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Short Form Return of Organization Exempt From Income Tax

2009

Department of the Treasury
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except black lung benefit trust or private foundation)
▶ Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total assets less than \$1,250,000 at the end of the year may use this form.
▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

Open to Public Inspection

A For the 2009 calendar year, or tax year beginning 07/01, 2009, and ending 06/30/2010

B	Check if applicable	Please use IRS label or print or type. See Specific Instructions.	C Name of organization ATLANTA TIP OFF CLUB, INC.	D Employer identification number 23-7050539
<input type="checkbox"/>	Address change		Number and street (or P O box, if mail is not delivered to street address)	E Telephone number (404) 586-1927
<input type="checkbox"/>	Name change		Room/suite	F Group Exemption Number . . . ▶ N/A
<input type="checkbox"/>	Initial return		235 ANDREW YOUNG INTERNATIONAL BOULEVARD, City or town, state or country, and ZIP + 4 ATLANTA, GA 30303	
<input type="checkbox"/>	Termination			
<input type="checkbox"/>	Amended return			
<input type="checkbox"/>	Application pending			

• Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

G Accounting method Cash Accrual
Other (specify) ▶

I Website: ▶ WWW.NAISMITHAWARDS.COM

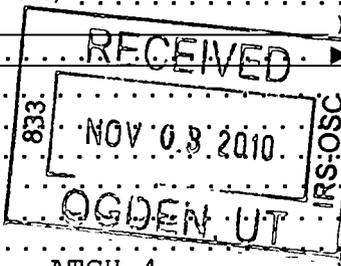
J Tax-exempt status (check only one) - 501(c) (3) ◀ (insert no) 4947(a)(1) or 527

K Check if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts, if \$500,000 or more, file Form 990 instead of Form 990-EZ. ▶ \$ 241,262.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)

	Description	Code	Amount
Revenue	1 Contributions, gifts, grants, and similar amounts received	ATCH 2	121,350.
	2 Program service revenue including government fees and contracts		30,770.
	3 Membership dues and assessments		88,800.
	4 Investment income	ATCH 3	342.
	5 a Gross amount from sale of assets other than inventory	5a	
	b Less cost or other basis and sales expenses	5b	
	c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	
	6 Special events and activities (complete applicable parts of Schedule G) If any amount is from gaming, check here <input type="checkbox"/>		
	a Gross revenue (not including \$ _____ of contributions reported on line 1)	6a	
	b Less direct expenses other than fundraising expenses	6b	
c Net income or (loss) from special events and activities (Subtract line 6b from line 6a)	6c		
7 a Gross sales of inventory, less returns and allowances	7a		
b Less cost of goods sold	7b		
c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c		
8 Other revenue (describe ▶ _____)	8		
9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8	9	241,262.	
Expenses	10 Grants and similar amounts paid (attach schedule)	10	
	11 Benefits paid to or for members	11	
	12 Salaries, other compensation, and employee benefits	12	91,016.
	13 Professional fees and other payments to independent contractors	13	2,681.
	14 Occupancy, rent, utilities, and maintenance	14	301.
	15 Printing, publications, postage, and shipping	15	432.
	16 Other expenses (describe ▶ _____)	16	136,948.
	17 Total expenses. Add lines 10 through 16	17	231,378.
Net Assets	18 Excess or (deficit) for the year (Subtract line 17 from line 9)	18	9,884.
	19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	0.
	20 Other changes in net assets or fund balances (attach explanation)	20	
	21 Net assets or fund balances at end of year. Combine lines 18 through 20	21	9,884.



Part II Balance Sheets. If Total assets on line 25, column (B) are \$1,250,000 or more, file Form 990 instead of Form 990-EZ

(See the instructions for Part II)

	Description	(A) Beginning of year	(B) End of year
22	Cash, savings, and investments ATCH 5	17,610.	78,910.
23	Land and buildings		
24	Other assets (describe ▶ ATCH 6)	-11,552.	-42,861.
25	Total assets	6,058.	36,049.
26	Total liabilities (describe ▶ ATCH 7)	6,058.	26,165.
27	Net assets or fund balances (line 27 of column (B) must agree with line 21)	0.	9,884.

SCANNED BY 7/10/10

9

Part V Other Information (Note the statement requirements in the instructions for Part V.)

		Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity		X
34	Were any changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the changes		X
35	If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T		
a	Did the organization have unrelated business gross income of \$1,000 or more or was it subject to section 6033(e) notice, reporting, and proxy tax requirements?		X
b	If "Yes," has it filed a tax return on Form 990-T for this year?		
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N.		X
37 a	Enter amount of political expenditures, direct or indirect, as described in the instructions ▶ 37a 0.		
b	Did the organization file Form 1120-POL for this year?		X
38 a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the period covered by this return? . . .		X
b	If "Yes," complete Schedule L, Part II and enter the total amount involved 38b		
39	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on line 9 39a		
b	Gross receipts, included on line 9, for public use of club facilities 39b		
40 a	Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under section 4911 ▶ 0.; section 4912 ▶ 0.; section 4955 ▶ 0.		
b	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or is it aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		X
c	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 ▶ 0.		
d	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization ▶ 0.		
e	All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T		X
41	List the states with which a copy of this return is filed ▶ GA,		
42 a	The organization's books are in care of ▶ JERRY GARDNER Telephone no ▶ 404-586-1927 Located at ▶ 235 ANDREW YOUNG INT'L BLVD., NW, ATL GA ZIP + 4 ▶ 30303		
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	Yes	No
42b	If "Yes," enter the name of the foreign county: ▶		X
	See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
c	At any time during the calendar year, did the organization maintain an office outside of the U.S.?		X
	If "Yes," enter the name of the foreign country ▶		
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here ▶ <input type="checkbox"/> and enter the amount of tax-exempt interest received or accrued during the tax year ▶ 43		
44	Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ		X
45	Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ		X

Part VI Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only. All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 46-49b and complete the tables for lines 50 and 51.

- 46 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I Yes No
- 47 Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II Yes No
- 48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E Yes No
- 49 a Did the organization make any transfers to an exempt non-charitable related organization? Yes No
- b If "Yes," was the related organization a section 527 organization? Yes No
- 50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances

f Total number of other employees paid over \$100,000 ▶ 0

- 51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation

d Total number of other independent contractors receiving over \$100,000 ▶ 0

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here
 Signature of officer: *Robert H. Hollis*
 Date: 10/20/10
 Type or print name and title: Robert H. Hollis, CFO

Paid Preparer's Use Only
 Preparer's signature: *[Signature]*
 Date: 10/11/10
 Check if self-employed:
 Preparer's identifying number (See instructions):
 Firm's name (or yours if self-employed), address, and ZIP + 4: BDO USA, LLP, 1100 PEACHTREE STREET, SUITE 700 ATLANTA, GA 30309-4516
 EIN: 13-5381590
 Phone no: 404-688-6841

May the IRS discuss this return with the preparer shown above? See instructions Yes No

SCHEDULE A
(Form 990 or 990-EZ)

Public Charity Status and Public Support

OMB No 1545-0047

2009

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ ▶ See separate instructions.

Name of the organization

ATLANTA TIP OFF CLUB, INC.

Employer identification number

23-7050539

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).
- 2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)
- 3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).
- 4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: _____
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 8 A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.)
- 9 An organization that normally receives: (1) more than 33 1/3 % of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)
- 10 An organization organized and operated exclusively to test for public safety. See section 509(a)(4).
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h.
 - a Type I b Type II c Type III - Functionally integrated d Type III - Other
- e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).
- f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box.
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
 - (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?

	Yes	No
11g(i)		X
 - (ii) A family member of a person described in (i) above?

11g(ii)		X
---------	--	---
 - (iii) A 35% controlled entity of a person described in (i) or (ii) above?

11g(iii)		X
----------	--	---

h Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization in col. (i) listed in your governing document?		(v) Did you notify the organization in col. (i) of your support?		(vi) Is the organization in col. (i) organized in the U.S.?		(vii) Amount of support
			Yes	No	Yes	No	Yes	No	
ATTACHMENT 1									
Total									0.

For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2009

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi) (Complete only if you checked the box on line 5, 7, or 8 of Part I.) N/A

Section A. Public Support

Table with 7 columns: (a) 2005, (b) 2006, (c) 2007, (d) 2008, (e) 2009, (f) Total. Rows include: 1 Gifts, grants, contributions, and membership fees received; 2 Tax revenues levied for the organization's benefit; 3 The value of services or facilities furnished by a governmental unit; 4 Total. Add lines 1 through 3; 5 The portion of total contributions by each person; 6 Public support. Subtract line 5 from line 4.

Section B. Total Support

N/A

Table with 7 columns: (a) 2005, (b) 2006, (c) 2007, (d) 2008, (e) 2009, (f) Total. Rows include: 7 Amounts from line 4; 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources; 9 Net income from unrelated business activities; 10 Other income Do not include gain or loss from the sale of capital assets; 11 Total support. Add lines 7 through 10.

12 Gross receipts from related activities, etc (see instructions) 12

13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

N/A

Table with 3 columns: Line number, Description, and Percentage. Rows 14 and 15.

16a 33 1/3 % support test - 2009. If the organization did not check the box on line 13, and line 14 is 33 1/3 % or more, check this box and stop here. The organization qualifies as a publicly supported organization

b 33 1/3 % support test - 2008. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3 % or more, check this box and stop here. The organization qualifies as a publicly supported organization

17a 10%-facts-and-circumstances test - 2009. If the organization did not check a box on line 13, 16a or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization

b 10%-facts-and-circumstances test - 2008. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization

18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions

Part III Support Schedule for Organizations Described in Section 509(a)(2)
(Complete only if you checked the box on line 9 of Part I.)

N/A

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
1 Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6)						

N/A

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
9 Amounts from line 6						
10 a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income Do not include gain or loss from the sale of capital assets (Explain in Part IV)						
13 Total support. (Add lines 9, 10c, 11, and 12)						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

N/A

15 Public support percentage for 2009 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2008 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2009 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2008 Schedule A, Part III, line 17	18	%

19 a 33 1/3 % support tests - 2009. If the organization did not check the box on line 14, and line 15 is more than 33 1/3 %, and line 17 is not more than 33 1/3 %, check this box and stop here The organization qualifies as a publicly supported organization ►

b 33 1/3 % support tests - 2008. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3 %, and line 18 is not more than 33 1/3 %, check this box and stop here The organization qualifies as a publicly supported organization ►

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ►

Part IV Supplemental Information. Complete this part to provide the explanation required by Part II, line 10; Part II, line 17a or 17b; or Part III, line 12. Provide any other additional information. See instructions

ATTACHMENT 1

SCHEDULE A, PART I - INFORMATION ABOUT SUPPORTED ORGANIZATIONS

(I) NAME OF SUPPORTED ORGANIZATION	(II) EIN	(III) TYPE OF ORGANIZATION	(IV)		(V)		(VI)		(VII) AMOUNT OF SUPPORT
			YES	NO	YES	NO	YES	NO	
METRO ATLANTA CHAMBER OF COMMERCE, INC.	58-0145520	501 (C) (6)	X		X		X		0.
TOTAL AMOUNT OF SUPPORT									<u>0.</u>

ATTACHMENT 3

FORM 990EZ, PART I - INVESTMENT INCOME

<u>DESCRIPTION</u>	<u>AMOUNT</u>
INTEREST INCOME	342.
TOTAL	<u>342.</u>

ATTACHMENT 4

FORM 990EZ, PART I - OTHER EXPENSES

SUPPLIES	43.
TRAVEL	5,791.
PARKING/MARTA	360.
MANAGEMENT FEE	80,000.
DUES	30.
BANK CHARGES	313.
PROMOTION/ADVERTISING	5,900.
PUBLIC RELATIONS	115.
SIGNAGE	62.
BRANDING	440.
BOD MEETINGS	465.
CAMPUS	463.
PROGRAMS	42,966.
TOTAL	<u>136,948.</u>

ATTACHMENT 5

FORM 990EZ, PART II - CASH, SAVINGS AND INVESTMENTS

<u>DESCRIPTION</u>	<u>BEGINNING OF YEAR</u>	<u>END OF YEAR</u>
SAVINGS	17,610.	78,910.
TOTALS	<u>17,610.</u>	<u>78,910.</u>

ATTACHMENT 6

FORM 990EZ, PART II - OTHER ASSETS

<u>DESCRIPTION</u>	<u>BEGINNING OF YEAR</u>	<u>END OF YEAR</u>
ACCOUNTS RECEIVABLE	-11,552.	-42,861.
TOTALS	<u>-11,552.</u>	<u>-42,861.</u>

ATTACHMENT 7

FORM 990EZ, PART II - TOTAL LIABILITIES

<u>DESCRIPTION</u>	<u>BEGINNING OF YEAR</u>	<u>END OF YEAR</u>
ACCOUNTS PAYABLE	6,058.	6,165.
SUPPORT AND REVENUE FOR FUTURE PERIODS		20,000.
TOTALS	<u>6,058.</u>	<u>26,165.</u>

ATLANTA YIP OFF CLUB, INC.
FEDERAL EIN 23-7050539
FOR THE YEAR ENDED JUNE 30, 2010

FORM 990-EZ, PART IV
LIST OF OFFICERS, DIRECTORS, TRUSTEES AND KEY EMPLOYEES

Name	Title and Time Devoted to Position
Barry Goheen	Chairman 1 hr/wk
Dan Corso	Director 1 hr/wk
Robert H Hollis	Secretary/Treasurer 1 hr/wk
Eric Oberman	Executive Director 1 hr/wk
Sam A Williams	Director 1 hr/wk

All Officers and Directors may be reached in care of the organization.
None of the officers or directors receive compensation from the organization.

ATLANTA TIP OFF CLUB, INC.
FEDERAL EIN 23-7050539
FOR THE YEAR ENDED JUNE 30, 2010

FORM 990-EZ, PART III STATEMENT OF PROGRAM SERVICE ACCOMPLISHMENTS

The Naismith Awards Banquet honors collegiate and High School basketball players, coaches and administrators for their contributions to the sport. Honorees included local, regional and national winners. The premiere award, the college player of the year, was presented at both the men's and women's NCAA Final Four's, with the men's recipient honored at halftime of the NCAA Championship game on CBS-TV

Total expenses 131,759

The College Basketball Preview Luncheon featured men's and women's head basketball coaches from the University of Georgia, Georgia Tech, Georgia State and Kennesaw State who offered predictions and expectations on the upcoming college basketball season

Total expenses 59,542

Total Program Service Expenses 191,301

See attached statement for detailed description of program service accomplishments



2010 Atlanta Tipoff Club Season Recap

The Atlanta Tipoff Club continued to grow and enhance the mission set forth by its founding fathers in 1956, which was to celebrate the game of basketball at all levels. During the 2009-10 basketball season we added a new event, changed the management structure and bolstered our brand awareness at the NCAA Men's Final Four. All of these new program activations continued to elevate the brand among media, fans and basketball enthusiasts. The results were consistent with the goal of keeping the Atlanta Tipoff Club among the most prestigious organizations in the sport.

Among the highlights from the past season:

- Sold out our 3rd annual Men's College Basketball Preview Luncheon and included ESPN's Jay Bilas as the national analyst along with the head coaches from Georgia, Georgia State, Georgia Tech and Kennesaw State.
- We created a women's College Basketball Preview Luncheon that included national broadcaster Debbie Antonelli, along with the head coaches from Georgia, Georgia State, Georgia Tech and Kennesaw State. The event sold out.
- Secured our Naismith Trophy finalists on a live ESPNNews interview from the Final Four, airing hours before we announced the 2010 winner.
- We went to North Carolina State University to honor David Thompson on the 35th anniversary of him winning the 1975 Naismith Trophy.
- We re-structured our management team that included elevating Eric Oberman from Vice President to the Executive Director.

The Atlanta Tipoff Club administers the Naismith Awards, given annually to recognize the best players, coaches, officials and lifetime achievement award winners. The Naismith Trophy presented by AT&T is named in honor of Dr. James Naismith, inventor of the game of basketball. The 2010 recipients were honored at the 2010 Women's and Men's Final Four's, respectively.

National awards included:

- *Men's College Player of the Year – Evan Turner, Ohio State University*
- *Women's College Player of the Year – Tina Charles, University of Connecticut*
- *Men's College Coach of the Year – Jim Boeheim, Syracuse University*
- *Women's College Coach of the Year – Connie Yori, University of Nebraska*
- *Boy's High School Player of the Year – Jared Sullinger, Columbus (Ohio) Northland High School*
- *Girl's High School Player of the Year – Chiney Ogwumike, Cy-Fair High School, Houston, Texas*
- *Boy's High School Coach of the Year – James Sullinger, Columbus (Ohio) Northland High School*
- *Girl's High School Coach of the Year – Sean Casey, Peddie School, Highstown, New Jersey*
- *Men's College Official of the Year – Tony Greene*
- *Women's College Official of the Year – Dennis Mayer*
- *Outstanding Contributor to Men's Basketball – John Thompson*
- *Outstanding Contributor to Women's Basketball – Marsha Sharp*

The Atlanta Tipoff Club looks forward to continuing the tradition of presenting awards to top performers who achieve success both on and off the court and help basketball continue to thrive in the state of Georgia as well as the rest of the nation.

Following is a list of national, Georgia and metro Atlanta award winners for 2010:

Georgia Women's College Player of the Year – Brigitte Ardossi, Georgia Tech

Georgia Men's College Player of the Year – Daniel Emerson, Mercer University

Whack Hyder Women's College Coach of the Year – Dennis Cox, Clayton State University

Whack Hyder Men's College Coach of the Year – Darryl Jacobs, Clark Atlanta University

Bobby Cremins Girl's High School Coach of the Year – Jan Azar, Wesleyan School

Bobby Cremins Boy's High School Coach of the Year – David Boyd, Milton High School

Miss Georgia Basketball – Kayla Lewis, Southwest DeKalb High School

Mr. Georgia Basketball – Marcus Thornton, Westlake High School

Garland F. Pinholster Girl's High School Coach of the Year – Kathy Richey-Walton, Southwest DeKalb High School

Garland F. Pinholster Boy's High School Coach of the Year – Phil McCrary, Columbia High School

Metro Atlanta Girl's High School Player of the Year – Khaalida Miller, Douglass High School

Metro Atlanta Boy's High School Player of the Year – JerShon Cobb, Columbia High School

Steve Schmidt Outstanding Contributor to Basketball – Mike Glenn

Bob Eskew Outstanding Sportsmanship Award – Chamblee Charter High School

Charlie Bloodworth High School Official of the Year – Amy Today