

1975



2018

History of the Milwaukee Tennis Classic

1975: With the blessing of Al McGuire, then athletic director of Marquette University, the Milwaukee Tennis Classic Foundation, Inc. was founded by Chas Mulcahy, George Gaspar and John Roethli with a mission to promote tennis in general and Marquette tennis in particular, throughout Milwaukee and the state of Wisconsin. To this end, the foundation staged the 1st Annual Milwaukee Tennis Classic, a national intercollegiate tournament for both men and women beginning on Dec. 28, 1975 with early rounds at MU's Helfaer Tennis and Recreation Center and finals at the Milwaukee Auditorium, which was secured after a \$5,000 donation by the Classic's initial sponsor, the Milwaukee Journal.

For the first few years, the tournament was co-hosted by Marquette and the University of Wisconsin-Madison. Varsity coaches Brand Spangenberg of MU and Denny Schackter of Wisconsin played important roles in the formation of the tournament.

The event quickly grew into the largest (and eventually longest-running) event of its kind in the United States, at times drawing upwards of 200 competitors from schools across the nation and audiences of 1,500 to 3,300 people. In 1990 an entire squad from the University of Leuven in Belgium traveled to Milwaukee to compete. With this number of participants, early rounds of competition were expanded to other Milwaukee-area indoor clubs, such as Highlander, North Shore Elite, LeClub, Pleasant Valley and Lake Country establishing a strong link between the foundation, the Greater Milwaukee Indoor Tennis Association (GMITA) and the local tennis community.

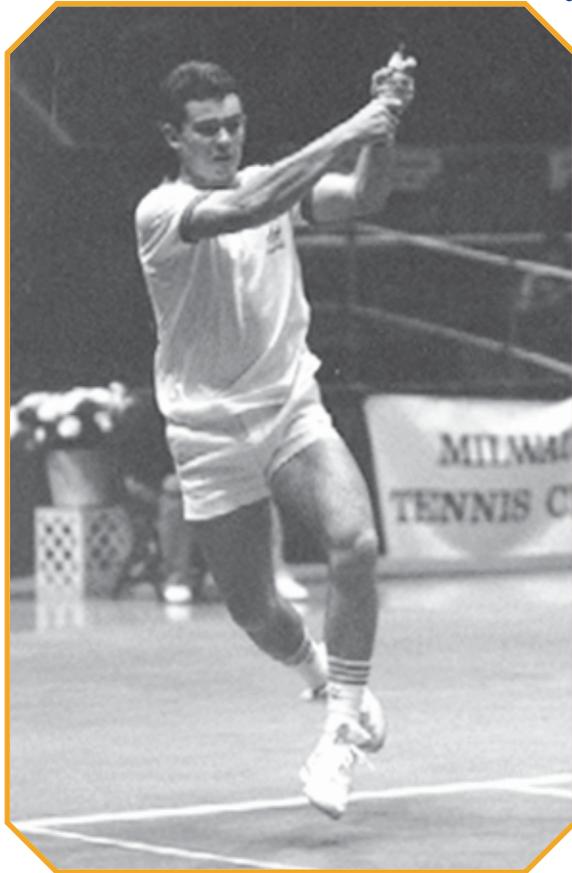
Over the years, MTC produced "spirit flags" recognizing the schools that participated in the tournament. As of 2009, there were more than 100 in the collection.

Unlike most collegiate tournaments, MTC players have always been housed with local families. Throughout the years, hundreds of families have opened their doors to MTC participants and many long-lasting friendships have ensued.

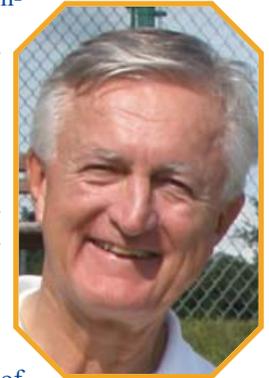
Many competitors, such as Paul Annacone, Byron Black, Thomas Blake, Jane Chi, Rajeev Ram, Sargis Sargsian, Tami Whitlinger and Chris Woodruff, went on to successful careers on the ATP and WTP tours. Others, such as Stella Sampras, became head coaches at major universities. Still others, such as Mike Leach, are or have been employed as tennis directors at some of the nation's most prestigious tennis clubs and resorts.

1984: One of MTC's community-service objectives was realized with the inauguration the MTC/MPS Scholarship program. Each year since, a \$1,000 scholarship has been awarded to at least one male Milwaukee Public High School graduate and one female MPS graduate, each of whom has demonstrated excellence in tennis, academics and leadership during their high school career. Father Richard A. McGarrity, S.J., was selected to chair the scholarship committee. As of May 2009, 64 MPS graduates have benefited from the program.

1995: With support from Milwaukee's business community, a youth outreach program was founded by Tom O'Byrne and Chas Mulcahy. Named Marquette Academics Tennis Leadership Program (MATL), it began on June 15 with 24 participants selected from central-city MPS schools. MATL used Marquette University tennis and classroom facilities to combine tennis instruction, academic tutoring and leadership experiences with local Milwaukee role models on a weekly basis year round.



A young Byron Black, playing for USC, won both the men's singles and doubles titles at the 1990 Milwaukee Tennis Classic. Black later went on to a successful career on the ATP tour and was a longtime member of the Zimbabwe Davis Cup team.



Mulcahy



Staff and participants in the MATL summer tennis camp at Kosciuszko Park convened for a group photo in August 2001. Shortly thereafter, the program was renamed TEAM (Tennis, Education and Mentoring).

1995: 1995 also marked a year in which the field at the US Open included 17 men and women who previously had per-

formed in the Milwaukee Tennis Classic as collegiate athletes.

1998: Milwaukee was selected over Richmond, Detroit and San Diego as the site of the 1998 Davis Cup world semifinal between the US and Italy. Milwaukee Tennis Classic, Inc., teamed with the Wisconsin Center District, which runs the Auditorium and Arena, in making the presentation to the Davis Cup committee of the USTA. The presentation was made by WCD President Dick Geyer and MTC President Chas Mulcahy during the July 1998 Davis Cup world quarter-final between the US and Belgium in Indianapolis. The final decision selecting Milwaukee was based upon the duplicate court facilities provided by WCD, the infrastructure of the MTC to promote the event and the enthusiastic presentation by Geyer and Mulcahy in Indianapolis. The US Davis Cup team consisted of Todd Martin, Jim Courier, Jan Michael Gambill and Justin Gimelstob, with Wisconsin native Tom Gullickson serving as captain of the team. This was the first and only time Milwaukee was selected for Davis Cup competition.

1999: The First Annual MTC Dinner Dance was held at the Town Club as a fundraiser for the Milwaukee Tennis Classic, the MATL program and the MPS Scholarship. The event was the kick-off for MTC's 25th Anniversary collegiate tournament, held in January, 2000. (The 11th Annual MTEF Tennis Ball was held in September 2009.)

2000: As the Milwaukee Tennis Classic celebrated its 25th Anniversary, Elisa Penalvo became the first Marquette player, male or female, to advance to the finals.

In late spring, the foundation's MATL program began a collaboration with the United Community Center/Bruce Guadalupe School on the city's South Side. Program Director Lee Martinez, assisted by volunteers, provided the tennis instruction using a curriculum developed by J. Cary Bachman, one of three USPTA Master Professional tennis instructors in Wisconsin. Bachman, as a longtime high school coach, led his Nicolet girls and boys teams to a total of 33 state championships. The school covered the educational portion of the program.

2001: The year marked a big change for the Milwaukee Tennis Classic when it was announced that the Milwaukee Audi-



Richard Brodzeller

The 27th Annual Milwaukee Tennis Classic, in 2002, was the first time in US history that able-bodied and wheelchair collegiate players competed in the same tournament.

torium, for 27 years the scene of the tournament finals, would be remodeled into the Milwaukee Theatre, leaving no floor space for setting up the Classic's portable court. For the next three years, 2002-2004, the finals were held at MU's Helfaer facility.

The MTC board approved the addition of a Wheelchair Division. The 27th Annual Milwaukee Tennis Classic, held in January 2002, marked the first time in US history that able-bodied and wheelchair collegiate players participated in the same tournament. Jackie Mueller Egelhoff and her son, Brian, organized and ran this division of the tournament.



Massart

2001: The Milwaukee Community Tennis Association was founded in April by Jay Massart, another of Wisconsin's USPTA master professional tennis instructors.

2001: Because of difficulty in securing grants for the outreach program and the fact that "Mat-ul" was a name that did not particularly resonate with the community at large, the name of the outreach program was changed to TEAM (Tennis, Education and Mentoring).

Late in the year, Jay Massart was hired as the third executive director of the Milwaukee Tennis Classic Foundation. Susan Leichtfuss and Genie Gengler preceded him in the post. Massart took over his duties on February 1, 2002.

2002: When Bruce Guadalupe decided to go off on his own, Massart arranged a partnership with the Boys and Girls Clubs and a 30-participant pilot program, financed by a \$31,000 "luck of the draw" grant from Potawatomi Bingo Casino's "Miracle on Canal Street" program, was offered through the Pieper Boys and Girls Club, using a tennis curriculum developed by Massart and others and tutors from Marquette University. The foundation also became Greater Milwaukee's official National Junior Tennis League (NJTL) Chapter in 2002. This was the beginning of the TEAM/NJTL program as we know it today – a widely recognized,

award-winning program serving thousands of central-city youngsters annually.

2002: The Milwaukee Tennis Classic board and the board of the Milwaukee Community Tennis Association voted to merge the two organizations under the Milwaukee Tennis Classic Foundation name and board of directors.

On December 17, the MTC articles of incorporation were amended to change the name of the organization to Milwaukee Tennis Foundation (MTF), which, it was felt, would more accurately reflect the increased emphasis on community outreach



Mary Fran Cahill

The Annual Tennis Ball, which originated as a fundraiser for the 25th Annual Milwaukee Tennis Classic, had become a major event by the time this gathering was held at the Milwaukee Grain Exchange Room in 2006.



Mary Fran Cahill
Chas Mulcahy posed
with MTEF participants
and other youngsters
who served as ballrun-
ners at the 30th An-
nual Milwaukee Tennis
Classic in 2005.

the Milwaukee area.

MTEF was recognized as the USTA Midwest Section NJTL Chapter of the Year.

2005: MTEF began offering advanced tennis instruction for TEAM participants who have demonstrated that they are ready to progress to the next level in tennis. Participation was and continues to be by invitation only. For the second time, MTEF was honored as the USTA Midwest Section NJTL Chapter of the Year. MTEF also was recognized nationally as one of five NJTL Chapters of the Year, based on budget category.

Christine Tang, 10, became MTEF's first national winner in the USTA/NJTL Arthur Ashe Essay Contest.

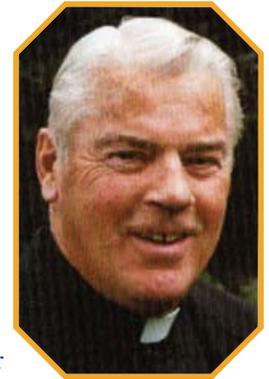
2005: Because of NCAA rules changes limiting the number of dates on which a team may play, the Milwaukee Tennis Classic tournament was reformatted from a week-long individual event to a three-day double-quad match involving four men's and four women's teams. Previously held indoors in the depths of Wisconsin's winter, the tournament was rescheduled as an outdoor event in late September and continues to be held annually at Western Racquet Club in Elm Grove.

2006: Chas Mulcahy retired as MTEF president after 31 years in the post. His

2003: .On Feb. 28, 2003, the MTF articles were amended to again change the organization's name – this time to the Milwaukee Tennis & Education Foundation (MTEF).

A short two years after the MTC-MCTA merger, MTEF was named Tennis Industry magazine's 2003 Community Tennis Association of the Year. The organization was cited for its outreach initiative, its fundraising skills, and, in particular, its collaboration with local businesses and other organizations. MTEF had become Greater Milwaukee's official CTA earlier in the year..

2004: MTEF redesigned its existing web site to include a comprehensive listing of its various events and programs, including the TEAM program, the Milwaukee Tennis Classic tournament and the Tennis Ball. It also featured a "player matching" section for Milwaukee area tennis players. In addition, MTEF partnered with the USA League Tennis Greater Milwaukee League to become the official website of the more than 5,000 adult league players in



McGarrity



Mary Fran Cahill

When the MTC moved its venue to Western Racquet Club in 2005, it added events such as the Welcome Reception and the Wisconsin-style Barbecue. In addition, the level of the food changed from ordinary to exceptional.



Mary Fan Cahill

The action at the Milwaukee Tennis Classic is always competitive and, for the last two years, has been anchored by the men's and women's teams from in-state archrivals Marquette and the University of Wisconsin.

successor, Dave Pelisek, became the first president elected to the two-year term established by the board. After it became apparent that the MTEF board primarily was interested in the rapidly growing central-city program, the foundation board voted to spin off the Milwaukee Tennis Classic collegiate tournament and the MTC-MPS Scholarship program (now called the Richard A. McGarrity MPS Scholarship in honor of the original committee chair). Toward this end, Milwaukee Tennis Classic, Inc. was formed on March 30. A divestiture agreement between MTEF and MTC was signed on May 17. The agreement specified equal ownership of all records and histories from each year of the tournament operation to 2006.

The new organization was designed to represent the three partners who staged the initial outdoor tournament the previous year – MTEF, Marquette University and Western Racquet Club. Mulcahy was elected president of the new organization. Other MTEF board members who agreed to serve on the MTC board as well were Mary Fran Cahill, MTC vice president; David J. Frank, Louis Gral and Denny Schackter. Mulcahy, Cahill and Gral also are MU graduates. Marquette staff on the board are Steven Rodecap, head men's tennis coach; Jody Bronson, head women's tennis coach and Paul McNerny, advancement officer, Department of Athletics. Western Racquet Club is represented by Jack Hill, Russ Lein, Linda Lied, Paul Patt, Michael Pfau and Rick Wiegand.

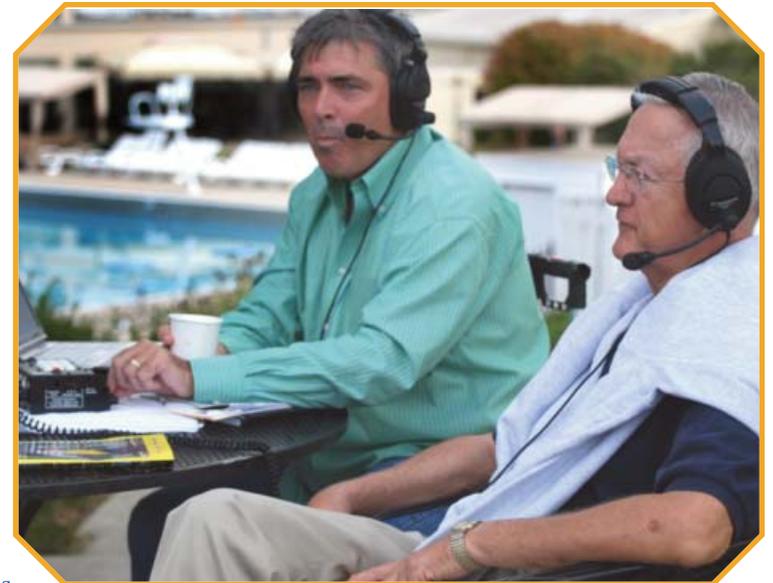
The tradition of housing tournament players with families was taken over by members of Western Racquet Club, with Jeana Lein in charge of logistics. WRC – under the leadership of then-General Manager Scott Garvin and Executive Chef Chuck Meitner – also took over the task of keeping the players, coaches and volunteers well fed. Club tennis pro Jud Schauffler was tapped as tournament director.

2007: Milwaukee Tennis Classic, Inc., was awarded tax exempt status on Feb. 7, 2007 as a 501 (c)(3) Wisconsin nonprofit corporation by the Internal Revenue Service.

MTC continued to present the annual Milwaukee Tennis Classic team tournament, at Western Racquet Club. Journal Sentinel, Inc. resumed in-kind sponsorship of the tournament.

2008: Beginning in 2008, the event was funded solely by Marquette University. MTC continued to fund the MPS-MTC/McGarrity Scholarship and was involved in promoting the tournament and planning for its future.

2009: The 34th Annual Milwaukee Tennis Classic was the first edition to go



Mary Fran Cahill

In 2009, the MTC went global with webcasts by Ken Thomas of RadioTennis.com, shown here with MTC President Chas Mulcahy (right).

“global,” when RadioTennis.com was hired to webcast the event. Play-by-play announcer Ken Thomas, a UW graduate and former MTC participant, described the No.1 singles matches to a worldwide audience that included the mother of MU star Dusan Medan, who logged on to her son’s match from her home in Nis, Serbia. With additional in-kind advertising support from Journal Sentinel, Inc. – both print and online — attendance nearly doubled that of previous years.

2010: For the first time in its history, the Milwaukee Tennis Classic is played on clay as the tournament moves to a new venue — the historic Town Club in Fox Point.

2011: Two new scholarship funds are added under the MTC umbrella. One is named for the late US diplomat John Chapman Chester and is funded by the Chester and Read families. The other recognizes the late Bernice K. Rose, the first African-American woman to serve as a Milwaukee County supervisor and is funded by her estate.

2013: Air Force becomes the first US service academy to field a team for the Milwaukee Tennis Classic. Colorado State and Florida International also join the lineup for the first time.

2014: To comply with NCAA regulations, the scholarship funds were separated from the MTC funds solicited and used for the tournament or other matches and exhibitions such as Davis or Fed Cup. The scholarship committee, whose members are appointed by the foundation president, will operate independently from the rest of the organization and the host school, Marquette University.

2015: MTC, due to NCAA rules, decides to transfer funded scholarships and the entire selection process to a new entity: Al Hurvis / ADAMM Education Foundation, Inc.

2016: MTC hosts its second U.S. service academy team, the men’s team of the U.S Naval Academy, Annapolis, MD. MTC and the Navy League of Milwaukee host historic reception for Navy team at The Town Club. MTC completes the transfer of the McGarrity, Rose and Chapman scholarships and selection process to Hurvis / ADAMM. MTC decides to return to its original tournament format as an individual national intercollegiate men’s and women’s singles & doubles tournament.

2017: MTC negotiates a partnership with the Intercollegiate Tennis Association with the ITA providing wild cards for the men’s and women’s singles champions for the main draw of the end of year ITA National Championships. MTC returns to its original format with 32 singles and 16 doubles draws for men and women. Men’s draw is at Western Racquet Club, Elm Grove, WI and women’s draw is at The Town Club, Fox Point, WI with the finals in the UWM Panther Arena. MTC promotes community partners as part of the event.

2018: MTC continues original format with the women’s draw at Western Racquet Club, men’s draw at the Town Club and the finals, for the first time, in the 3,500 seat Al McGuire Center on the campus of Marquette University in downtown Milwaukee, WI. The tournament draws are expanded to 64 for singles and 32 for doubles. Mixed doubles returns as part of the 2018 tournament.



Tina Grubor

The finals of the 42nd Annual Milwaukee Tennis Classic were held in the UWM Panther Arena. Seen on the Jumbotron is action from the Adult Junior Tournament, which paired youngsters from the Milwaukee Tennis & Education Foundation with alumni of the Marquette University Men’s and Women’s tennis teams.

Milwaukee Tennis Classic Participating Schools 1975-2017

Since 1975, players representing 119 colleges and universities from all parts of the United States have participated in Milwaukee Tennis Classic competition. A list appears below. Until recently, each participating institution was represented by its own spirit flag.

Abeline Christian	Illinois-Chicago	Notre Dame	
Air Force Academy	Indiana	Ohio State	
Alabama	Indiana State	Oklahoma	
Alabama-Birmingham	Iowa	Old Dominion	
Arizona	IUPUI	Oral Roberts	
Arizona State	Jacksonville	Oregon	
Arkansas	Kansas	College of the Pacific	
Ball State	Kentucky	Pennsylvania	
Baylor	Louisiana-Monroe	Pepperdine	
Boise State	Louisiana State	Purdue	
Boston	Louisville	Princeton	
Butler	Loyola Marymount	Rice	
BYU	Marquette	Rutgers	
California	Massachusetts	San Diego	
Cincinnati	Memphis State	San Diego State	
Clemson	Miami (Florida)	South Alabama	
Colorado State	Miami (Ohio)	South Carolina	
Colorado-Boulder	Michigan	Southern California	
Cornell	Michigan State	S. Illinois-Edwardsville	
DePaul	Middle Tennessee State	Southern Methodist	
Drake	Minnesota	Southern Mississippi	
Duke	Murray State	Stanford	
Evansville	Nebraska	Syracuse	
Florida	New Mexico	Tyler Junior College	
Florida International	North Carolina	Tennessee	
George Washington	North Texas	Texas	
Harvard	Northwestern	Texas A&M	
Hawaii		Texas-Arlington	
Illinois		Texas Christian	
		Texas-Elpaso	
		Texas Tech	
		Toledo	
		Towson	
		Trinity College	
		Tulane	
		Tulsa	
		UCLA	
		UNLV	
		UCT	
		US Air Force Academy	
		US Naval Academy	
		Utah State	
		Valparaiso	
		Vanderbilt	
		Virginia	
		Va. Commonwealth	
		Virginia Tech	
		Wake Forest	
		Washington	
		Western Illinois	
		Western Michigan	
		William & Mary	
		Wichita State	
		Wisconsin	
		Wisconsin-Milwaukee	
		Wisconsin-Eau Claire	
		Wisconsin-Green Bay	
		Wisconsin-Oshkosh	
		Wisconsin-Whitewater	
		Xavier	
		Yale	



Mary Fran Cahill

Spirit Flags were carried into the Milwaukee Auditorium by the ballrunners prior to MTC's 25th anniversary finals in January 2000.

Compiled
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