



KIRK ORAHOOD

Tennis Director | USPTA/RSPA/USTA Professional | Program Development Specialist

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<https://T3Adaptive.org>

PROFESSIONAL SUMMARY

USPTA Professional with over 30 years of experience managing prestigious tennis programs in Southern California. Proven record of accomplishment in increasing membership engagement, developing championship players, and generating revenue through innovative programming. Expert in private club operations, high-performance player development, and premium member services. Demonstrated success in building lasting relationships with members while maintaining the highest standards of club professionalism.

CORE COMPETENCIES

- Private Club Operations
- Revenue Generation
- Member Relations & Retention
- High-Performance Coaching
- Tournament Organization
- Adult & Junior Programming
- Social Event Planning

PROFESSIONAL EXPERIENCE

COO T3 Adaptive Racquet Sports

- 2014 – present. Organize and coach wheelchair/para/adaptive tennis and pickleball clinics twice weekly in CA and once monthly in CO
- Travel to local wheelchair events as a coach/occasionally nationally
- Help my twin brother with fundraising and grant writing for T3 Adaptive.

Director of Tennis and Head Coach

JSerra Catholic High School | San Juan Capistrano, CA | 2008 - 2025

- Manage comprehensive tennis facility including 6 courts, pro shop, and training center
- Generate \$250,000+ annual revenue through program development and member engagement
- Created popular adult social tennis events and mixers to boost community engagement
- Developed and implemented successful junior pathway program from beginner to elite level
- Organize and direct multiple USTA sanctioned tournaments annually, including wheelchair.
- Maintain 95%+ lesson retention rate through personalized instruction and relationship building
- Supervise staff of five teaching professionals and coordinate professional development
- Successfully mentor students to collegiate tennis scholarships and professional careers

President & Director

T3 Tennis (Total Tennis Training) | San Juan Capistrano, CA | 2009 - Present

- Direct full-service tennis program catering to diverse membership base
- Created profitable adult programs including cardio tennis, drill clinics, and social leagues
- Formed/Direct the only wheelchair tennis program in South County, internationally recognized
- Implement modern coaching technology including video analysis and performance tracking
- Organize and execute tournaments, social events, and exhibition matches
- Develop marketing strategies resulting in 25% annual program growth
- USRSA Racquet Technician certified for premium equipment services

Head Tennis Professional/Director of Tennis

Mesa Verde Country Club | Costa Mesa, CA | 1978 - 1994

- Managed premier Orange County tennis program with 300+ active members
- Increased tennis membership by 40% through innovative programming and marketing
- Created and directed junior development pathway producing multiple national champions
- Organized popular member events including club championships, mixers, and exhibitions
- Developed two ATP Tour professionals and numerous Division I collegiate players
- ATP Wimbledon coach 1992
- Maintained strong pro shop revenues through expert equipment consultation and service
- Coordinated with golf operations to create successful cross-promotional events
- Instituted popular travel team program competing against other prestigious clubs

Additional Club Experience

Fairway Pines Country Club | Ridgway/Telluride, CO | 1994 - 1997

- Established founding tennis program for new luxury development
- Created comprehensive tennis offerings leading to rapid membership growth

- Coordinated with real estate team to highlight tennis amenities to prospective members

CERTIFICATIONS & MEMBERSHIPS

- RSPA/USPTA/USTA Professional Certification and wheelchair
- RSPA/USPTA Pickleball Certification
- DUPR Pickleball Certification
- USRSA Master Racquet Technician
- USTA Tournament Director Certification
- CPR/AED/First Aid/Water Safety Certified
- Member, Southern California Tennis Association
- Licensed CA RE agent; Currently renewing my CO brokers license

NOTABLE ACHIEVEMENTS

- Developed multiple ATP Tour professionals including two Wimbledon competitors
- Named Orange County HS Coach of the Year (2017)
- Awarded "Coach with Character" by Orange County HS Athletic Directors (2015)
- Successfully placed 50+ junior players in collegiate tennis programs
- Maintained 95%-member satisfaction rating at Mesa Verde CC
- Pioneer in Southern California junior development programs

EDUCATION

- Associate degree Requirements Completed: UC Irvine and Saddleback Community College
- Ongoing Professional Development through USPTA and PTR workshops