



Conan Lorenzo Hired as Junior Tennis Director

La Jolla, Calif. - (July 09, 2007) – The La Jolla Beach & Tennis Club is pleased to announce that on June 18, 2007, Conan Lorenzo joined the staff as the Director of Junior Tennis, bringing more than ten years of professional experience in the tennis industry. In addition to being skilled in junior program development and management, he also has extensive experience in program marketing, private and group instruction, tournament administration, facilities and operations management, umpiring and racket stringing.

Conan's primary emphasis at the La Jolla Beach & Tennis Club will be to enhance our junior tennis programs by developing activities that will encourage participation for all levels of play. He will be available for private and group lessons to Club members or guests and will oversee all of the Club's junior events and tournaments.

"We are excited to welcome Conan back to the Beach Club," stated La Jolla Beach & Tennis Club President, William "Bill" Kellogg. "Our members and guests will all benefit from Conan's experience in all facets of Junior Tennis as he continues to develop and implement new programs within our existing tennis department."

Prior to joining the La Jolla Beach & Tennis Club, Lorenzo spent five years as the Director of Junior Programs at the George Barnes Junior Tennis Center in San Diego. In this position, he developed and executed year-round junior programs (for all ages and ability levels) to include clinics, after-school programs, advanced/high-performance workouts, league play, ladders, seasonal special events and summer and holiday camps. He also coached and managed traveling USA Team Tennis teams, leading four teams to sectionals. Additionally, he coached and managed the Club's World Team Tennis team, leading two teams to the national championship (both won first place).

Conan's additional professional tennis experience includes two years as an Assistant Pro and Master Racket Stringer here at the La Jolla Beach & Tennis Club back in 2000 to 2002, as well as four years as the Head Pro at the Sammamish Club in Seattle, Washington from 1998-2000.

Conan is a graduate of Washington State University where he spent four years on the school's NCAA tennis team. His professional affiliations include membership in the United States Tennis Association (USTA), the United States Professional Tennis Association (USPTA) and the United States Racket Stringing Association (USRSA). He is also a USPTA Professional 1 Certified pro, an official umpire and lines person. He has also been frequently published in Racket Tech Magazine, Tennis Magazine & Advantage Magazine.

For over seventy years, La Jolla Beach and Tennis Club has had a long-standing tradition of community involvement, and is dedicated to the sport of tennis. A literal who's who among tennis greats has graced the courts of the Club, including Jack Kramer, Ted Schroeder, Pancho Segura, Pancho Gonzales, Bobby Riggs, Jimmy Connors, John McEnroe, and Arthur Ashe among many others. The La Jolla Beach and Tennis Club hosted the 2006 Davis Cup First Round Tie at which the United States defeated Romania. The La Jolla Beach and Tennis Club continues to host the Pacific Coast Men's Doubles Championship in March, Senior Hard Courts in May, and National 40 Hard Court Championship in December.

La Jolla Beach and Tennis Club, Inc. is a fourth-generation, family-owned and operated company dedicated to the operation of a 14-acre beachside resort in La Jolla, California. The resort includes three properties including the exclusive La Jolla Beach and Tennis Club, the 128-room La Jolla Shores Hotel (formerly the Sea Lodge Hotel) oceanfront hotel and the historic Marine Room restaurant. Resort amenities include 14 championship tennis courts, a nine-hole Par-3 golf course, two swimming pools, two additional oceanfront restaurants and cocktail lounges and one of Southern California's only private beaches.

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Note to Editors: Photos available upon request.

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