

SOUTH CAROLINA MEN'S TENNIS



Kent DeMars

Staff

Kent DeMars

Head Coach • 26th Year at South Carolina • 37th Year Overall



A true professional on and off the tennis court, Kent DeMars begins his 37th year of college coaching and his 26th season at the helm of the University of South Carolina men's tennis program. Throughout his 36-year career at the collegiate level, DeMars has coached more than 57 All-Americans, an Olympic Gold Medalist Doubles team, as well as former Wimbledon,

French Open, U.S. Open and Davis Cup Champions. He was selected the National Coach of the Year in 1989 and has collected Region II Coach of the Year honors seven times (1987, 1989, 1990, 1991, 1994, 1998, 2002).

DeMars has led the Gamecocks to the NCAA Tournament 18 times, including a stretch of 13-straight appearances (1994-2006).

DeMars became South Carolina's all-time winningest coach during the 2005 season, surpassing former Carolina and current Rice coach

Ron Smarr (319 wins) on March 4, 2005, when the Gamecocks defeated Arkansas, 5-2, in Columbia. Heading into the 2008 season, he has amassed 355 victories at USC.

In 2003, DeMars notched his 500th career win as a head coach with a 4-3 victory over No. 36 Mississippi State on Feb. 28, 2003.

DeMars added to his legacy in 2001 by coaching Guillaume Legat, who recorded the highest final singles ranking in school history. Legat ended his senior season ranked No. 4 in the country after an undefeated SEC season playing in the No. 1 position. Legat set another Gamecock record by advancing to the semifinals at the NCAA Singles National Championships.

DeMars' tennis roots originate on the courts of Assumption High School in East St. Louis, Ill., where he would later return to assume coaching duties. High school tennis did not exist in the early 1960s; as a result, DeMars and four other companions received instruction in their formative years from Gloria Connors, mother of tennis legend Jimmy Connors.

A bright mind on and off the court, DeMars attended St. Mary's University in San Antonio, Texas, on a tuition assistance program (equivalent of today's athletic scholarships). During his collegiate career, DeMars was a four-year starter at No. 1 singles and doubles for St. Mary's. After receiving his bachelor of arts in science, DeMars spent two years coaching tennis and teaching biology at Peacock Military Academy. He left that position to return to his alma mater, Assumption High School and lead its tennis

DeMars Capsule

Coaching Experience • 36 Years • 595-349 (.630)

University of South Carolina, head coach 1985-present

- 381-278 (.578) – 25 seasons
- Seven-time NCAA Region II Coach of the Year, 1987, 1989, 1990, 1991, 1994, 1998, 2002

- NCAA Division I Coach of the Year, 1989
- ITA Meritorious Service Award, 1986

Southern Illinois University- Edwardsville, head coach 1974-84

- 214-71 (.751) – 11 seasons
- NCAA Division II Coach of the Year, 1979

Assumption High School, head coach 1969-73

Peacock Military Academy, head coach 1966-68

Service to College Tennis

- Chairman, ITA Men's Operating Committee
- Collegiate Tennis Hall of Fame Committee
- ITA National/Regional Rankings Coordinator
- Editor: ITA Collegiate Tennis Yearbook
- 1977-82 NCAA Rules Committee

Other Notables

- SIU-Edwardsville Athletics Hall of Fame, Class of 2006
- South Carolina Tennis Hall of Fame, Class of 1996

Education

- Miami University, Oxford, Ohio (M.A. Zoology)
- St. Mary's University, San Antonio, Texas (B.S. Biology)
- Assumption H.S., East St. Louis, Ill.



program. During his five years at the school, DeMars coached American tennis folk hero Jimmy Connors, who played No. 1 singles for one season.

DeMars received his first collegiate coaching assignment at Southern Illinois University-Edwardsville. DeMars transformed the university's tennis program from a club level sport with a \$500 budget and two tennis courts 40 minutes away from campus into a NCAA Division II powerhouse. By his third year in Edwardsville, DeMars' Cougar squad was 20-7 and ranked No. 5 in the nation. In 1978, his program began an incredible run of seven straight NCAA Championships. In addition to seven NCAA team titles, DeMars coached seven NCAA Division II singles champions.

Undoubtedly, Ken Flach and Robert Seguso rank as the most famous products of DeMars' dynasty at Southern Illinois-Edwardsville. From 1981-83, Flach and Seguso led the Cougars to an impressive 57-26 dual match record. Individually, the duo defeated the NCAA Division I champions (Michigan's Leach and Mace), 6-1, 6-1, and finished the 1983 season ranked No. 1 in the nation.

On June 11, 1984, DeMars was named men's tennis coach at South Carolina. Since that time, Carolina has been a fixture at the national level. DeMars' teams have had an average national ranking of 18 during his tenure in Columbia. In addition to the demanding 11-match SEC schedule, DeMars' teams face nationally ranked programs from one of tennis' toughest areas of the country, Region II.

In 2005, Carolina enjoyed one of its most successful seasons in recent memory. DeMars led the Gamecocks to a fourth-place finish in the nation's toughest tennis league, the SEC, and to the school's 12th-straight trip to the NCAA Tournament. South Carolina picked up two wins on the road and advanced to the final 16 at NAAs. In addition, Tom Eklund earned an invitation to the NCAA Singles Championship and Geraldo Knorr and Pedro Rodrigues won a berth to the NCAA Doubles Championship.

The 2006 season also marked the 22nd-straight season the Gamecocks have been ranked in the nation's top 30 under DeMars.

As a former educator on the college and high school levels, DeMars realizes the importance of his team taking advantage of South Carolina's top-notch academic resources. Since joining the SEC (1992), DeMars's tennis teams have placed more than 80 student-athletes on the SEC Academic Honor Roll.

Coaches and Players Talk About DeMars

"Coach DeMars helped my game from a technical, tactical and mental standpoint. From all the college coaches I observed, he was one of the best to play for not only because he knew the game so well, but because of his relationship with his players."

*Stephane Simian
1989, '90 Gamecock All-American*

"USC is lucky to have Coach DeMars. I've learned more from him about the game of tennis than anyone in the country."

*Eric Shore
Auburn Head Tennis Coach*

"Kent is one of the most distinguished coaches in collegiate tennis and is well on his way to becoming a member of the Hall of Fame."

*Dan Magill
Director of Tennis, University of Georgia*

"Coach DeMars always puts his players first. He does whatever it takes to keep them happy and motivated both on the court and in the classroom."

*Dave Hopper
1991 Region II Rafael Osuna
Sportsmanship Award Winner*

In 1986, DeMars was awarded the Rolex Meritorious Service Award for his involvement in virtually every aspect of college tennis. The award is rarely given to individuals in the game of tennis on the amateur or professional



DeMars Timeline

First Victory at South Carolina	d. Utah 6-2, Feb. 2, 1985
First Metro Conference team title	d. Florida State, Apr. 20, 1985
Clinched First NCAA Tournament Bid	d. #5 LSU 6-3, May 2, 1987
Gained National Team Indoor Final	d. #1 UCLA 5-3, Feb. 24, 1989
School's First NCAA Tournament Victory	d. #14 Alabama, 5-2, May 20, 1989
Advanced to First NCAA Final Four	d. #3 California, 5-4, May 21, 1989
300th Career Victory	d. Davidson 9-0, Feb. 6, 1990
Sixth Consecutive Team Indoor Appearance	d. #2 Southern Cal. 5-3, Feb. 24, 1990
100th Victory at South Carolina	d. Georgia Tech 5-1, Apr. 12, 1990
Clinched Third-Consecutive Region Title	d. #17 North Carolina 5-3, Apr. 6, 1991
School's First SEC Dual Match	d. Vanderbilt 5-3, Feb. 16, 1992
350th Career Victory	d. Auburn 4-3, Apr. 2, 1993
Highest Ranked Opponent Defeated on Road	d. #4 Duke 4-3, Mar. 23, 1994
150th Victory at South Carolina	d. #2 Georgia 4-3, Mar. 31, 1994
Complete 11-0 Regular Season Region Record	d. Clemson 5-2, Apr. 13, 1994
Complete 15-1 Regular Season Home Record	d. #23 Arkansas 4-0, Apr. 19, 1994
Ranked Nationally in the Top 20 for the 21st-Straight Year	1995
400th Career Victory	d. Chas. So. 4-1, Feb. 10, 1997
200th Victory at South Carolina	d. The Citadel 4-1, Jan. 31, 1998
450th Career Victory	d. #25 Mississippi State 4-1, April 22, 1999
500th Career Victory	d. #36 Mississippi State 4-3, Feb. 28, 2003
300th Victory at South Carolina	d. Charlotte, 7-0, Feb. 15, 2004
320th Victory, Becomes Winningest Coach in School History	d. Arkansas 5-2, Mar. 4, 2005

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level. Currently, South Carolina's coach chairs the 15-member ITA Men's Operating Committee. DeMars also works closely with ITA Executive Director David Benjamin on rule revisions and policy formation in the college tennis game. He also served as editor of the ITA Collegiate Tennis Yearbook.

In addition to conducting youth tennis camps throughout the summer, DeMars has been instrumental in bringing high levels of competitive tennis to the Midlands. In December of 1996, Coach DeMars was inducted into the South Carolina Tennis Hall of Fame.

DeMars, an avid follower of the St. Louis Blues, Cardinals and Rams, also enjoys playing golf and following the stock market. DeMars and his late wife, Susan, have two daughters, Colleen and Kristen.

DeMars Collegiate Coaching Record

Year	School	Record	Pct	Final National Rank
1974	SIU-Edwardsville	13-4	.765	
1975	SIU-Edwardsville	17-8	.680	
1976	SIU-Edwardsville	20-7	.741	No. 5 - Div. II
1977	SIU-Edwardsville	17-5	.733	No. 2 - Div. II
1978	SIU-Edwardsville	26-6	.813	No. 1 - Div. II
1979	SIU-Edwardsville	27-5	.844	No. 1 - Div. II
1980	SIU-Edwardsville	16-4	.800	No. 1 - Div. II
1981	SIU-Edwardsville	19-7	.731	No. 1 - Div. II
1982	SIU-Edwardsville	18-10	.643	No. 1 - Div. II
1983	SIU-Edwardsville	20-9	.690	No. 1 - Div. II
1984	SIU-Edwardsville	21-6	.778	No. 1 - Div. II
1985	South Carolina	24-5	.828	No. 14 - Div. I
1986	South Carolina	16-9	.640	No. 15 - Div. I
1987	South Carolina	19-10	.655	No. 11 - Div. I
1988	South Carolina	5-18	.218	
1989	South Carolina	21-8	.725	No. 5 - Div. I
1990	South Carolina	17-9	.654	No. 10 - Div. I
1991	South Carolina	17-9	.654	No. 19 - Div. I
1992	South Carolina	8-14	.364	
1993	South Carolina	11-11	.500	
1994	South Carolina	19-8	.704	No. 15 - Div. I
1995	South Carolina	12-16	.429	
1996	South Carolina	13-11	.542	No. 41 - Div. I
1997	South Carolina	17-10	.630	No. 23 - Div. I
1998	South Carolina	21-8	.724	No. 15 - Div. I
1999	South Carolina	18-12	.600	No. 14 - Div. I
2000	South Carolina	10-13	.435	No. 41 - Div. I
2001	South Carolina	13-13	.500	No. 29 - Div. I
2002	South Carolina	17-9	.654	No. 20 - Div. I
2003	South Carolina	17-8	.680	No. 20 - Div. I
2004	South Carolina	15-14	.517	No. 37 - Div. I
2005	South Carolina	20-10	.667	No. 16 - Div. I
2006	South Carolina	14-15	.483	No. 41 - Div. I
2007	South Carolina	11-14	.440	No. 63 - Div. I
2008	South Carolina	11-13	.458	No. 55 - Div. I
2009	South Carolina	15-11	.577	No. 35 - Div. I
Career Totals (36 Years)		595-349	.630	
<i>South Carolina Totals (25 Years)</i>		<i>381-278</i>	<i>.578</i>	
<i>SIU-Edwardsville Totals (11 Years)</i>		<i>214-71</i>	<i>.751</i>	



Jeff Kefalos

Assistant Coach • 16th Year at South Carolina



Jeff Kefalos joined head coach Kent DeMars' staff in the 1993-94 season and earned ITA National Assistant Coach of the Year honors in his inaugural season on the staff. Kefalos' Gamecock history began as a player in 1973 and continued through 1983 with six seasons as the head coach of the women's team.

During his 12 seasons on DeMars' staff, Kefalos has been an integral part of the recruiting and development of some of the program's best players. He has helped mentor two All-Americans – Guillaume Legat and Seth Rose – one ITA Scholar All-American – Jerome Jourdon – and five different student-athletes have earned a total of 10 All-SEC honors while Kefalos has been a part of the men's tennis staff.

In addition to his work with the Gamecocks, Kefalos continues to serve as director of the Columbia Tennis Center, a post he has held since March 1977, less than a year after he graduated from South Carolina. In that role, he has been instrumental in developing top junior talent in the Midlands, many of whom have achieved state, sectional, and national rankings. Among his various responsibilities at Columbia Tennis Center, Kefalos directs all activities involving the city's Men's and Junior Tennis Leagues as well as several national, sectional and state tournaments.

Kefalos previously served as head coach of South Carolina's women's tennis team from 1977 to 1983. During that period, he compiled a 127-34 record, with five of his six teams being ranked 12th or better in the nation. He was one of four finalists for National Coach of the Year honors after leading his 1982 team to a 28-3 record.

As a member of Ron Smarr's Gamecock teams from 1973 to 1976, Kefalos

was a four-time team MVP and three-year team captain. He was a finalist for the 1976 Rafael Osuna Award, which recognizes outstanding sportsmanship and contributions in collegiate tennis. Known for his excellent groundstrokes and return of serve, Kefalos compiled an impressive 104-14 singles mark and a doubles record of 81-15 during his career. Kefalos ranks sixth in career singles wins and was first in career doubles victories at South Carolina until the 2000 season when Olof Akesson surpassed him with a record of 85-49.

A three-time West Virginia High School singles champion, Kefalos also won the 1972 state men's singles title. The spring prior to beginning his USC playing career, Kefalos reached the semifinals of the Southern Junior Tennis Championships.

Kefalos has been classified as a Professional I member of the United States Professional Tennis Association since 1977. He also is a charter member and past treasurer of the South Carolina Professional Tennis Association.

Kefalos received his bachelor of science degree in business administration, graduating as a scholar-athlete in 1976 from the University of South Carolina. He and his wife, Betsi, have two adult children, Lance and Rawlins.



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Val Sheley

Senior Assoc. AD/SWA

Val Sheley, who has experience as a former student-athlete, coach, athletics director and several other administrative areas, including compliance, academics and student-athlete development, is in her fifth year as senior associate athletics director and senior woman administrator.

Her many responsibilities include administration of eight sports and the NCAA compliance office. Her athletics career started in 1988 when she served as head of men's and women's track and field, then added the responsibilities of assistant athletics director/senior woman administrator at UNC Asheville. From there, she went to the NCAA office working as a legislative assistant for the national organization.

Sheley is in her second stint with South Carolina during her college athletics career, having served as an associate athletics director for NCAA compliance at the school from 1995 to 2000. In 2000, she left the Gamecocks to become athletics director at Presbyterian College, where she oversaw the school's 13 athletics programs and facility improvements for three years.

During 2003-04, Sheley served as the interim associate athletics director for academic support and career development at Maryland before returning to South Carolina.

Sheley has a bachelor's degree from Murray State, where she excelled as a track and field athlete. She earned a master's from Houston and is a graduate of the Sports Management Institute. Sheley was a 1984 Olympic qualifier in track and field for Great Britain. Her husband, Mike, was a track and field All-American and NCAA national champion (4x800-meter relay, 1974 indoors) at South Carolina.



Maya McCoy

Academic Advisor

Maya McCoy is a learning specialist and academic advisor at South Carolina, joining the staff prior to the 2008-09 academic year. She advises the women's basketball team as well as the men's and women's tennis teams, assisting them with class registration and scheduling, progress toward degree requirements and communication with their professors.

McCoy came to South Carolina after spending one year at East Tennessee State as a learning specialist and tutorial coordinator. From 2005 to 2007, she was a special education teacher, transition linkage coordinator and head cheerleading coach for New York Harbor School.

McCoy earned a bachelor of arts in both sociology and international studies from Michigan State in 2003. From there, she went on to obtain a master of science in sport administration from Florida State in 2004 and a master of education in secondary special education from Brooklyn College in 2007.

Originally from Los Angeles, McCoy is a member of the National Association of Academic Advisors for Athletics.