



**CITY OF  
NEW YORK  
CHAPTER**

**CLUB MANAGEMENT  
ASSOCIATION OF AMERICA**

**CHAPTER EDUCATION**

**WEDNESDAY, DECEMBER 6, 2023**

**3:00 PM Virtual Education**  
ZOOM Meeting ID: 880 1061 1274  
Passcode: 546962  
Dial In: 1-646-558-8656

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## **Virtual Educational Session**

### ***The Racquet Sports Revolution***

### ***with Mark McMahon, John Wilkening, CCM***

### ***& Ryan Johnson, CRSE, USPTA***

There is a revolution occurring in private clubs in the part of the club formally known as “The Tennis Department”. Members are being exposed to “The Big 4” of racquet sports (tennis, pickleball, padel and platform tennis) at local public parks and YMCA’s, as well as at exclusive resort destinations and the clubs of family and friends in other cities.

How should a club board react when independent statistics from the Sports & Fitness Industry Association show that a sport called “Pickleball”, has recorded an increase in participation of 85% in the last year (to 8.7 million players). To put this into perspective, pickleball’s 8.7 million players in 2022 compares to golf’s 41.1 million. ***However, more Americans played pickleball for the first time in 2022 (4.1 million) than tried golf for the first time (3.3 million).***

In this timely webinar, the team from McMahon Careers, a firm that specializes in Executive Search and Consulting for Racquet Sports, will update attendees on the new world of racquets sports, with perspective and advice on how clubs can leverage and manage this phenomenon. The information is offered from three distinct viewpoints including an active Director of Racquet Sports, an active General Manager, and a former Director of Racquets who now leads the industry’s only exclusively racquet-sports focused executive search and consulting firm.

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Recognized and awarded by his industry peers, Mark McMahon has been acclaimed as an astute and insightful consultant, coach, and educator. Mark's firm, McMahon Careers, has had the privilege to guide some of the country's most prestigious clubs in their hiring of a Director of Racquets who can lead their programs to greatness.

Mark's 24 years of club experience includes being Director of Tennis at two of America's most distinguished private clubs - Boca West Country Club in Boca Raton, Florida, and Dunwoody Country Club in suburban, Atlanta, Georgia.



John Wilkening, CCM is the General Manager/COO at North Hills Club, a private racquet, fitness and social club in Raleigh, NC. John has been in the resort and private club industry for close to 30 years, with a strong background in Food & Beverage and was honored to be named a Mid-Atlantic regional field expert in Food & Beverage for ClubCorp.

Over the past two years, since becoming GM at North Hills Club, John has overseen the hiring of a new Director of Racquets, as well as the construction of 6 new pickleball courts and 3 new padel courts. The club currently is in the middle of construction of a new pickleball pavilion, as well as a new state of the art kitchen and modern dining room.



Ryan Johnson is the Director of Racquet Sports at Paradise Valley Country Club. Additionally, Ryan lends his expertise to McMahon Careers as the liaison to the firm's Young Professionals Group and its work with young Racquet Sports Professionals who aspire to career success and leadership roles in the racquet sports industry.