

May 29, 2007

To Whom It May Concern:

I highly recommend Joe Arias for the national USPTA Industry Excellence Award. Joe has exhibited unparalleled understanding of the tennis industry. He relates all to industry members such as club, parks, schools, and retailers such as my store Grand Slam Tennis. He is on an even par with professionals such as tennis teaching professionals, tennis coaches, program heads, club managers and owners. His understanding of the needs of adult and junior tennis players in both the recreational and competitive forums and the interaction of both play segments of our sport is unparalleled. His respect for the needs of parents is rare.

Joe's ability to communicate in all media has contributed to his success and benefited to all members of our tennis industry. His "big picture" approach where there is "something in tennis for everyone" to promoting and administering tennis programs makes him a standard of performance I am glad to promote.

Secondary to his tennis teaching and playing skills but no less important is Joe's ability to learn and adapt the latest technology in his teaching, administrative and promotional tasks. His website ariastennis.com and scjtl.org offers tennis enthusiasts and interactive information and program management tool unlike any I've ever seen.

Joe wears many hats as a professional and volunteer. He also represents the tennis industries such as the USPTA and USTA with pride and displays the best of all members of the tennis world.

Joe's creation and administration of the Arias Tennis and Suffolk County Junior Tennis League network of programs with their community tennis focus has generated positive tennis experiences for over 1000 kids and adults every year. I like the rest of my peers with vested interest in our local tennis industry and the families that enjoy our sport have benefited greatly from his work.

I have been in the tennis business for over 30 years and I have known Joe for almost 10 years. I have met many people in all aspects of tennis along the way. No one I know has maintained the vision, knowledge, skills and enthusiasm to perform what we all know to be necessary for the success and survival of the tennis industry as he has and still does despite the obstacles.

I can think of no one better to receive the national USPTA Industry Excellence Award.

Sincerely,

James Donnelly
President
Grand Slam Tennis
Retail Tennis Pro Shop
631-499-6444