

**150 YEARS AND COUNTING**

**Crown Council Report  
May 2012  
Tennis and Life Camps National Advisory Board**

**Department/Program Overview**

The Tennis & Life Camps program has been operating on the Gustavus campus since 1977 under the leadership of its founders, longtime Gustavus head men's tennis coach Steve Wilkinson and his wife, Barbara Wilkinson. In January 2011 Tennis & Life Camps were gifted to Gustavus.

TLC Program

37 staff per summer

1500 campers per summer

15 camps per summer

- **Junior Camps** (Ages 11-18)  
Beginners (1.5) through advanced players (5.5). You receive an individual tennis analysis report, a TLC shirt, a camp photograph, performance awards, and a certificate of attendance. Non-tennis highlights include swimming, a variety show, a dance, and other recreational activities.
- **Tournament Player Camps** (Ages 11-18)  
Advanced players (4.0 to 5.5) who participate in summer USTA tournaments or rank at the top of their school team attend. Full singles or doubles matches with pro supervision.
- **Adult Camps** (Ages 18-80)  
Beginners (1.5) through advanced players (5.5) receive intensive tennis training from teachers who adjust their teaching to your present playing and conditioning level.
- **Family Camps** (Ages 8-80)  
Beginners (1.5) through advanced players (5.5) from ages 8 to 80 attend with other family members. Children, parents, and/or grandparents often come together and bring friends with them. Non-tennis players may accompany their families and attend off court sessions together.
- **Observers**  
Non tennis players can come to camp to observe and share the experience with their family/friends who are on the court.

**Tennis and Life Camps National Advisory Board Overview**

**Neal Hagberg** – TLC Director. He has taught tennis, led music and entertainment, directed counseling, and headed the “life” portion of TLC since 1981. Neal and his wife Leandra are nationally acclaimed singers and songwriters who have been awarded two McKnight Foundation Fellowships. Neal’s unique combination of inspiring talks, motivating music, perceptive tennis teaching, and leadership skills have been crucial for the camp’s success.

**MAKE YOUR LIFE COUNT**

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**Mike Senescall** – National Advisory Board Chair. In recent years, Mike attended several years TLC camp sessions and discover a passion for the mission of the camp. As a 1981 graduate of Gustavus, he is excited to “give back” to an institution who played such a positive role in his life as well as contribute to the success of TLC. Mike is the founder and president of Summit Products North, Inc., a sale representation firm specializing in the sale of quality metal products located in Minneapolis.

**Members**

Marcia Bach  
Jeff Baill  
Timothy Butorac  
Becky Cantellano  
Mike Goldhammer  
Dennis Hykes  
Sharon Kurtt  
Michael Lynn

Thomas Matson  
Steve Paulsen  
Mary Ryerse  
Michael Sigel  
Deb Sundal  
Cindy Walz  
Stephanie Wilkinson  
Margot Willett

**Summary of Discussion Topics**

The group held one meeting this year in April, 2012.

Budget – How big can the group dream based on the budget that is available?

Cost of Camp – Need to be clear on our target audience, embrace our unique “tennis AND life” lesson approach thereby justifying the higher comparative cost our campers pay.

Affordability – Need to find the balance of keeping the camp affordable for all, especially at the family level, and adhering to the NCAA scholarship rules for individual players older than 8<sup>th</sup> grade.

Vision – Looking to create a more diverse group of campers.

Instructor Training – A way to expand the training courses to those who are currently not TLC instructors.

**Opportunities**

Build the “Life” piece of the camp. This is the one most significant thing that separates TLC from every other camp in existence.

Use the seemingly “new” factor as a reason to increase promotion and create publicity. Connect with community “spark plugs”, connect with every level of coaching staff and PE teachers, community education leaders, promote the highly trained and skilled tennis instructors, good tennis facilities, and central geographic location.

Possibly expand on the “Observer” program to get more non-tennis players to join us at camp.



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**Challenges**

Current lack of Marketing Direction: Need to market what separates us from other camps.

Market the fun, the friendships developed, the values taught, the mission and inspiration.

Sub-Par residence facilities. Some campers feel living the “dorm” life isn’t exactly what they are paying for and are hoping to upgrade from Norelius.

**NAB Operational Highpoint**

One unique aspect of this group is that Neal Hagberg sang two songs as part of the first meeting!