



WILLIAM J. "BILL" KELLOGG

La Jolla Beach & Tennis Club, Inc.

*La Jolla Beach & Tennis Club, La Jolla Shores Hotel, Shores Restaurant, Marine Room Restaurant
F.W. Kellogg Building, Playa Del Oro Apartments
President*

La Jolla, California - William J. "Bill" Kellogg, President of La Jolla Beach & Tennis Club, Inc., is the fourth generation Kellogg family member to serve as president of the Kellogg-family properties. He joined the Club's management team in September 1979 and in 1987 was named Vice President and Chief Financial Officer of La Jolla Beach & Tennis Club, Inc. In August of 1989, he became President and continues to serve as the Chief Financial Officer of the company. Kellogg is responsible for overseeing all family holdings, which consist of the La Jolla Beach & Tennis Club, The La Jolla Shores Hotel at La Jolla Shores, The Marine Room Restaurant, The Shores Restaurant, the Playa del Oro Apartments and the F. W. Kellogg commercial building.

Before joining the "Beach Club", Kellogg served from 1974 to 1979 as the General Manager and Head Tennis Professional of the Westlake Swim and Tennis Club in Westlake, Calif.

An avid tennis player, Kellogg grew up playing tennis at the Altadena Town and Country Club in Altadena, CA and quickly established himself as a top-ranked Southern California junior. He attended the Thacher School in Ojai, CA where he not only played on the varsity tennis team for all four years, but was also named captain of the varsity soccer team in his senior year.

After graduating from high school in 1970, Kellogg briefly competed in professional tournaments in Ireland, France and Switzerland. During that summer he also served as a linesman and chair umpire at Wimbledon. Later, that year, after matriculating at Dartmouth College, Kellogg became the top-ranked player and captain of the freshman tennis team. He lettered in tennis all four years and was the #1 player and co-captain of the varsity tennis team in his senior year. He was named to the All-Ivy League Tennis Team in 1973 for his stellar record in doubles and represented Dartmouth in the NCAA championships in the spring of 1974. To this date, Kellogg's playing record in college ranks among the top-ten all-time best for the college. Kellogg graduated from Dartmouth College in 1973 with a bachelor's degree in engineering science.

Kellogg has been actively involved in all aspects of the tennis community since he arrived in San Diego in 1979. His first job at the La Jolla Beach & Tennis Club included taking over the administration of the National Senior Hard Court Tennis Championships and one of the oldest tournaments in the world, the Pacific Coast Men's Doubles Championship. This job evolved over the years to the point that he now manages more national senior championship events than any other person in the country.

Kellogg joined the board of the San Diego District Tennis Association in the early 80's and served as its president for five years. During his tenure as president he was awarded the Olive R. Pearce Award by the San Diego Junior Tennis Patrons Association for his work in promoting junior tennis programs around the county. He later joined the board of the Tennis Patrons and served as its president for four years. During his tenure, the organization built the George E. Barnes Family Junior Tennis Center in San Diego, changed the name of the Tennis Patrons to Youth Tennis San Diego (YTSD) and expanded its After School Tennis Program to reach 60 school sites in San Diego County.

Kellogg currently serves as Sectional Delegate and Vice-President of the Southern California Tennis Association. He has been a member of the Advisory Council of the International Tennis Hall of Fame for most of the past decade and served two terms on the Nominating Committee of the United States Tennis Association (USTA). He currently serves the USTA as chairman of the Davis Cup Committee and as a

member of the USTA International Committee. Kellogg was also selected to be a member of the International Tennis Federation's Veterans Committee.

For the extensive volunteer time he has devoted to community tennis, he was awarded the 2001 Eve Kraft Community Service Award by the USTA, an award given to individuals who demonstrate the ability to create, organize and carry out recreational tennis programs for people of all ages and ability levels. For the great service he has given to senior tennis players, he was awarded the USTA's Senior Service Award in 2004 and was named the recipient of the 2006 Ben Press Award from the San Diego District Tennis Association for his lifetime commitment to tennis.

In addition to his volunteer work for tennis, Kellogg is active in numerous community and professional organizations. Most notably, he has been the President of the Mt. Soledad Memorial Association since 1989. In recent years, this organization raised the money to build and operate the new Veterans Memorial Walls located at the top of Mt. Soledad in La Jolla, CA. Kellogg served for five years as President of the La Jolla Shores Association, presiding over community efforts to rewrite the La Jolla Community Plan and is a member of the La Jolla Town Council, the La Jolla Community Planning Association, and the La Jolla Historical Society, just to name a few. Most recently, Kellogg was named to the Scripps Institution of Oceanography's Director's Circle Cabinet and to the Advisory Council of the Scripps Memorial Hospital.

He and his wife, Tricia, reside in La Jolla, California and have two daughters.

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