

THE TENNIS PRIORITIES COMPANY is a tennis services company that specializes in locating tennis teaching professionals for public and private tennis clubs. We scout for teaching talent in Chicagoland, Milwaukee and Wisconsin markets.

The tennis industry suffers from a shortage of teaching professionals. The average age of tennis teaching professionals keeps going up. There are few prospects to replace those that retire or leave the industry. The Tennis Priorities Company seeks to fill and nurture the gap.

FOR CLUBS: Finding the right tennis professional for a club can be a time-consuming project using valuable staff time. The Tennis Priorities Company cultivates talent from university and college tennis teams, and works directly with tennis coaches for viable candidates. We pre-screen tennis professionals for skill, personality and compatibility.

In addition to working with our own potential candidates, Tennis Priorities can supplement your interview process and help decision makers make good employee choices.

FOR TENNIS PROFESSIONALS: If you're a prospective or a current teaching professional looking for a teaching position, the Tennis Priorities Company knows which clubs are looking for staff, what areas of expertise, and what levels of teaching are needed.



DENNY SCHACKTER

"I decided to begin this company because, over the last 20 years, I have been asked, many times, to 'find a Pro.' It's something the industry needs to continue to grow the game."



The Tennis Priorities Company was founded by Denny Schackter, a long-time veteran of the tennis industry. Denny is, or has been, a Teaching Professional, College Tennis Coach, Industry representative, USTA volunteer and USTA District President. Denny was the head tennis Coach at the University of Wisconsin – Madison, from 1972 – 1981, and a territory rep for Wilson Sporting Goods for almost 22 years. He is currently serving as a Delegate at Large for the USTA's Midwest Section and will be serving on the nominating committee for the USTA Midwest Section from 2009–2011. He is a member of the USPTA, PTR, and ITA and also serves on the Boards of The Milwaukee Tennis Classic and The Milwaukee Tennis & Education Foundation.

In 2008, Schackter was inducted into the Wisconsin High School Tennis Coaches Hall of Fame, and in 2009, was appointed to the USTA's National Committee for "Tennis on Campus" and reappointed for 2011-12.

CONTACT US

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TESTIMONIALS FROM THE TENNIS INDUSTRY

"Denny's service is invaluable to any club or manager. Good people are what makes an organization and Denny is the one to help you hire just the right person. I recommend him highly..."

— *Doug Cash*
Owner, CashFlowTennis

"No one has better relationships or more knowledge about tennis at the grass-roots than Denny Schackter. At a time in our industry when growth is paramount, his mission to match young and talented individuals with clubs and facilities is dead on. We need up and coming, enthusiastic tennis professionals to join our ranks and to make tennis a life-long commitment as he himself has done. Denny's understanding of what it takes to be successful in the market will provide a valuable service to those who seek his expertise."

— *John Embree*
Tennis Industry Leader

"Denny's enthusiasm and genuine love for our sport is contagious. Simply stated, our sport needs more Denny Schackters."

— *Ajay Pant*
Midtown Clubs National Tennis Director
PTR Master Professional

"Denny thrives on being busy...he has the leadership qualities; integrity, decisiveness, great interpersonal skills, and with 30 years of life experiences in the game the right credentials. I can only imagine with his passion for our game that this new venture will provide the solid foundation for our future success. He's down to earth, easy to get along with, and yearning to get things done."

— *Dave Saxe*
USPTA Professional, Hartland, WI

"Denny Schackter is a man of integrity and many talents. His energy, passion and commitment to the tennis industry are contagious. He is well respected and connected throughout the tennis industry. Under Denny's leadership, Tennis Priorities is in a unique position to recognize and recruit top talent."

— *Rick Vetter*
USPTA Master Professional
Elite Club, Milwaukee, WI

RECENT PLACEMENTS

"I highly recommend this service to anyone in the club industry looking to find a job or fill a position. Denny took the time to meet with me and understand my situation before trying to place me. He gave me the opportunity to interview for positions that were unpublished with high quality clubs. His connections in the industry allowed me to find a place where I could fit in and make a living teaching the sport that I love. Denny made the stressful experience of changing jobs a very pleasant one. Everyone looking or filling a position in the tennis industry needs this service."

— *Derek Baker*
Pleasant Valley Tennis & Fitness Club
Jackson, WI

"I come from a tennis family in Michigan, but I have always dreamed of living and working in the Chicago area. I met Denny through my former boss, Jorge Capestany, of the DeWitt Tennis Center in Holland, MI shortly after graduating from college. I turned to him to help me with my job search. Within no time I had a phone call from a club, an interview the next week, and a job offer a couple of days later. Within 3 weeks my dream came true; I have a great job at a great Club with great people."

— *Audrey Koopsen*
The Racquet Club
Lake Bluff, IL