



CHIEF DEVELOPMENT OFFICER
JUNIOR TENNIS CHAMPIONS CENTER
College Park, Maryland



The Aspen Leadership Group is proud to partner with Junior Tennis Champions Center in the search for a Chief Development Officer.

The Chief Development Officer will serve as the chief fundraising officer for Junior Tennis Champions Center (JTCC), maximizing contributed revenue from individuals, government entities, foundations, and corporate sponsors. The Chief Development Officer will provide oversight of JTCC's key annual fundraising campaigns including the GEICO Champions Celebration Gala and the US Open Fundraiser as well as JTCC's \$8M Capital Campaign.

JTCC is a 501(c)(3) nonprofit organization that provides tennis programs for all ages and abilities in the Washington, D.C. region. Through its program offerings based in College Park, Maryland, student-athletes learn valuable life skills and train with the goal of achieving a college tennis scholarship. JTCC's community impact initiatives provide adaptive tennis programs at their facility which include Wheelchair, Special Olympics, and Veteran programs, as well as free tennis instruction and academic enrichment for youth in underserved areas of the District and Prince George's County. JTCC also offers a fully developed adult tennis pathway that includes a unique beginner program designed to grow the base of the sport. Together, these high performing programs support JTCC's goal of transforming lives through tennis.

JTCC School emphasizes academic excellence and character development for its students and has utilized the Laurel Springs School online curriculum for over 18 years. Laurel Springs' collegiate track is accredited by the NCAA and provides students with the flexibility required to train and compete at the highest levels of junior tennis while ensuring that everyone who graduates is fully prepared for college. JTCC graduates are ready for the demands of playing top collegiate tennis while pursuing their education at a wide range of leading colleges and universities across the United States.

JTCC underscores its commitment to growing the sport of tennis through its community outreach programs by providing free tennis instruction to underserved youth, military veterans, Special Olympians, and adaptive athletes. This important initiative promotes health and wellness and encourages personal growth through sportsmanship, competitive spirit, independence, and teamwork—opening doors to future success. With a unique mentorship model in place, JTCC's players and coaches commit to community-centric mentoring each year to both maintain and strengthen the bonds and friendships between the organization and its special communities.

A milestone in its impressive history, in 2008, JTCC was selected by the United States Tennis Association (USTA) as the first Regional Training Center, and subsequently named the USTA Developmental Program of the Year in 2013 and 2017. Notably, JTCC highlights its relationships with recognized tennis stars of all backgrounds and abilities in conversations about advancing the sport of tennis and demonstrating resilience throughout all facets of life. Most recently, JTCC interviewed the #1-ranked female professional wheelchair tennis player in the nation and two-time Paralympian, Dana Mathewson about how impactful representation and role models have been to her perception of her own ability. Earlier this year, JTCC interviewed Katrina Adams, the only USTA President ever elected to serve two terms, who was named to *Forbes* magazine's "Most Powerful Women in Sports" list in 2017.

REPORTING RELATIONSHIPS

The Chief Development Officer will report to the Chief Executive Officer, Ray Benton and will have management responsibility for four staff members. The Chief Development Officer will also work closely with the President, Vesa Ponkka, who is assuming a much larger role in developing top level potential donors.

FROM THE CHIEF EXECUTIVE OFFICER

Thank you for your consideration of joining JTCC as we pursue our mission of “Tennis for Everybody.” We are a passionate cause-oriented organization that pursues excellence in all facets of our programming from beginner children and adults to high performance student athletes who have earned over 23 million dollars in college scholarships and aid and to adaptive tennis for veterans, Special Olympics, and wheelchair players.

We have ambitious plans to expand both the quality and quantity of our activities and the timing is ideal for an experienced development professional to join our executive team and provide leadership and direction. We have a “somewhat effective” development program that is too dependent on the contacts of too few people. We are seeking an energetic professional to further leverage the existing network of donors, Board of Directors, and Advisory Board and most important—develop and implement an overall business plan to institutionalize JTCC and prepare it for the next twenty years. The plan will include local, regional, and national strategies to capitalize on JTCC’s reputation as the premiere tennis facility in the country.

The Chief Development Officer will be entrepreneurial, excited to tackle new challenges, and not afraid to make some mistakes or pursue initiatives that turn out to be “less than successful.”

I personally look forward to working closely with the Chief Development Officer to build on the JTCC base of excellence and continue as a national role model for other programs.

—Raymond S. Benton, Chief Executive Officer

PRIMARY RESPONSIBILITIES

The Chief Development Officer will

- oversee and direct an annual budget to support the development office and outline a growing plan to increase contributed revenue;
- lead the setting of funding goals for the next five years;
- serve as an active and participatory officer of the Senior Management Team and play an important role in cultivation of prospects and donors while serving as an ambassador for the fundraising goals of the organization and participating actively in solicitations;
- maximize revenues via charitable fundraising from JTCC donors including private individuals, government entities, foundations, and corporate sponsors;
- maintain and grow these areas to maximize charitable giving that supports the facility, financial aid, and scholarship for high performance players, and the Community Impact programs through donor engagement, foundation grant writing, and overseeing campaigns throughout the year;
- oversee key annual fundraising campaigns including
 - GEICO Champions Celebration Gala: JTCC’s annual Gala is a unique event that honors special individuals who have contributed to tennis. The Chief Development Officer oversees this

- event which has honored individuals such as Chris Evert, Bill Ackman, Congresswoman Jane Harman, and ESPN's Michael Wilbon;
- US Open Fundraiser: JTCC sells a large number of courtside box seats to generate funds. The Chief Development Officer is responsible for managing this fundraiser by working directly with key private clients, donors, and organizations; and
- Capital Campaign: JTCC's Capital Campaign is raising eight million dollars for expansion at College Park and the building of a new facility in Northern Virginia. The Chief Development Officer plays a key role in prospect research and solicitation to meet this goal, in partnership with the CEO;
- provide strategic oversight to the Community Impact programs, overseeing the Program Managers, who handle the day-to-day execution of the programs as well as the scaling of JTCC's activities;
- serve as the Board Liaison to JTCC's Advisory Board which plays a significant role in fundraising strategy;
- liaison with the Advisory Board to execute networking and fundraising events; and
- in partnership with the CEO, liaison to JTCC's Board of Directors which is the governing body of the organization.

LEADERSHIP

Raymond S. Benton Chief Executive Officer

One of the most successful and experienced executives in the tennis industry, Ray is passionately committed to growing tennis participation at every level of the sport.

Under his leadership as CEO since 2008, JTCC has been the recipient of the USTA's Development Program of the Year, the USTA Organization of the Year, and the USTA Facility of the Year. Most importantly, JTCC programs have developed ATP and WTA Tour players and more than 200 student-athletes who have earned over \$21 million in college scholarships at top NCAA Division I, II, and III programs.

Ray was a Founder and President of ProServ, a leading sports management and marketing firm, which managed top athletes including Arthur Ashe, Stan Smith, Tracy Austin, Pam Shriver, Michael Jordan, Patrick Ewing, Jimmy Connors, Ivan Lendl, Payne Stewart, and Dave Winfield, among many other superstars. Ray directed the Volvo Grand Prix and the Volvo Masters at Madison Square Garden, serving as the Tournament Director for more than 100 major events.

Ray promoted the Nuveen Tour from 1993-2000, the first worldwide senior tennis circuit featuring Jimmy Connors, John McEnroe, Bjorn Borg, and other legends of the game who competed in 22 events drawing 500,000 spectators annually.

As the first National Executive Director of the National Junior Tennis League (NJTL), Ray led the organization's growth from three cities to 50 chapters. JTCC's GEICO Game On! and Sandy Spring Bank Advantage Prince George's programs are legacy NJTL chapters made possible through Ray's vision.

Ray has served on the Board of Directors of the USTA and both the men's and women's professional tennis associations. He represented the North American Tournament Directors on the Men's International Professional Tennis Council and the Top 20 players on the WTA Board of Directors.

Ray was inducted into the Mid-Atlantic Tennis Foundation Hall of Fame in 2005.

Vesa Ponkka
President

For more than 20 years, Vesa has been the driving force behind JTCC's coaching philosophy since the doors first opened at the training center in College Park in 1999.

Vesa's personal coaching philosophy is straightforward and direct: "Trust your Training." He is a strong believer in Long Term Athletic Developmental Stages and Long Term Progressive Training Methods.

Vesa continues to train top junior players who have achieved #1 rankings, All-American honors, and have won major titles in national, NCAA, ITF, and professional competition. The USOC National Developmental Coach of the Year in 2011, he is widely acclaimed as one of the top international junior coaches.

As JTCC President, Vesa directs long term strategic planning, project implementation, and identification of new partners for JTCC. He also manages and mentors staff members. and ensures the quality of JTCC programming.

Vesa's coaching certifications include USPTA, PTR, and USTA High Performance.

Vesa earned both an undergraduate degree in Business Administration and an MBA from the University of Tennessee.

Joe Wilkerson
Senior Vice President

With more than 20 years of professional experience in the health and tennis industry, Joe has an impressive track record of growing memberships and the game of tennis.

Joe held key management positions with Midtown Athletic Clubs and Midtown Health from 2003-17. He was hired as a tennis coach and moved quickly through the ranks to become Regional Tennis Director. In that role, Joe oversaw all tennis operations at two of Mercy Health's clubs and three area country clubs. Joe was then promoted to General Manager for Mercy HealthPlex Anderson, the flagship of Midtown Health, where he operated a 150,000-square foot Health Wellness & Tennis Club in Cincinnati and led a team of 225 associates dedicated to creating the best athletic club environment in the greater Cincinnati area. From 2017-19, Joe was General Manager of the Raleigh Racquet Club, a 31-court facility on 20 acres with more than 1,000 members in North Carolina.

As Senior Vice President, Joe immediately created Discover Tennis, JTCC's adult tennis program. He is responsible for oversight of club operations, programming, and staffing. In addition, he manages capital projects and seeks new business development opportunities for JTCC nationwide.

Joe was recruited to play collegiate tennis for Methodist University in Fayetteville, North Carolina where he graduated with honors with a Bachelor of Science degree in Business Administration and a concentration in Professional Tennis Management.

Joe holds certifications from USPTA, PTR, and USTA Sports Science.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Junior Tennis Champions Center seeks a Chief Development Officer with

- a commitment to the mission of Junior Tennis Champions Center—to grow the sport of tennis through its Community Outreach programs in the Washington D.C. metropolitan area by providing free tennis instruction to underserved youth, military veterans, Special Olympians, and adaptive athletes;
- an appreciation of the power of sports to make a positive impact on youth and adults;
- proficiency in revenue generation and stakeholder relations;

- a deep understanding of fundraising principles, methods, and standards;
- strong writing skills with the ability to vary style depending on the audience;
- grant writing experience (preferred);
- drive, ambition, and a strong work ethic;
- proficiency in team building;
- strong organizational skills and attention to detail;
- a commitment to approaching every challenge with a 'can do' attitude; and
- relentlessness and persistence about leading a charitable mission.

A bachelor's degree is required for this position as is at least six years of related experience. Sales experience is welcomed.

SALARY AND BENEFITS

Junior Tennis Champions Center offers a competitive salary and comprehensive benefits including group health, dental, life, vision, prescription drug program, short and long term disability, matching 401(k), and a complimentary club membership.

LOCATION

This position is located in College Park, Maryland, approximately 35 minutes from Washington, D.C. and 49 minutes from Baltimore, Maryland.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Junior Tennis Champions Center as well as the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Chief Development Officer, Junior Tennis Champions Center.](#)

To nominate a candidate, please contact Don Hasseltine:

[donhasseltine@aspenleadershipgroup.com.](mailto:donhasseltine@aspenleadershipgroup.com)

All inquiries will be held in confidence.