve before he died.

The TLC National Advisory Board is the guardian of the TLC Mission to ensure the principles are aligned with the programs for the next “hundred years”

Going forward, the National Advisory Board will need to work on capturing the core philosophy that Steve Wilkinson gave to TLC and the essence of Steve, both to preserve his legacy and also to be clear about what needs to remain unchanged over time and as TLC evolves.

Attendees all shared a story or memory of Steve. Below is a compilation of these stories and memories.

- Being “happified”
- Being open to all, welcoming, accepting to all, love to all
- Generosity
- Getting to know people and love them for who they are
- Knowing people’s names
- Maximizing opportunities – use what could be a disadvantage as a benefit
- Entrepreneurial spirit
- High quality tennis instruction
- Walking with people on their journey through their own challenges and darkness
- One person can change the world through the ripples of their impact
- Mentoring
- Three Crowns philosophy – effort, attitude, sportsmanship
- Using stories to teach
- Positively influencing coaches to reach others
- You can only impact your own behavior
- Valuing youth
- Serenity Prayer
- Gratitude
- Inner peace
- Great appreciator
- Have fun
- Creating positive dialogue
- Holistic health
- Organized and on time

Members

Marcia Bach
Jeff Baill
Tim Butorac
Becky Cantellano
Lea Favor
Mike Goldammer
Bruce Gullikson
Neal Hagberg, Campus Facilitator
Dennis Hykes
Mark Kruger

Dave Lachman
Nicole LaVoi
Michael Lynne
Samantha Merritt
Mike Senescall, Chair
Michael Sigel
Bill Sternard
Deb Sundal
Cindy Walz
Stephanie Wilkinson