

Hall of Honor Legacy Category Nominee
William M. Campbell III

For almost 50 years, William Campbell has dedicated his life to the development of recreational opportunities for youth and adults in the greater Sacramento area. Fed by his passion for tennis, Bill has provided hundreds of thousands of people opportunities for recreation and personal growth and development. His legacy will be felt throughout the community for years to come.

Bill's journey could be said to have begun when he enrolled in a beginning tennis course in his first year at Cal. He fell in love with the game and dedicated himself to becoming a top player. He soon earned a full-ride tennis scholarship to Cal. Meanwhile, he had developed an instructional tennis program on public courts for the Fulton-El Camino Parks and Recreation District which had grown dramatically under his enthusiastic leadership. Over 400 kids participated in this program which became a model for other districts in the area. To the ultimate benefit of the Sacramento region, Bill decided to forego the Cal scholarship and attend Sac State so he could continue his career in recreation.

After completing his BS in Accounting and while finishing his Masters in Business Administration at Sac State, Bill wrote his final project on the need in the Sacramento area for a tennis club where there would be enough courts for kids as well as adults to participate. He took his idea to a group of community-minded investors culminating in the development of Rio del Oro Racquet Club in 1971.

In addition to tennis, Bill expanded his club's programming to include swimming, racquetball, fitness and social recreation, pioneering industry-wide best practices at his growing number of clubs. In addition to Rio del Oro, he now owns and operates the finest clubs throughout our area including Natomas, Gold River, Roseville, Laguna Creek, Folsom, El Dorado Hills and Lodi as well as the only indoor tennis facility in the area. Thousands of members of our community have enjoyed the wholesome family recreational opportunities Bill's clubs have offered over the years.

Bill has always envisioned his clubs as a vital part of the community. Local high school tennis teams call his clubs their home, practicing and conducting their matches at his clubs. He developed a tennis academy to train motivated youth and established scholarships for those in financial need. He currently boasts over 150 players in the Spare Time Junior Tennis Academy and has approximately 85 players ranked in the top 100 United States Tennis Association NorCal region. He started summer tennis camps for kids through Sac State providing scholarships for those in need in partnership with the Youth For Christ charitable organization.

Bill was also instrumental in bringing professional tennis to Sacramento. As early as 1972, Rod Laver conducted clinics at Rio del Oro Racquet Club. In the mid-1980s, Bill sponsored annual professional exhibitions at Arco Arena bringing such names as Jimmy Connors, Martina Navratilova, John McEnroe and Billie Jean King to town. When it

looked like Sacramento's professional tennis team, the Capitals, would not prosper operating at Arco Arena, Bill spearheaded a group that acquired the team, moved their matches to the Gold River Racquet Club and developed a strong community following in the intimate club environment. They remain a source of pride in our community today making the playoffs regularly and claiming several League Championships.

Bill's personal leadership also led to developing a strong intercollegiate tennis program at Sac State. Under his leadership over the past decade, both the men's and women's teams have become a perennial powerhouse in the Big Sky Conference. He currently directs both the Men's and the Women's teams and for the last two years, he has hosted the conference championships at his Gold River Racquet Club. Bill places an extremely high value on his athletes doing well in their schoolwork as well as in competition, and his tennis teams always rank at the top of the graduation percentages of all the sports teams.

Bill's civic mindedness has reached well beyond his dedication to tennis. He served on the Board of Directors and the Board of Trustees for the Sacramento YMCA throughout the late 1970s through the 1980s. He brought his love of recreation, commitment to the community and business management skills to these positions including a term as Chairman. He also participated actively in the 20-30 club of Sacramento and the Point West Rotary Club, where he served as President. He also served on the Board of Jesuit High School, again including a term as its President.

Bill served as Chairman of the Board of RCA Credit Information Services and, when the business was sold, he guided the formation and funding of a \$9,000,000 endowment with a portion of the proceeds. The resulting RCA Community Fund at the Sacramento Region Community Foundation has made annual contributions to community groups since 2001. Recipients have included Boys and Girls Clubs, Cristo Rey High School, Boy Scouts, Children's Receiving Home and Sacramento High School.

Bill has received a variety of awards for his work in the community. At CSUS he received awards for: Order of the Hornet (1988); Distinguished Service Award (1988); College of Business Administration Alumni Award (1989); Lifetime Achievement Award (2006); and the President's Medal of Distinguished Service (2007). He has also served on the President's Executive Council, the Community Council, the ATH Advisory Council, as President of the Stinger Board and as a member of the University Foundation Board at CSUS. Bill also received, along with his wife, Margie, the 1992 Philanthropist of the Year award from California's Capital Chapter of the National Society of Fund Raising Executives. He received the Regional Pride Award for Business Development from Sacramento Magazine in 1999. He was also recognized as 1988 Businessman of the Year and Best in Business in 1989 by the Sacramento Metropolitan Chamber of Commerce. Most recently, Bill was honored as a Father of the Year by the Sacramento Chapter of the American Diabetes Association in 2007.

As a private citizen, Bill has contributed immensely to the quality of life and the opportunities for recreation and leisure in our community. His contributions in particular towards the growth and development of tennis in our region have had a lasting impact on

our community and will continue to do so for years to come. The California Park and Recreation District could imagine no better partner in our efforts to serve District II constituents. I am pleased to enter his name in nomination for the 2009 Hall of Honor Legacy Category.