

2026 Junior Development Session 4 Letter from the CEO

Dear Tennis Memphis Parents,

It is a privilege to serve your families and to help guide a sport that has the power to shape not only strong athletes, but strong communities.

I believe wholeheartedly that tennis is more than a game. It is a platform. At its best, tennis teaches excellence — and excellence is the ultimate transferable skill. It is the discipline to prepare, the courage to compete, the humility to learn, and the resilience to try again. These qualities extend far beyond the court. They show up in classrooms, in careers, and in community leadership.

My vision for Tennis Memphis is bold and clear: to use tennis as a platform to drive innovation, excellence, and prosperity — and in doing so, empower our communities to be informed, resilient, and sustainable. We are not simply teaching forehands and backhands. We are cultivating habits, mindsets, and standards that elevate lives.

Our mission requires more than offering opportunity to a few. It demands that we make this critical skill of excellence available to every member of every community we serve. Excellence cannot be exclusive. It must be accessible. Indeed, my vision is to make excellence available for everyone.

Tennis Memphis also has an obligation to connect resources to the excellence that already exists in our communities. There is tremendous talent, drive, and potential across our city. Our role is to nurture it, support it, and provide pathways for it to flourish. This foundational commitment is reflected most clearly in our junior programming, where we are shaping not only players, but future leaders.

As we look ahead, we are refining our junior tennis model with a strong focus on consistency. Development is most readily recognized when the learning environment — and participation within it — is consistent. Repetition builds confidence. Structure builds mastery. Habit builds excellence.

As you consider registering your child for Session 4, I want to strongly encourage you to prioritize continued participation. Consistency — especially when paired with the right habits — creates the greatest opportunity for achievement. Each session builds upon the last. Momentum matters. The progress you want to see — technically, competitively, and personally — is built over time, and Session 4 is an important step in that journey.

On the horizon, Tennis Memphis will begin adding additional resources to competitive-focused programming. These enhancements will provide expanded pathways for those who aspire to higher levels of play. They will be most effectively utilized by juniors



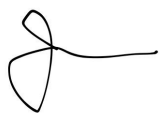
who are committed to consistent participation and long-term development — and Session 4 positions your child to take full advantage of what is ahead.

One year from now, I envision Tennis Memphis as a true regional hub of tennis — a place where junior tennis excellence thrives, where families from across the region gather to train and compete, and where healthier communities are strengthened through the game we love.

Thank you for entrusting us with your children. I invite you to continue this journey with us by registering for Session 4 and recommitting to the consistent development that fuels excellence.

Together, we are not just developing players. We are building a culture of excellence that will serve Memphis for generations to come.

With appreciation and determination,

A handwritten signature in black ink, appearing to read "John Borden". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

John Borden

CEO, Tennis Memphis

4145 SOUTHERN AVENUE | MEMPHIS, TN 38117 | 901.636.2700
TENNISMEMPHERS.ORG