

CHRIS MICHALOWSKI, USPTA

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Professional Summary

Accomplished and passionate with a solid history of achievement in program development. Nationally recognized as an industry leader in community outreach, public relations, grassroots initiatives and team tennis programs. Innovative with demonstrated strengths in team management, program organization and online marketing of lessons and live events. A USPTA Elite Professional, USPTA Midwest Tester, USTA High Performance Coach and Realtennis Network Founder.

Skills

Staff Management and Development	Schools Program Development	Relationships With Key Organizers
Program Procedures and Training	Live Streaming	Tennis Multitasker
10 and Under Tennis	Hotel Convention/Guest Packages	Online MKT and Automation
Customer Service and Public Relations	Long Term Athletic Development	Content Creation/Distribution
Experienced Presenter/Interviewer/MC	Special Events	Innovative

Experience

Director of Experiential Learning, USTA-U

USTA National Campus – Orlando, FL

July 2016 to Present

Develop and direct USTA National Campus internship program including recruitment, on campus education and assessments that meet the requirements of the campus and participating universities.

Create and Develop on campus “Learning Lab” hands-on experience for PTM students and visiting coaches And providers, utilizing campus amenities and the latest in tennis technology.

Develop and administer all national campus visiting coaches’ workshops.

Liaison and point-person for all PTM Directors.

Design and populate USTA-U Learning Management System that will integrate with PTM programs, accredited organizations and industry partners.

Built and designed USTA-U Content Management System (CMS) prototype, giving tennis providers free access to the latest tennis resources and innovative content (Expected release 2019).

Create required courses for pre-certification candidates and continuing education courses for certified tennis professionals.

Create and manage all USTA-U online educational content through podcasts, live radio, video instruction, tutorials, courses, live streams and live office hours.

Educate on campus interns and entry level employees through on campus workshops and events utilizing on campus SME’s and executives.

Conduct off campus workshops for USPTA and other industry organizations.

Director of Tennis
Grand Traverse Resort and Spa –Acme, MI

June 1988 to July 2016

Develop and direct junior/ adult tennis lessons, leagues, social events, tournament travel, travel matches and special events

Converted a resort amenity into a 1200 local member, nationally recognized facility.

Develop all 10 and under programs.

Write curriculum, direct and coordinate all Traverse City Middle/Elementary after school tennis programs.

Created and developed the nation's largest elementary in-school Rallyball league (660 players).

Design and coordinate summer tennis/sports academy utilizing relationships with key organizational leaders in the community promoting the benefits of all sports for athletic development while strengthening relationships with competing organizations.

Selected as one of USTA's national pilot sites for 10 and Under Tennis.

Personally contributed to the structure of USTA 10 and Under Tennis.

Communicate and set up special events with other departments and convention groups.

Revised and Directed Men's \$25,000 Snowbound Open Tournament (initially \$750 event) utilizing relationships with key community members to ensure success.

Live stream tennis workshops and tournaments via online sign-up worldwide.

Established and maintain continued relationship with Ferris State University PTM Program.

Educate and provide "Hands-on" opportunities for PTM students through tournament administration, weekend mini camps and special events providing win-win opportunities for club and PTM program

Create and revise standard operating procedure and training manuals.

Train and assist desk staff with online court scheduling system.

Adhere to annual budget.

Assist in other departments when needed.

Oversee and assist in facility maintenance both indoors and out.

Director of Tennis
Country Club of Detroit – Grosse Pointe Farms, MI

July 1990 to August 1994

Hire and train staff of USPTA professionals and shop personnel

Organize and manage CCD pro shop utilizing payroll and retail accounting skills, inventory control and racquet stringing

Develop and instruct all CCD lessons, leagues and special events

Coordinate and administer all CCD tennis mixers and tournaments in cooperation with CCD Board and committee members

Assist in clay court maintenance (10 outdoor clay)

Organize Grosse Pointe junior interclub match schedules

Increased lesson participation by 23%

Education

Professional Tennis Management
Ferris State University - Big Rapids, MI

September 1986 - May 1988

Awards

USPTA Elite Tennis Professional
USTA High Performance Coach
USPTA Certified Specialist in Competitive Player Development
PTM Student of the Year
USPTA Midwest Tester of the Year
2003 USPTA Michigan Tennis Professional of the Year
2005 USPTA Michigan Tennis Professional of the Year
2006 USTA Midwest Team Tennis Coordinator of the Year
2006 USPTA National Star Award
2006 USTA/USPTA National Community Service Award
2006 USTA Midwest Cap Leighton Award
2006 Northern Michigan Volunteer of the Year Award
2013 PTM Alumni of the Year
2014 NMTA Phyllis Laurila Award (Contribution to Grass Roots)