

TIMES

Senior Tennis

DOWN THE LINE

The game of tennis can be very competitive, requiring good skills, concentration, discipline, team perception, quick reflexes and top physical condition. It's fun, it calls for respect for your opponent and your partner--a game any young man or woman should like to play. Yet in my developing years most young men, myself included, avoided the game like the plague. Yes, there were some who played competitively, but they seemed apart from the main stream and, as I recall, the game and the players were put down by the nonplayers. They simply got no respect. They received very little praise in school publications and hardly mentioned in the community press. The game was simply not the in thing among students. However, those players that I can remember in my younger days excelled in school and in later life.

There were prominent amateur and professional players in those days who got national and international attention, such as Budge, McNeill, Riggs, Kramer, Trabert, etc. When they won a major event, their picture with a brief writeup appeared in the sports pages and maybe a fleeting image of the player in action appeared in the newsreels. What you saw was a person dressed in all white, often with what appeared to be blousy pants, and certainly the white canvas shoes. This did not appear to fulfill the manly image that seemed so important, particularly at the all-male schools that I attended. Besides, who could get high on a game that used the word "love" in the scoring process. At the time, we were being prepared for war, not love.

The sports that attracted the attention of youth in my day had to be deeply connected

Continued on next page

You're Invited

IT'S THAT TIME AGAIN!

The annual tennis brunch at the Flagship Tennis Club is scheduled for Sunday, August 11. There will be two hours of tennis from 7:00-9:00 a.m., with space for 40 people. We also invite those who would just like to join us for the brunch.

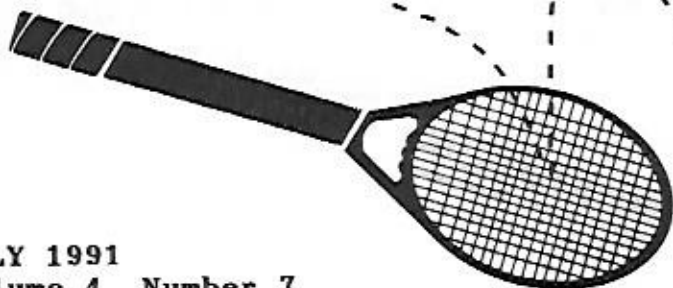
Tennis and brunch will be \$15 per person, and brunch only will be \$12 per person. The Flagship is located at 755 Prairie Center Drive, Eden Prairie, 941-2000.

Your check will be your reservation, and to those playing tennis, please include your level of play on the front of the check. Mail checks payable to:

Ethel Trebil
5250 Villa Way, #121
Edina, MN 55436

Any questions, call Ethel at 926-0978 or 1-274-3195.

Reservations are still open for the dinner cruise Sunday evening, July 28. Tickets are \$21.95 per person. Send check payable to Ethel Trebil, 5250 Villa Way, #121, Edina, MN 55436. Questions? Call Ethel, 926-0978.



JULY 1991
Volume 4, Number 7

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Down the Line

to leather and pigskin. Tennis had neither. Too, the foot had to be ensconced in leather with menacing cleats or spikes except for basketball, but only there to protect the highly polished wood floors.

This history is unfortunate. As I became a tennis participant in my senior years, I realized how much I missed in my early years. Looking back, tennis should have been my preferred sport over football. My memory of football was four months of aching bones inside a 130-pound body and I didn't dare tell anyone for fear of not measuring up. If the words "bench warmer Bob" had been coined in those days, it would have aptly applied to me except on the practicing field.

The change in attitude towards tennis was largely due to television, in my opinion. Had television been available in the 30s and 40s, the exposure of play by the great players of those days would have changed dramatically the attitude towards tennis, just as it has been changed by bringing into your living room through TV the magnificent matches involving the likes of Connors, Ashe, McEnroe, Borg, Becker, etc.

The proliferation of play and facilities is largely due to the exposure given tennis on TV. There were some marvelous and memorable matches that had to capture the imagination and interest of sports enthusiasts and convert even the most ardent doubters.

The concept of the Senior Tennis Players Club was supported by TV tennis and it assisted immensely in making the club a success, in my opinion. To my observation, tennis is pervasive throughout most communities, and this change just occurred in the last twenty years. The youth of today, guided by the current young tennis stars with their exciting lifestyle and wealth, will contribute to the expansion of tennis, and all for the better. This should make clubs as our senior tennis club the beneficiary.

Bob Curran, President.

Let's Meet on the Marktplatz!

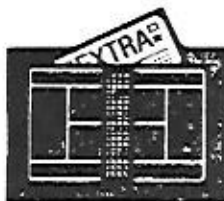
Ed Holzhacker recalled a fun summer evening last year when a group of STPC members met at Peavey Plaza in Minneapolis for the gala opening of the Minnesota Orchestra's annual Viennese Sommerfest. Surely there are many of you who are planning to attend the Sommerfest anyway, so, tennis players, let's meet at Marktplatz on Wednesday, July 10, at five o'clock and together enjoy a brat and brew or wine and Sachre torte at an outdoor table and dance under the summer sky. Dress is informal. Questions? Call Ed Holzhacker at 890-5963.

Note: Your Editor thanks Ed for this item and believes gatherings, no matter how small, are a great idea for socializing. You'll always be able to find friends in STPC--that's what we're all about. So news of other doings around the Metro are welcome!

How to Achieve Fame for a Fleeting Moment

We're looking for stories about interesting people in our organization for the monthly profile series. If you know of any members who should be featured, or even if you are the one we should highlight, please call Norm Diamond at 823-2531.

With over 1400 members, there's a multitude of subjects out there in tennisland with fascinating backgrounds. Let's share the wealth!



COURT REPORT

Please refer to the 1991 SCHEDULE FOR OUTDOOR COURTS, as published in the June TIMES, and add the following information:

BROOKVIEW PARK

The location is no longer available.

CHASKA HIGH SCHOOL

Please note changes of time and captains. Friday play is from 8:30 to 10:30 am. In case of rain, time or location change, call Char Hall, captain, 474-5873, or her assistants Bev May at 941-2333 or Joyce Ostlund at 934-6306.

EDGEWOOD COURTS

Mondays and Wednesdays, 9-12 noon, John Capetz, 784-8241, will be Captain. Delete Dick Pratt's name.

MINNETONKA HIGH SCHOOL, Hwy 7 west of 101

Add this location. Play will be Tuesdays from 9 to 11 am, Chuck Britzius, captain. In case of rain or time change, call Chuck at 473-3015.

ROGER BOYER SAYS "THANKS"

STPC members were "students" in the testing for certification of pro applicants at the Minnetonka Country Club on Saturday morning, June 8. Roger appreciated the turnout and thanks these volunteers: Ralph Fuller, Goldie Glad, Claudia Gribovsky, Mary Kaminski, Mary Kinney, Helen Marks, Ella Minion, Marge Nath, Dick Pratt, Louise Storie and Margaret Webb.

VALLEY PARK

Valley Park, Marie east of Lexington, is an additional facility. Tuesdays & Wednesdays, 7:30-9:00 a.m., Nancy Karasov is Captain, 452-3172.

BRECK SCHOOL BEGINNER LESSONS AND DRILLS

There is a time change for both Mondays and Wednesdays - 5:30-7:00 p.m.

IMPORTANT NOTE

If enough people show up at a location where our schedule shows "CAPTAIN NEEDED," one of you, please volunteer to be a captain. It helps other members looking for a place to play to have a contact for them to call and answer questions. Thanks.

-Dick Pratt



The latest grads completing twelve lessons are:

Bob Chisholm
Bill Ramsey
LaVerne Wilger

Congratulations! New members, if you have completed twelve lessons, be sure to tell your instructor.

TENNIS TIPS by Ernie Greene, USPTA, USPTR

HITTING SHORT BALLS

Problem: Unintentionally hitting short balls is a very common error made by most Club players. When a short ball is hit, it is an open invitation for your opponent to take the offensive position at the net and pick apart your game.

Solution: How deep a groundstroke lands in the court depends on how hard it was hit and also how high it was hit. The best way to gain depth in your groundstrokes is to hit them at moderate speed (75%) three or four feet above the net.

On some passing shots and angled touched shots, minimum net clearance is desired, but these are relatively few cases.

Concentrate on the depth of your groundstrokes, and by maintaining depth you keep the ball in play with a great margin of safety. Remember, your aim point should be three or four feet above the net.



Ernie Greene submitted TWELVE UNWRITTEN RULES OF GOOD COURTMANSHIP which I think will be of keen interest to our members. I plan to publish one or two or more each month. Here's the first:

1) PROPER ATTITUDE

Your attitude toward the game can add to or detract considerably from both your own and your fellow players' enjoyment of it. As in any other sport, knowing how to lose in tennis is also an accomplishment. It is not necessary to hurdle across the net to do it, but a sincere word of congratulation for the winner and the trite but traditional "nice game" for the loser always add to the general good feeling. Before you play, greet your opponent or opponents in a friendly manner and introduce yourself. Spin your racquet or toss a coin to decide choice of side or serve. Rally to warm up and then ask if your opponent wishes to take any practice serves before starting the match.

To be Continued

LEARN TENNIS

1991 SUMMER SCHEDULE FOR BEGINNER LESSONS AND DRILLS

BRECK SCHOOL

123 Ottawa Ave N, Minneapolis

Mon	5:30- 7:00 pm
Wed	5:30- 7:00 pm

Instructors

Connie Custodio	824-2569
Ernie Greene	488-6359

WOLFE PARK

W 36th St off #100, Saint Louis Park

Thurs, To Labor Day	8:30-10:00 am
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Instructors

Percy Hughes*	545-7696
Ginny Owens *	546-9666
944-6286	

*Assisted ably by Paul Stormo, our newest certified instructor

WOODBURY ELEMENTARY SCHOOL (Same as last year)

1425 School Drive, Woodbury

Mon	6:00- 7:30 pm
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Instructor

Virginia Morgan	459-6059
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Each One . . . Reach One! !

This is to announce the launching of the most sustained MEMBERSHIP DRIVE in STPC history! Our 1991 - 92 goal: 2000 members or more!

It's EASY . . . It's FUN . . . It's your CONTRIBUTION.

All you have to do is sign up only one new member or more, if possible. There are hundreds of seniors like us out there who would like to play but don't quite know how to go about it. You only have to tell them the benefits and have them sign the handy membership blank. Just imagine ... we're asking you to sign up ONE NEW MEMBER. It's a piece of cake and you're putting the icing on it. We need your cooperation for this ambitious project.

ARE YOU WITH US?

Senior Tennis Players Club, Inc.

A Non-Profit Organization

New Member Application

Date _____

Enter ☐ my ☐ our name(s) as member(s).

I/we have read and signed the conditions on the reverse side. The enclosed check is for

_____ member(s) @ \$15 each. Total: \$ _____

Name #1 _____
(Please Print)

Name #2 _____
(Please Print)

Address _____

City _____ State _____ Zip _____

Telephone _____

MAKE CHECK PAYABLE TO SENIOR TENNIS PLAYERS CLUB, INC. MAIL TO:

Marian Pollei, V.P. Membership
1235 Yale Place #601
Minneapolis, MN 55403
Tel: 343-0440

TENNIS SELF RATING:

#1 ☐ Beginner ☐ Intermediate ☐ Advanced ☐ Expert

#2 ☐ Beginner ☐ Intermediate ☐ Advanced ☐ Expert

Membership Conditions

As a condition to my application, I agree to participate at my own risk in the activities of the Senior Tennis Players Club, Inc., which may include tennis lessons, clinics, weekly scheduled tennis, social events and any scheduled tennis trips or extra activities. Further, I waive and release the Senior Tennis Players Club, Inc., and its officers or members providing services on behalf of the club and all claims for damages due to injuries that I may incur as a result of my participation in any of these events.

Signature #1 _____

Signature #2 _____

Please read and sign these Membership Conditions

You Did Good!

Don Ittner Achieves State-of-the-Art Pinnacle As Ad Man and PR Talent

A famous cynic once remarked that "advertising and public relations are sciences of arresting human intelligence long enough to get money from them." That allegation in no way describes the highly principled Don Ittner, ex-advertising agency executive and vice president for STPC's public relations domain. As an important Account Executive for Campbell-Mithun-Esty Advertising Agency for some 26 years, Ittner is entitled to curmudgeon status although his enthusiastic demeanor suggests otherwise. In two short years he established an organized system of public relations for our venerable organization that can only be followed, not duplicated.

What do two former public relations mavens talk about when the current one is interviewing his predecessor for our monthly profile? You might think there's an abundance of superlatives, exaggerations, compliments and braggadocios bandied about --and you could be right. But not so in this case, gentle reader.

Ittner the Innovator sounds good as a moniker for this capable man. Like Little Jack Horner, he's always stuck his finger in the veritable pie and plucked out plums in his gutsy career. We're writing here about a consummate professional, mover and shaker. And to paraphrase the noted Irish wit, Oscar Wilde, who once stated: "Only dull people are brilliant at breakfast," it follows that Ittner is a three-breakfast man. His mind functions like an IBM computer constantly--even subliminally in his sleep. He has learned from experience that man learns everything from experience --thus deflating George Bernard Shaw's irony with some "steal" of my own.

A 1944 graduate of Columbia Heights High School, Ittner played football for four years and actually attended classes. He got involved in the "sissy" game then of tennis mixed doubles, mainly to get dates backhandedly. Following graduation, he enlisted in the U. S. Navy to become a flyer only to be grounded for a spell with scarlet fever. On release from the hospital he completed basic training, but aviation and officer school classes were

filled. Assigned to the USS Cleveland, a light cruiser, he was on the firing line with the big guns. Serving in the Pacific battle zone, he commuted from Borneo to the Philippines and Okinawa to Tokyo Bay.

Honorably discharged in 1946, Ittner enrolled as a sophomore at the University of Minnesota after passing tests to skip the freshman year. He played football with the Golden Gophers "B" squad against greats like Leo Nomellini, Clayt Tonnemaker, Bud Grant, Billy Bye and Gordy Soltau who bashed him around in gladiator fashion. His ambition was to work in his father's graphic arts company after college graduation, but the business was sold so pater could retire early. Spotting a new advertising program at the U's School of Journalism, he transferred from his pre-business courses to major in the ad game. It was a heady but eventful move that paid off.

While at the U, Ittner joined Sigma Delta Chi, an academic fraternity. At one of the traditional "Sweetheart of Sigma Chi" dances, he met perky Margaret Chapman, a student nurse. The romance flourished and a year later they were married. After graduation he applied for work at several advertising agencies, only to be told to "go get some experience." He finally landed a job with a small agency, F. H. Faber Advertising. On a straight commission setup he lasted six months, depleting his savings in the meantime. "But I gained one valuable experience in advertising and public relations," Ittner revealed, "and the training helped me find a new position."

His future career materialized when he went to work for the Minneapolis Chamber of Commerce. He became involved in publicity, public relations and writing for the Chamber magazine. In the meantime, his bride graduated from the U of M's Nursing School after completing a five-year dual program in Nursing and Education. She then taught surgical nursing at the U of M and General Hospital to help with finances.

After three years with the Chamber, Ittner Continued on next page

Continued from last page
Don Ittner

became an Account Executive and later Vice President with Jenkins Advertising Agency. After three years with Jenkins, Ittner accepted an offer from Minnesota's largest advertising agency, Campbell-Mithun. Insisting he meet CEO Ray Mithun after being hired, a rarely asked-for privilege at his level, he met the adman legend for 30 minutes--and stayed with the company for 26 years. His accounts included Pillsbury, Charmin, Northwest Airlines, Land O'Lakes, Honeywell and 3M, and his career advanced to vice president and the Board of Directors.

After the Northwestern National Bank building burned to the ground, Ittner left Campbell-Mithun with management's blessing to join Northwest Banco, the bank's holding company, heading four major departments--advertising, market research, public relations and sales motivation. After several management reorganizations and five office moves to different buildings, Ittner wanted to taper off from the insistent demands of corporate life. In 1988 he joined The Travel Desk, a business travel agency in Bloomington. His 16 years on the Northwest Airlines account helped him feel at home in the travel field.

Ittner has finally concluded that life is not all work. His leisure time activities include tennis, golf, sailing and travel. He joined the STPC upon recommendation of Gen and John Bolger. It so happens there's an immediate tie-in, what with daughter Gail being married to Charley Bolger. The Bolgers have enticed the Ittners to make the annual Naples, Florida tennis outing and between them they've gone five times.

The Ittner clan and their racing boat have won or placed in many races sponsored by the Wayzata Yacht Club. There are two children, Gail and Paul, in the Ittner menage with a supporting cast of three grandchildren. Son Paul, Holiday Inn Metro-dome chef, and wife Emily have a daughter, Leah, while Gail and Charley provide a daughter, Christine, and son, Bryan.

Ittner insists the social aspects of tennis are what makes it a wonderful game. "It's also one of the great things about the Senior Tennis Players Club," he emphasizes. "Its members know how to have fun together. We owe a lot to Jack Dow who had the foresight, enthusiasm and fortitude to start the club and keep it going."

Ittner stresses that his philosophy of life grows out of life. He centers his life on honesty, integrity and a firm belief in God, gained from his parents' teaching. "Treat everyone with respect despite what goes on around you," he says. "Roses abound and you should take the time to smell them." Active in Edina's Christ Presbyterian Church, Ittner is a member of its Board of Deacons and The Session which deals in the church's business and religious aspects.

As a modern curmudgeon, Ittner matches the definition with elan: "Anyone who hates hypocrisy and pretense and has the temerity to say so; anyone in the habit of pointing out unpleasant facts in an engaging and humorous manner." Do you still believe public relations people overstate? Perhaps!

-Norm Diamond





1991 EIGHTH ANNUAL BLOOMINGTON SENIOR SPORTS-A-RAMA

The Senior Sports-A-Rama will be held July 26 through August 2 and is open to all 55 and older. You do not need to be a superstar to participate. You may register for as many events as your schedule permits at an entry fee of \$2.50 per event, and there will be tennis.

Sports-A-Rama will kick off with an Ice Cream Social on Friday, July 26, at 6:00 pm at Valley View Playfield, followed by the lighting of the festival flame, and will conclude with an Awards Dinner, Ceremony and Dance, with music performed by Percy Hughes, on Friday evening, August 2. For more information or entry forms, call Jeff Stottlenyer at the Bloomington Parks and Recreation Division, 887-9601, ext 390, or Vonda Vettrus, ext 640.

Desperately Needed: A Volunteer

Someone with a home computer who could assist Ethel Trebil by scheduling the players and the playing time for tennis parties. Please call Ethel Trebil at 926-0978 or 1-274-3195.

TENNIS

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tennis apparel
in the Twin Cities

Over 200 warm-ups...
Over 750 ladies' skirts...
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Over 250 styles of t-shirts...
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PLUS MUCH MORE!!!

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Penn, Prince, Pro Kennex,
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5007 Excelsior Blvd.
St. Louis Park, MN 55416
(612) 926-1520

-PAID AD-

RIVER FALLS SENIOR TENNIS CAMP

We are looking forward to an exciting coaching staff in addition to our regulars of past years. Many of your favorites will be sharing their expertise with us. An orientation meeting will be held at 7:30 p.m. on Friday, July 19, at the Richfield Community Center, 70th and Nicollet, for all those attending River Falls Senior Tennis Camp this year.

The July 29 session will be able to witness the Vikings scrimmage the Kansas City Chiefs on July 31. Last but not least, we have preregistration forms for the 1992 camp available on request from Chuck Supplee, 888-0551, or Ginny Heinzen, 933-1613.



DECATHLON AC STARS GATHER FOR POST-WINTER SEASON BASH-- Keeping to a yearly tradition, Captain Harley Wishart assembled his team to celebrate another successful season of play. From left to right: First row, George Flugaur, Charlie Putman, Past STPC President Joe Stoutenburgh, Ed Holzhacker and STPC President Bob Curran. Second row (kneeling), Gerry Peplin and Jim Feilzer. Third row, party host Cliff Northfield, Ray Gottsacker, Gene Gibson, Elmer Northway, Milton Woodhouse and Harley Wishart.

PEOPLE IN THE NEWS

MS. MINNESOTA SENIOR COMES HOME

The June Active Lifestyles included a story and a picture of our own Marge Fox and her thrilling experience in Atlantic City as a contestant in the Ms. Senior America Pageant. It was in the talent portion of the pageant that Marge truly shined. A gifted seamstress, she displayed several gowns she had designed. Marge was presented with a trophy recognizing her talent presentation as the most creative.

Congratulations, Marge!

ANOTHER BUSY SUMMER FOR DON HARTLEY

How nice to read the Minneapolis Retired Senior Volunteer Program newsletter and find a full-page story and picture of Don Hartley. He and his wife, Evelyn, since Don's retirement in 1983 have produced about two tons of food each year for donation to the Scott-Carver Food Shelf and the Sabathani Community Center. They produce one-third of an acre of fruit and vegetables, 90% of which will again be donated to feed the hungry. Their work is awesome!

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BURNET
REALTY

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-PAID AD-

Don Zinn, 69, of Saint Louis Park died of cancer June 18. A member since 1983, he was an avid tennis player. We extend deepest sympathy to his wife, Audrey Petri, and to his family.

Pine Tree Apple Tennis Classic

The Sixth Annual Pine Tree Apple Tennis Classic will be held August 9, 10 and 11, 1991 at the Dellwood Hills Golf Club in White Bear Lake. It is an NWTa-sanctioned, mixed doubles tournament and recognized by the International Tennis Hall of Fame as one of the highest net revenue noncelebrity tennis tournaments in the United States. Tickets for the three-day event are \$10, and the proceeds benefit pediatric cancer research and oncology programs at Children's Hospital of Saint Paul.

Many of the players in this tournament are Twin Cities area club pros. There is a qualifying event at the Dellwood Hills Golf Club on August 5-8. In case of rain, the tournament is held at the White Bear Racquet Club.

For more information or tickets, call Paul Weinreis at 935-9463.



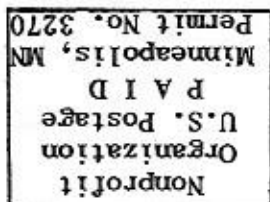
*Have a Safe
and Happy*

4th of July

Welcome!

COPY DEADLINE FOR NEXT ISSUE IS JULY 20, 1991





JULY 1991

Senior Tennis Players Club, Inc.
1664 Bellows
West Saint Paul, MN 55118

1991-92

Founding President

H. Jack Dow

Board of Directors

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