David W. Meharg
PO Box 111 ***(860) 484-9016 talk/text***
Cornwall Bridge, CT 06754 ***david@putnamtennis.com***

Extensive Business and Management Acumen…Strong International Marketing and Sales Background…Professional Design and Construction Experience…PTR and PPTA Certified Professional
Excellent Interpersonal and Communication Skills.

Education:

Rutgers University - New Brunswick, NJ **BS** - Planning and Landscape Architecture1992

Work Experience:

Putnam Tennis & Recreation, Harwinton, CT…Owner & General Manager - 2001 to Present
Manage business activities for a large (+40 Employees) tennis construction & maintenance company.
Implemented effective marketing and sales plan in highly competitive geographic region.
Created, sponsored and directed regional Pro-Pro tennis tournaments to increase company exposure.
Specified, sourced and branded "Putnam Synthetic Grass" tennis court surface - installed in 23 states.
Provide consulting services to engineers, architects, tennis clubs and homeowners for tennis projects.

US Open DecoTurf, Andover, MA…Managing Director (California Products Corp) - 1998 to 2001
Managed all aspects of production, sales, delivery and installation of the US Open playing surface.
Established and maintained direct business relationships with ITF, USTA, TIA and ASBA executives.
Represented DecoTurf at the US Open and other Grand Slam tennis tournaments around the world.
Developed and implemented a comprehensive marketing plan to maximize brand awareness.
Hired a regional sales team to support nationwide distribution and double sales in the first year.
Restructured international sales and distribution, to handle personally and increase sales four-fold.
Initiated player testing & product development, resulting in play and color improvements at US Open
Authored technical and tennis related articles published in major industry trade magazines.

ISP Fast Dry, Hagerstown, MD…Tennis Court Division Manager (GAF Corp) - 1995 to 1998
Managed all aspects of production, sales, delivery and installation of ISP Original Fast Dry (**Har-Tru**).
Restructured distribution network to increase sales three-fold, to a dominate market share position.
Utilized personal tennis contacts to develop and implement an effective marketing and sales plan.
Created and negotiated sponsorship opportunities with ATP, WTA and Champions Tour tournaments.
Initiated product development to improve packaging, product performance & surface maintainability.

Skiing Racquet, Newtown Square, PA…Tennis Pro & Retail Tennis Sales Manager - 1992 to 1995
Managed all aspects of tennis marketing and sales for high profile Philadelphia area retail store.
Initiated and conducted lessons, clinics, workshops and exhibitions to increase sales five-fold.
Established supply agreements with local tennis clubs to support direct retail sales program.
Provided professional racquet stringing and balancing services at local USTA tournaments (USRSA)

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Global Consult Group, Manasquan, NJ…Tennis Facility Designer & Consultant - 1992 to 1994
Combined technical education with tennis background to provide comprehensive design services.
Specialized in instructional programming, pro-shop management and facility design and layout.
Consulted to tennis facilities, clubs and professional tennis events and venues around the world.
Represented company at ATP and WTA Professional tennis tournaments...including the US Open.

Rutgers University, New Brunswick, NJ…Assistant Tennis Coach - 1987 to 1992
Assisted with junior player assessment for annual recruiting efforts for Men's & Women's teams.
Conducted preseason and "walk-on" tryouts, instrumental in team selection & match play roster.
Organized and conducted daily on-court team practices for both the Men's and Women's teams.
Maintained strong player–coach relationships, both on and off the court.
Expanded and directed large day and overnight summer tennis camp for junior and adult players.
Provided professional racquet stringing and balancing services for Men's and Women's teams.

Additional Work Experience:

Lakeville Platform Tennis Club, Lakeville, CT…Platform Tennis Professional - 2011 to Present
Developed comprehensive instructional program for players of all ages and abilities (130 Members)
Initiated and directed instructional clinics, workshops, tournaments and social events / mixers.
Organized and assisted in APTA platform tennis instructional clinics and exhibitions.

Sharon Country Club, Sharon, CT…Platform & Tennis Professional - 2013 to Present
Developed comprehensive instructional program for players of all ages and abilities.
Initiated and conducted instructional clinics, weekend workshops and social platform tennis mixers.

Cornwall Bridge Gallery , Cornwall Bridge, CT…Owner & Manager - 2010 to Present
Managed year long construction renovation of abandoned art gallery, buildings and grounds.
Organized openings, large catered events, music concerts and poetry readings to support art exhibits.
Developed and implemented internet, space ad and editorial marketing program to improve visibility.
Initiated and supported Yoga and Health-Wellness programs for local community benefit.

Professional Affiliations:

Professional Tennis Registry (PTR)…Certified Teaching Professional
Professional Platform Tennis Association (PPTA)…Certified Teaching Professional
Tennis Industry Association (TIA)…Member and Board of Directors – 1999 to 2004
United States Tennis Association (USTA)…Member and Serves Foundation Volunteer
American Sports Builders Association (ASBA)…Member and Board of Directors – 1997 to 2001

Personal Interests:

Golf, fishing, sailing, hiking and outdoor activities
Acoustic guitar player, builder and repair
Labrador Retriever – Owner, trainer and breeder