

### Tennis Legend Bjorn Borg Captures the Hearts of Tenacity Kids and Supporters

#### And steals the show at Cheers—Hampshire House Party—much to everyone's delight!

Photos on pages 4-5.

The Staples Champions Cup took place Thursday, April 29, through Sunday, May 3, 2010. It was the fifth year the Champions played in Boston, each time naming Tenacity as their Charity Partner.

The four-day event was wonderful in itself and especially nice for Tenacity friends, staff, alumni and Champions players. Tenacity provided ball kids and mini-tennis players, and the interaction between our kids and the Champions was exciting and inspiring in both directions. Our students taught Jim Courier and Mark Philippoussis a few lessons as they beat them in *Wii Tennis* at the Staples store in Needham.

The Staples Champions Cup brought Björn Borg back to tennis for the first time in 10 years, and together with John McEnroe, we all celebrated the 30<sup>th</sup> anniversary of their famed 1980 Wimbledon finals match. Along with Wayne Ferreira, Mikael Pernfors, Jimmy Arias, Mats Wilander, Courier

and Philippoussis, the former world number ones played in the Friday afternoon Tenacity Pro-Am at Harvard's Murr Center and attended that evening's Tenacity *Cheers* Players' Reception hosted by Tom and Janet Kershaw. Both were successful fundraisers for Tenacity.

The *Cheers* reception featured a video starring one of our Tenacity alums, Reggie Louissaint. The video, created by our very talented Brian Tuttle, cleverly and humorously likened Reggie's life growing up in a project in Boston to the storied life of Björn Borg. The common element in their lives? *Having tenacity!*

Borg, who was emotionally moved by the video, greeted Reggie with a bear hug when they were introduced on stage by sports reporter Mike Dowling. He proceeded to woo the crowd by enticing McEnroe to join him on stage where the two shared a tête à tête of humorous, yet warm



Tenacity Profiles —  
Ernie Klein, Founding  
Board Member



**"I support Tenacity because... as it continues to grow, it has more of an impact on the Boston community. Since inception, Tenacity has had excellent leadership with a forward looking strategic plan for the future. A lot of great kids have come out of the program."**

**Ernie Klein is a lawyer at WilmerHale.**

hearted, jabs. In short order, all of the Champions players were on stage, each taking a moment to thank Tenacity, encourage our kids, and praise Borg.

It was rumored that Borg was seen late night at the Four Seasons with some Tenacity friends! We hope he will return next year after the fun we all shared.

Tenacity Profiles —  
Inphenitee Thomas-  
Harrison, 6th grade,  
McCormack Middle  
School.



**"I come to Tenacity because...I like L-Block [literacy class] and learning about books and Arthur Ashe, and the other thing I enjoy is getting involved with people in Tenacity.**

## Tenacity Class In the Middle of the School Day

The implementation of Extended Learning Time (ELT), by the Boston Public Schools, at the Mario Umana Middle School in East Boston has helped create a winning formula for students in the Tenacity program there.

The Umana is one of five ASEP sites, but don't let the name fool you. Tenacity at Umana is anything but *after school*. It is school. That's right. Smack in the middle of the school day our students are in attendance at Tenacity-Language Arts class followed by Tenacity-PE class. Because each school day is extended to 4 p.m., there is time in the curriculum to embed our formula of teaching literacy, life skills and tennis.

All involved, from the school administration and teachers to our literacy staff, volunteers and tennis pros, work cohesively to deliver a quality program to the students.

And the results? Astounding!

Our students are flourishing because of the strong community we have established in their East Boston school, where English is *not* the primary language of 65% of the student population.

What else makes the Tenacity approach work? Our Family Engagement Coordinator meets with the families of the students' in their homes, often with our Spanish speaking staff. Weekly meetings are conducted between faculty and on-site Tenacity staff to ensure the well being of the kids. Our students' tests results are strong, and their tennis games are the best in the city, (the Tena-city, that is).

"We're closing the achievement gap one student at a time," says Ned Eames, President and Founder of Tenacity. "And our relationship with the Umana is a winning formula for these kids."

## ASEP Year in Review

Our ASEP students have enjoyed another fun filled, yet rigorous, after-school program of literacy, life skills and tennis.

During the fall semester, students read eight short stories from different genres and did literacy-based activities designed to further their comprehension of the stories. Students read a variety of chapter books ranging from Al Capone Does My Shirts by Gennifer Choldenko to How Tia Lola Came To Stay by Julie Alvarez. When they turn off their electronics, they love to read.

Through the course of the year, every ASEP student tackles an intensive vocabulary development program. They are all able to *empathize* with someone's *misconception*!

Tennis has also been successful. In the fall, it was fun to introduce the game to players who were new to it while watching returning players warm up their strokes. Team tennis began in September and culminates in the final competition of the year where our five ASEP teams compete in the annual Crane Cup tournament (yes, it is named for our own Andy Crane!) hosted at Harvard. Good sportsmanship was on display all season.

Become a TENACITY game. set. LIFE. Facebook Fan to see who won!

**Look for student profile sports cards coming in the mail soon.**

**Footnote: ASEP is Tenacity's After School Excellence Program for middle school students.**

### TENACITY BOARD OF DIRECTORS

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## Summer Corner



### Alison Link New Director Summer Tennis and Reading Program

*"I'm looking forward to the summer with so much excitement to put all of our planning into action! We have a great team on board already creating systems and curricula for the kids. With everything ready now, we will be doing our best to engage Boston's youth in lifelong activities of playing tennis and enjoying reading."*

#### Summer Tennis and Reading Program

- July 6–August 13
- Ages 6–16
- 24 Boston Park sites
- Details at [www.tenacity.org](http://www.tenacity.org)



Radio listeners... tune in to hear the Tenacity promotional announcements airing on Morning Edition and Marketplace on WBUR radio in June thanks to Bank of America.

Did you see us on Tennis Channel? Tenacity was featured on TC's *Court Report* in April. Thanks to Paul Bermel for getting us on TV. To watch the video, visit our web site or Facebook fan page.

### Summer Program Thriving in Worcester

Tenacity welcomes back Worcester's youth for six weeks of our Summer Tennis and Reading Program. Park locations include Crompton Park, Clark University and Newton Square. We want to thank **Ellen Ferrante** for her efforts in establishing and managing the Worcester program. And we welcome **Tony Brissette** who will take over as Program Director. For information on registering for Tenacity in Worcester, visit [www.tenacity.org](http://www.tenacity.org). Program begins July 6.

Over 4,000 Boston youth get set to hit the courts at 24 Boston parks ...and do their summer reading with an assist from Tenacity

Tenacity wants to express a heartfelt *thank you* to **Andy Crane** for over a decade of service to Tenacity. Andy was instrumental in the creation of all three Tenacity programs: ASEP, STRP, and in more recent years, Alumni Services. Thousands of Boston youth have benefited from Andy's devoted efforts in making Tenacity's programs accessible and relevant to their lives. And there are some very lucky Tenacity kids who have had Andy as a mentor and father figure. Look for an expanded story on Andy and his work in the fall newsletter.

*Bienvenida—welcome to Alison Link*, our new director of the Summer Tennis & Reading Program. Alison is finding her new position at Tenacity to be a perfect match for her skills and passions, which include youth development and recreational activities. Alison is enthusiastic about the summer program and is looking forward to working outside with the kids and staff.

Tenacity Profiles—  
Paul Bermel, Tenacity  
Marketing Steering  
Committee member



*"I volunteer for Tenacity because...it constructively gives practical skills, hope and confidence to urban kids who need it most."*

Paul Bermel is a former  
Director of Business  
Development at CNN.com.

#### SUMMER READING LIST—A FEW OF OUR FAVORITES

THE SCHWA WAS HERE

SAHARA SPECIAL

THE BOOK OF THREE

BEFORE WE WERE FREE

AN ISLAND LIKE YOU

READ ALONG WITH US AND LET  
US KNOW YOUR FAVORITE!



Tenacity Cheers-Hampshire House Party featuring Staples Champions Cup Players

A Special Thank You to Our Generous Hosts-The Kershaws Photos by Sarah Putnam



Tenacity Pro-Am Fundraiser

Our Deep Appreciation to Harvard and Our Donors

Photos by Will Osier

# Tenacity Fun - draising

**Jack Albon**—A junior USTA 10-12 Boys competitor is a Tenacity Junior Ambassador—spreading awareness of Tenacity at tennis tournaments by setting up a promotion table with posters, handouts and sign up sheets for volunteers and future ambassadors. Thanks Jack!



Tenacity Profiles —  
Scott Lane, Tenacity  
Donor for seven years



*"I donate to Tenacity because...in life there are special moments—and for me those come when I hear a Tenacity student speak about how his or her life has been transformed because of the program. It's very satisfying to feel a part of those results!"*

Scott Lane is a Senior Sales Representative at Akibia, Inc. which is also a donor.

- A huge thank you to **New Balance Corporation** for the support of its Foundation over the last few years and for the company's continuing generous in-kind donations of clothing and shoes for Tenacity kids.
- **We're moving on July 1.** Thanks to New Balance for helping us find a new, affordable office, large enough to house all of our staff and AmeriCorps Members in one space. Find us at **38 Everett Street in Allston.**



**Meredith and Lucie Miller**, nieces of Kitty Flather, Founding Board Member, raise funds for Tenacity by running the National Marathon in Washington DC in March. Don't they look great after running a combined 26 miles for Tenacity? Thanks runners!

Tenacity's youngest donor, **CeCe Lesnick**, below with Ned, made her own donation to Tenacity this year. CeCe raised the funds at her 11th birthday party—in lieu of gifts she asked her friends to consider a donation to Tenacity. Thanks CeCe and your friends!



A particularly significant thank you to **Tom and Janet Kershaw**, owners of Cheers, the Hampshire House and 75 Chestnut. The Kershaws literally rolled out the red carpet after the Staples Champions Cup matches on Friday, April 29, by hosting a Players' Reception complete with open bar, dinner, complimentary valet parking and a whole lot of fun, all in support of our Tenacity kids and programs..



**Sir Speedy**  
Printing and Marketing Services

Thank you to Eddie Borash, President of Sir Speedy on Boylston Street, Boston, for in kind printing services—including this newsletter.

Wellesley High School Seniors **Patrick Lewis**, left of Ned, **Kenny Sydness**, right of, and **Mike Pratt**, not in photo, raised funds for Tenacity by hosting a WHS doubles tennis tournament. Forty-two doubles pairs entered the tournament. The winners? Our kids! Thanks guys.



## Thank you

To all of our  
10th Year Celebration  
donors who will be recognized in our  
FY2010 Giving Report.

## ASEP and Alumni Services Graduation Celebration

There comes a time in each Tenacity student's life when he or she must leave the haven of the After-School Excellence Program (ASEP) and face the exciting freedoms and daunting responsibilities of high school. For the 40 proud graduates of the ASEP class of 2010, this moment came on Tuesday, May 11th, at Tenacity's 2nd Annual 8th Grade Graduation & Alumni Induction event.

Graduating students and their family members, Tenacity staff, friends and partners, partner middle school representatives, Tenacity board members, and older Tenacity alumni gathered at The Winsor School in Boston to celebrate in true Tenacity style. All enjoyed a dinner of Brazilian food from Café Belo, music, tennis, an official graduation ceremony, and plenty of fun!

We are very proud of our graduates and thrilled to welcome them to our Tenacity alumni community. For the latest news on Alumni Services, email your request to [AlumniServices@Tenacity.Org](mailto:AlumniServices@Tenacity.Org).

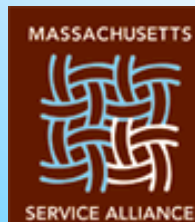
**A special thanks to BCR  
Advertising for their unwavering  
commitment to Tenacity's kids  
by continuing to offer their  
advertising services pro bono.**



Did you know The Boston Lobsters head coach is a Co-Founder of Tenacity and a Board member? Bud Schultz returns for his second season with marquee players James Blake, John Isner and Martina Hingis. Check out the action at [www.BostonLobsters.net](http://www.BostonLobsters.net).

### Advantage: Boston

Our AmeriCorps team of 18 hosted a spring clean-up outing at five Boston parks where Tenacity will hold its Summer Tennis and Reading Program this July and August. Better than 75 volunteers were on hand to assist with the clean up of the grounds and tennis courts. Tasks included clearing brush, painting, and court improvements. "It gets us all in the spirit of summer and keeping our kids reading and active," says Liz Barnes, AmeriCorps Program Manager for Tenacity, of the day's activities. "Even some of the families joined in to help us today!"



### AmeriCorps Week Project

Tenacity Profiles —  
Sowmya Rao, Tenacity  
Mentor



*"I am a mentor at Tenacity because...I admire their mission. I believe that nothing in life is as satisfying as having a positive effect on a child's life. Being a mentor to [a Tenacity alumna] has been a very rewarding experience. We have worked on academics and taken trips to the Museum of Fine Arts and the Aquarium. I hope these experiences will help her succeed in life.*

**Sowmya volunteered by teaching tennis and helping kids with homework before becoming an Alumni Mentor.**

367 Western Avenue, 2nd floor  
Boston, MA 02135

Phone: 617-562-0900  
Fax: 617-562-0911

www.tenacity.org  
Facebook Fan Page—TENACITY game. set. LIFE.  
Twitter—TENACITYtweet  
YouTube—Tenacity Boston to watch our videos  
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## Windridge Tennis & Sports Camps Remain Committed to Tenacity

The Windridge Tennis & Sports Camps, located in Craftsbury Common and Roxbury, Vermont, are known for their outstanding tennis, soccer and horseback riding programs. Founded in 1968 by Ted

Hoehn and Alden Bryan, Windridge has been rated by Tennis Magazine as “one of the ten best children’s tennis camps

in the United States.”

Tenacity President and Founder Ned Eames worked at Windridge in the mid-1970s when Ned was one of New England’s top-ranked junior



players. It was then that Ned and Ted Hoehn, who at the time was the New England Men’s Singles Champion, formed a lifelong friendship.

“Ted Hoehn has been a supporter of Tenacity since day one,” says Eames. For many years he has provided multiple scholarships for our students, and their experience at Windridge has had a tremendously positive influence on their young lives.” This summer, eight Tenacity students will be receiving scholarships to the Windridge Camps, which represents a contribution of more than \$20,000.

Carl Reid, who has been ranked as high as #1 in New England in the Boys 14 and under and who is currently playing #1 as a freshman at Belmont Hill, is a Tenacity Alumni who has attended Windridge the past three summers and will be re-

turning again this July. “Carl is an outstanding young man who leads by example both on and off the tennis court,” says Hoehn. “He

reminds me so much of a young Arthur Ashe.”

Ted Hoehn is a New England Hall of Fame tennis player and all-around athlete.

Ted and his wife Nanny won the 60 & over National Mixed Doubles Platform Tennis Championships a few years back. He understands the connection of sports to self-esteem, motivation and life skills. Tenacity thanks him for, in Ned’s words, “affording our kids an opportunity which has been transformative.”

