

Resume

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WORK EXPERIENCE

Executive Director, Covering the Court, LLC, (2016 – Present). Responsible for providing program and consulting support for school districts, recreation agencies, youth organizations, after school providers, and tennis facilities. Conducts training of staff and volunteers to deliver programs; provides guidance and direction on business operations for program providers; develops and conducts events for clients; assists with fundraising and profit-generating concepts; conducts presentations and workshops at conferences locally, regionally, and nationally; serves as a faculty member and presenter for the Arizona Center for After School Excellence and conducts workshops on managing students effectively in recreation settings. Serves as a Program Advisor and Schools Committee Member to the United States Tennis Association Southwest Section with responsibility to review grants and provide direction on School Tennis operations for the region.

National Manager, School Tennis, USTA National (2004-2015). Managed the USTA Schools Program with a reach of over 20,000 registered schools and after school programs. This included direction and oversight for national, regional, and state School Tennis operations; strategic partnerships; resource development and implementation; training workshops; sales presentations; budget planning and management; strategic planning; negotiations with vendors and sports manufacturers; online registration and tracking systems; equipment and materials distribution; and staff supervision. *See pages 2-3 for specific program accomplishments.*

National Manager, Recreational Coaching, USTA National (2004-2005). In addition to managing the National School Tennis Program, responsible for recruiting, training and supporting a faculty of over 100 Recreational Workshop National trainers. Developed and implemented the workshop format used nationwide in partnership with USPTA and PTR. Created program resources and participant materials; managed workshop administration; and communicated with facility leaders on workshop logistics. From 2005–2012, served as a Master Trainer and content developer for USTA Recreational Coaching Workshops, 10 & Under Tennis Workshops, and corresponding curriculum resources.

Senior Community Coordinator & Manager, Development Coaching, USTA Southwest Section (1998-2004). Managed program development; trained and supervised program coordinators and volunteers; hosted community and organizational meetings; conducted strategic planning; prepared and submitted grant proposals including budgets and accountability reports; hosted promotional events; and led advertising and publicity efforts to grow tennis. Developed coaching curriculum and conducted training sessions for tennis professionals, physical educators, coaches, and staff responsible for on-court tennis activities throughout the Southwest.

Junior Player Development Coordinator and Coach, USTA Southwest Section (1994-1997). Responsible for overseeing competitive programs and events throughout the Southwest. Coached and traveled with Sectional Teams; managed and resolved conflict issues with parents, coaches, players, and officials; established sportsmanship and junior competitive policies and procedures; conducted presentations at professional conferences and workshops; and hosted junior forums and college seminars at major sectional events. Prepared annual budgets and goals for areas of responsibility; produced Section newsletter (semi-annually) and *Just Juniors* publication (annually); submitted activity reports to Section leadership; and served as LAN administrator for USTA Southwest Section.

Program Director and Head Tennis Professional, Central Phoenix National Junior Tennis League and Local Excellence Training Chapter, Phoenix Tennis Center (1994-1997). Managed all chapter operations including hiring and training teaching staff; directing instructional and organized play activities; developing partnerships with area schools; conducting advertising campaigns; and obtaining sponsors to augment chapter funding. Selected USTA Phoenix Chapter of the Year, 1995, 1997.

USTA /NJTL Sectional Intern and Schools Program Clinician, USTA Southwest Section (1993). Helped conduct staff trainings and site visits for NJTL chapters, including development of master lesson plans. Conducted teacher in-services, assemblies, and clinician workshops in support of school-based programs throughout the Section.

USPTA/PTR Tennis Professional (1993 – 1998). Taught group and private lessons for youth and adults in public and private facilities. Organized leagues; hosted special events; and worked with a variety of diverse groups including special populations, wheelchair, super seniors, at-risk youth and corporate clients.

OTHER WORK EXPERIENCE

USTA National Trainer of Recreation Coaches (1998 – 2004). Conducted coaches workshops/seminars, specialty clinics, and tennis teacher trainings at local, Sectional and National events including Recreation Coach Workshops, promotional events and National and Section Conferences.

USTA University Adjunct Faculty Member (1999 – 2004). Served as a national trainer/presenter for the development of community tennis associations and USTA/NRPA Tennis Management Institutes.

Assistant Tennis Coach, Glendale Community College Men's Tennis Team, (1992-1993). Assigned responsibility for all on court coaching and training of team members. Traveled with team for in-state and out of state matches with responsibility for team conduct and performance. Used video analysis and other teaching tools in a classroom situation to improve individual and overall team performances.

EDUCATION

- * **Bachelor of Applied Sciences, Arizona State University, 2000.** Summa Cum Laude, 4.0 G.P.A. Emphasis in Recreation Management; Minor in Special Event Management.
- * **Associate of Applied Sciences in Accounting; Glendale Community College, 1993.** Graduated with Highest Distinction.
- * **Associate of Arts in General Business; Glendale Community College, 1992.** Emphasis in computer and accounting applications. Academic All-American for athletics and academics, 4.0 G.P.A. Honors Graduation Medallion Recipient.

ACCOMPLISHMENTS/CONTRIBUTIONS

- Led a major restructuring of the USTA's National School Tennis Program. Recruited a team of industry consultants, physical education experts, USTA staff and volunteers, to provide expertise and input to the design and delivery of the Program.
- Developed the School Tennis Curriculum package in collaboration with Dr. Robert Pangrazi, and recruited a faculty of Physical Education Specialists. (The multiple resources created are now recognized in the industry as a model for physical education classes.)
- Revitalized and developed the School Tennis Workshop format for training National and Section trainers. This encompassed content and script development, eventual production of a complete training video, a participant guide, and fulfillment processes that accommodate 200+ workshops with a reach of 4000-5000 teachers, volunteers and program leaders annually.
- Led the development of the USTA School Tennis Registry, which provides tracking reporting, and fulfillment support for the National Section offices, and services over 12,000 programs annually.
- Achieved record numbers (50-60% increases) for participation in Physical Education Programs, After School Programs and School Tennis Workshops impacting nearly 2,500,000 kids in 2014-15. Quadrupled program participation numbers for the association.
- Constructed and implemented matching USTA Section Support Grants, involving a structured goal setting and planning process, including individualized annual and bi-annual performance reviews for tracking and rewarding local School Tennis initiatives. This has created greater alignment and consistency among the Sections for local program implementation.
- Contributed to the design and incorporated a comprehensive budget tracking system to capture School Tennis expenditures and projections in real time and address discrepancies for optimal fiscal management. Operated within .1% margin in subsequent years.
- Created and spearheaded the development of *Kids' Tennis Clubs* in 2012 and produced the *Kids' Tennis Club Playbook* and supplemental corresponding program materials and incentives including easy to implement sportsmanship concepts in the context of play. This program has grown by 237% since its implementation and is currently impacting over 15,000 programs and 1,000,000 kids.
- Coordinated the USTA presence at the *Let's Move in Schools* national campaign kickoff event in San Diego, CA. Led and coordinated all event logistics and secured Tracy Austin to provide key messaging as part of a large demonstration promoting the benefits of tennis.
- Created a partnership and collaborated with Skillastics, Inc., to launch *Tennis Skillastics*, an interactive tennis and fitness game that accommodates 10-100 students with no tennis courts required. Provided technical expertise and content for the teacher's manual, activity mats, station cards, and instructional video. Secured television and print media support for the official launch of *Tennis Skillastics* at the National Shape America Convention in Indianapolis.
- Conceived and implemented a Multi-manufacturer Equipment Assistance Program including negotiations and constructing agreements involving seven major manufacturers. This arrangement

is now supporting USTA offices as well as local providers with reduced pricing and easy-access online ordering capabilities.

- Provided significant input to the Project 36/60 and 10 and Under Tennis Cross Functional Team with an emphasis on coach education and program delivery. Key contributions included recommendations for integrating recreational and high performance coaching methodologies.
- Contributed to the development of the USTA's Coaching Youth Tennis online courses as a member of a Tennis Industry cross-functional team involving USTA, PTR, and USPTA.

HONORS, AWARDS, AND ACCREDITATIONS

- * National Youth Sports Administrator, National Alliance for Youth Sports
- * Community Service Star Award, United States Professional Tennis Association (2016)
- * Hall of Fame, USTA Central Arizona (2013)
- * Ambassador to Tennis Award, USTA Central Arizona (2010)
- * Contributors Award, American Association of Physical Activity and Recreation (2009)
- * Level 1 Professional Rating, USPTA, PTR (25 years)
- * PTR/PPR National Tester of Tennis and Pickleball Professionals
- * PTR State Member of the Year (Arizona), 2002
- * USPTA Southwest Professional of the Year (1998)
- * USTA Southwest Junior Recreation Volunteer of the Year (1994)
- * #1 Section Ranked Open Doubles Player, 2003, USTA Southwest
- * #19 National Ranked 30 & Over Singles Player, 2003, USTA National
- * World Team Tennis Recreational League Commissioner Award, 1993, 1994
- * Faculty Member/Presenter, Arizona Center for After School Excellence
- * Head/Penn Advisory Staff and Speakers Bureau

PUBLISHED/PRODUCED

- Editor and a contributing author for *USTA's Physical Educators Guide for Teaching Tennis in Schools*
- *Youth Tennis Play Pathway Delivery Guide*
- *Kids' Tennis Club Playbook*
- *Partner with Schools Handbook*
- *Top 10 Games Every Coach Should Know*
- *Essential Games and Drills for Large Groups*
- *Large Group Games for Carnivals, Clinics, and Special Events*
- Contributing writer to *Learn to Rally and Play*
- Kids' Tennis Club Video
- School Tennis Workshop Training Video
- Tennis Skillastics Manual and Video
- Tennis Pro Magazine articles
- Sun Tennis Magazine articles
- USTA Newsletter, Tennis Tips
- ACE Coaches Web Site

SPEAKING ENGAGEMENTS

USTA National Tennis Teachers Conferences; USTA Tennis Development Workshops; USPTA World Conferences; USPTA Division Conventions; PTR International Tennis Symposiums; PTR Regional Symposiums; Tennis British Columbia Coaches Conference; Shape America National, District, and State Conventions; USTA Section Workshops; NRPA Tennis Management Institutes; Arizona Center for After School Excellence Workshops, Southwest Parks and Recreation Kickoff Symposiums; Arizona Parks and Recreation Conferences, Arizona Health and Education Conference, Arizona Community Education Conferences.

SPECIAL SKILLS

Training & public speaking, coaching and teaching, oral and written communication, group facilitation, curriculum development, video production, strategic planning and analysis, program administration, event management, volunteer management and recruitment, grant writing, contract development and negotiations, marketing, public relations, promotional campaigns, and strong proficiency in digital and online applications.