



Joe Fleenor brings with him a unique and diverse background when it comes to the sport of tennis. A lifelong Middle Tennessee resident, Joe grew up playing in local park and recreation leagues and high school tennis at Mt. Juliet High School. He attended college at the University of Tennessee – Knoxville where he founded the USTA Tennis on Campus club team which has become one of the largest club teams in the Southeast. Upon graduation, Joe went to work for the USTA Tennessee office for a couple of years before joining the USTA Southern Section office as the Tennis Service Representative for the state of Tennessee. In this role, he worked closely with all tennis providers in the state – from local CTAs to country club teaching professionals to elementary schools to municipalities – to help them grow and develop their tennis programming and ultimately their businesses. Joe has served as League Coordinator for a Corporate Team Tennis league and a USTA Flex league in the Nashville area. Joe currently owns his own sport event production business – Above The Fold Events & Sport Promotions – where he produces triathlons, road races and running tours across the Southeast.