



## **Conan Lorenzo Lauded as 2009 USPTA San Diego Coach of the Year**

**LA JOLLA, CALIF., (April 6, 2009)** – Conan Lorenzo was awarded the 2009 USPTA San Diego Coach of the Year Award on March 7, 2009 at an awards ceremony held at the La Jolla Beach & Tennis Club. Lorenzo was honored by his peers through a secret ballot nomination and selection process. The award is handed out once a year to the coach who has exemplified the greatest achievements with players of all levels as well as academy tennis results and participation. This peer recognition is a true testament to Lorenzo's dedication to junior tennis. Lorenzo joins a talented group of previous winners including Larry Willens, Clay Johnson, Valerie Ziegenfuss and Angel Lopez.

Conan Lorenzo, Director of Junior Tennis, has over ten years of professional experience in the tennis industry. Since joining the La Jolla Beach & Tennis Club in 2007, Lorenzo has increased the number of junior program participants by 200% as well as elevated the Club's elite program, which now includes more than 20 nationally-ranked players. Prior to coming to La Jolla, Lorenzo spent five years as the Director of Junior Programs at the George Barnes Junior Tennis Center. During that time, he coached and managed traveling USA Team Tennis teams, leading three teams to win the sectional championship. Additionally, he coached and managed the Club's World Team Tennis team, leading two teams to the national championship (both won first place). Lorenzo is also a USPTA Professional 1 Certified pro and a USTA Certified High Performance Coach. Additionally, he is a member of Youth Tennis San Diego's Tournament Committee, overseeing all Novice and Satellite tournaments. He has also been published in *Racket Tech Magazine*, *Tennis Magazine* & *Advantage Magazine*. Conan resides in La Mesa with his wife and two sons, Blake and Brock (future doubles champions).

For over seventy years, the La Jolla Beach & 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, Jimmy Connors, John McEnroe, and Arthur Ashe among many others. The La Jolla Beach & Tennis Club hosted the 2006 Davis Cup First Round Tie when the United States defeated Romania, and most recently hosted the 2008 Fed Cup Quarterfinals where the United States defeated Germany. The La Jolla Beach & Tennis Club continues to host the Pacific Coast Men's Doubles Championship in March, and in December, the USTA National 40 Hard Court Championships, as well as the USTA National Father/Son and Grandfather/Grandson Hard Court Championships.

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La Jolla Beach & 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 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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