

ATLANTA DAILY NEWS

Jan Hnyda, Correspondent

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HAPPER MEETS THE CHALLENGE OF DIRECTING FEDERATION CUP

NORCROSS—“Standing on a chariot holding the reins for this event” is how Karen Scott Happer, with 16 years of experience directing world class tennis events, describes her job as tournament director for the Federation Cup. Appointed 15 months ago, Happer has organized the competition which will bring 200 of the top women tennis professionals from 47 countries together for a week-long tournament before an anticipated 80,000 attending spectators and worldwide television coverage.

Putting together an event the size and prestige of the Federation Cup has been a task of Olympian proportions, but Happer has more than met the challenge. She has made innovations in the 28-year-old tournament, which comes to the United States for only the fourth time, and has created a week of social events and entertainment for Atlantans in addition to the matches. “Atlanta doesn’t know what it’s in for,” Happer said. “From the first trumpet blown during the opening ceremony, there will be fantastic emotion here during this occasion. There will be an excitement and pathos that can only come when players come together to represent their countries.”

Karen Happer’s interest in working with sponsors and corporate hospitality for the Federation Cup led to her eventual appointment by the Southern Tennis Association as tournament director. “Corporate hospitality is done beautifully at Wimbledon,” Happer said “But it is underdone and undersold in the United States.” So she has designed corporate hospitality packages for the 1990 Federation Cup including box seats, passes to an elegant poolside area alongside Center Court known as **Champagne Tennis® Etcetera, Inc.**, a “Meet the Players” party and elegant meals.

The Federation Cup has never been involved in charity work before, but Happer obtained permission from the International Tennis Federation for this year’s tournament. On Tuesday, the United States team (Wimbledon finalist Zina Garrison, Jennifer Capriati, Gigi Fernandez and Mary Jo Fernandez) will host a charity night to benefit the Gwinnett Foundation.

Happer worked with the USTA in securing Barbara Bush to serve as Honorary Chairperson of the 1990 Federation Cup. She follows a tradition of First Ladies serving in this capacity as Betty Ford served for the 1976 event and Nancy Reagan in 1982.

Happer will not take much of a break when her work here is complete. She has been appointed organizer for the annual Women’s International Tennis Association awards dinner at the Plaza Hotel in New York in August for the second consecutive year.