

THE  
JULIAN KRINSKY  
GROUP

A close-up photograph of a man with curly brown hair, smiling warmly. He is wearing a dark brown polo shirt and holding a bright yellow-green tennis ball in his right hand. The background is a soft, out-of-focus wooden wall.

*Dream*

*The future belongs to those  
who believe in the beauty of  
their dreams.*

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## IT ALL STARTED WITH TENNIS...

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BORN and raised in South Africa, by the age of 19 Julian Krinsky was competing professionally on the international tennis tour, including Wimbledon and the Italian and French Opens. After earning a law degree and becoming a chartered accountant, Julian settled in Philadelphia ... and began to teach a few tennis students, part-time.

That was 1977. Soon dozens of students at a time were sleeping over in bunk beds and backyard tents for weekend lessons. By the next year, leased indoor courts and dormitory rooms were needed to accommodate the suddenly fast-growing school of tennis. At the same time, the Julian Krinsky business model had begun to emerge.

Today, the Julian Krinsky Group creates **high quality, innovative sports and education experiences** for more than 4000 young people each year, and offers a range of other related services.

*"Julian took everything he did well as a player and successfully applied it to the business of tennis: Working hard, winning and losing gracefully, and making comebacks at every opportunity."*

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Billie Jean King

*create*

*Happiness is not doing  
what you enjoy, but  
enjoying what you do.*



## THE JULIAN KRINSKY GROUP TODAY

The Julian Krinsky Group, operated by Julian Krinsky and Adrian Castelli, comprises several tightly integrated business units that (1) Develop and operate camps and programs for children and teens; (2) Provide property management services for sports and recreational facilities; (3) Recruit and provide trained instructors, staff and professional talent for sports academies, clubs and events; and (4) Consult on most issues related to operating resorts and camps — including the purchase, staffing, operation, maintenance and sale of those assets.

Although intentionally regional in focus, with operations primarily in the Greater Philadelphia area, the company is **nationally and internationally recognized for its forward-looking, highly ethical approach to providing innovative programming, management and support.**

*"The success of the Julian Krinsky Group begins with their ability to almost intuitively anticipate and understand customer needs — in other words, to be ahead of the market — and then do whatever it takes to meet them in a highly satisfactory way."*

Kenneth Cole



grow

If you wish to make an impact for a generation, plant a tree.  
If you wish to make an impact for a lifetime, educate a child.



A world without strangers



## JULIAN KRINSKY CAMPS & PROGRAMS



DEDICATED to providing entertaining and worthwhile learning experiences,

Julian Krinsky Camps & Programs currently operates 12 summer camps in three states. A

tradition in families around the world, the camps offer leading-edge programming in

tennis, golf, enrichment, business, sports, fitness, cooking and the performing arts. The

company also conducts extended golf and teen tours each summer.

To further provide exceptional, one-of-a-kind summer programs,

Julian Krinsky partners with prestigious organizations such as the Wharton School of the

University of Pennsylvania, the Fox School of Business and Management at Temple

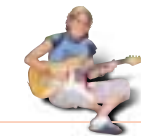
University, and Canyon Ranch Health Resorts.



In addition, the Julian Krinsky Group leverages core competencies to

facilitate camps for client organizations on a contract basis. Services typically include logisti-

cal management of housing, food service and entertainment.



The expression "A World Without Strangers" was suggested by a group of Julian Krinsky campers. Conducted at private schools and colleges, Julian Krinsky camps and programs are distinguished by a welcoming, friendly atmosphere; enthusiastic, knowledgeable instructors; and low camper-to-counselor ratios.



*Discover*

*The greater danger is not  
that we aim too high and fail,  
but that we aim too low and succeed.*

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## JULIAN KRINSKY PROPERTY MANAGEMENT

The Julian Krinsky Group owns and/or operates a number of golf courses and indoor tennis clubs. Through the Property Management division those logistical and administrative skills are available to other recreational property holders seeking out-sourced management. The Julian Krinsky approach emphasizes creating a welcoming environment with organized learning programs for children and adults, improving the customer experience, maximizing profits and increasing the value of the property.

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## JULIAN KRINSKY STAFFING

Excellent personnel are key to all Julian Krinsky camps and programs. Consequently, the Staffing division operates a year-round international recruiting program and maintains a large network of highly qualified counselors, instructors and athletes. These resources are available to clubs and resorts seeking professional golf and tennis instructors, as well as athletic talent for Pro-Ams and other events. The Staffing division also provides training programs and skills workshops for professional staff.

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## JULIAN KRINSKY CONSULTING

The Consulting division is available to advise property owners and managers on all issues concerning the purchase, sale, staffing and operation of resorts, clubs and camps. Julian Krinsky is a noted speaker on these topics and has been featured in numerous industry publications.

*act*

*Vision without action is  
merely a dream.*

*Vision with action can  
change the world.*



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INQUIRIES WELCOME

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DREAM | CREATE | GROW | DISCOVER | ACT

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