

# 2

## EXPERIENCE & QUALIFICATIONS

### Flamingo Park Tennis Center MIAMI BEACH

**Casely Tennis Foundation, Inc., (CTF)**, is a United States Tennis Association member organization founded in 1984, incorporated in the State of Florida on April 24th, 1998, and its president, Carlos Casely, has been an award-winning member in good standing of the United States Tennis Association and the United States Professional Tennis Association for over 25 years. Carlos Casely has served as tennis director at several local parks and settings in Miami Dade County such as Florida International University Tennis Center, Ron Ehmann Tennis Center, Tropical Park Tennis Center, and in Broward County at Brian Piccolo Tennis Center, Paul J. Maxwell Park Tennis Center, and Vernon E. Hargray Youth Enrichment Center, which have provided CTF with extensive experience in tennis facility management, tennis program development and management, customer service, and all facets of pro shop operations including food, beverage, and merchandise sales as per the requirements of this RFP.

Casely Tennis is a brand with global recognition as participants arrive from around the world to take part in our Tournaments and Tennis Camps for recreational and high performance junior players, as well as adults that take part in our Second Chance Program. We have achieved our success by focusing on customer service, creating a welcoming atmosphere, securing a talented and highly professional coaching and administrative staff, and providing high quality tennis programs that allow for the enjoyment of participants of all ages and levels. Our programs target the entire family and all segments of the community, including senior citizens, disadvantaged youth, and participants with a variety of physical abilities and challenges. Our programs include group and individual tennis lessons, challenge ladders, camps, leagues, local and international tournaments. Our afterschool mentoring programs have successfully partnered with the Miami Dade County & Broward County Public School Systems leading to large participation numbers in our programs with the specific goal of providing tennis training opportunities for everyone, including very importantly, disadvantaged youth.

CTF's managerial team not only has the administrative knowledge and experience in facility management and operations; it has also achieved a high level of tennis both as players and coaches. Carlos Casely, who is currently Head Tennis Coach at Atlantis University in Miami, was previously a Top 10 player in the USTA Florida Open Division, Desi Pierre was previously a professional tennis player and Davis Cup Captain, and the rest of our managerial staff have been top level College Players.

Our Tennis Lessons are taught only by USPTA or USPTR Certified Instructors. Support personnel for our camps are All Certified School Teachers who are specialized professionals in Child Care and are currently part of the Miami Dade and Broward school boards.

We expect to continue to grow tennis participation at Flamingo Park Tennis Center through our digital marketing campaigns across our vast social media platforms with over 28,000 followers locally and worldwide and over 500,000 monthly social media engagements.

We adhere to the best practices models for successful companies placing a high value on executing an open management style that shows respect for all individuals including customers and staff, Communication, staff training, support, engagement and reward, Goal Setting Thru Strategic Planning, Commitment to a Clarity of Vision, and from top to bottom instill a culture open to accept criticism establishing feedback channels for both tennis center patrons and all levels of staff are all part of our company mantra. We believe it is imperative that our company's leaders provide proper modelling behaviors.

Casely Tennis Foundation, Inc. has as a mission statement to provide mentoring opportunities for youth as it partners with the local school system to actively seek out qualified disadvantaged participants who will receive scholarships to participate in our programs. Our mission statement comes together with our tennis training programs and local and international tournaments to embody what Casely Tennis Foundation, Inc. is all about. If awarded, Carlos Casely will personally provide the vision, guidance, and quality control for the proposed services to the benefit of all patrons of the Flamingo Tennis Center and the community at large.

In this regard, we are proud that in 1998 Casely Tennis Foundation was granted tax exempt status by the IRS to provide mentoring opportunities for disadvantaged and at-risk youth. These programs have resulted in youth participants receiving over 220 scholarships to top level universities across the United States. If awarded, mentoring programs will continue to be one of the center pieces of our programs at Flamingo Park Tennis Center.

The following are facilities currently managed by Casely Tennis Foundation, Inc.:

#### **Brian Piccolo Tennis Center, Broward County**

**Facility:** 12 hydro courts clay courts, tennis reception building.

**Term:** September 5, 2020 to present.

**Scope of work:** Tennis facility management, tennis program development and management, and all facets of pro shop operations including food, beverage, and merchandise sales.

**Agency:** Broward County

**Contact person:** Will Regalado, Park Manager

**Phone:** (954)357-5150 **Email:** [rhayes@broward.org](mailto:rhayes@broward.org)

#### **Vernon E. Hargray Youth Enrichment Center, City of Miramar**

**Facility:** 6 tennis courts, 3 hydro courts clay courts and 3 hard courts.

**Term:** March 26, 2018 to present.

**Scope of work:** Tennis facility management, tennis program development & management.

**Agency:** City of Miramar

**Contact person:** Janine Alleyne, Recreation Superintendent, City of Miramar

**Phone:** (954)602-3342 **Email:** [jpalleyne@miramarfl.gov](mailto:jpalleyne@miramarfl.gov)

#### **Paul J. Maxwell Park Tennis Center**

**Facility:** 8 hard courts.

**Term:** September 1<sup>st</sup>, 2014 to present.

**Scope of work:** Tennis facility management, tennis program development and management.

**Agency:** City of Pembroke Pines

**Contact person:** Tom Joyce, Tennis Supervisor, City of Pembroke Pines

**Phone:** (954)435-6759 **Email:** [tjoyce@ppines.com](mailto:tjoyce@ppines.com)

Casely Tennis Foundation will conduct in depth interviews of all applicants for employment that include job preferences, experience, goals, interests, attitudes, motivation, and other work-related attributes, as well as use best efforts to transition existing contracted employees who choose to migrate to Casely Tennis Foundation. All CTF personnel will be uniformed and trained in procedures according to their function, take part in the City's Service Excellence program, and must submit to periodic background checks and drug testing at no cost to the City, in compliance with local, state and federal laws. Additionally, all instructors will be USPTA or USPTR certified and possess an occupational license as required by the City of Miami Beach, as well as the E-Verify system will be used to confirm employment eligibility. The background check shall be completed by the City of Miami Beach Human Resource Department at the expense of CTF or applicant. The City shall have the right to refuse to allow any potential employee to work on City property when it deems that their presence on City property is not in the City's best interest.

## 2.2 QUALIFICATIONS OF PROPOSING TEAM

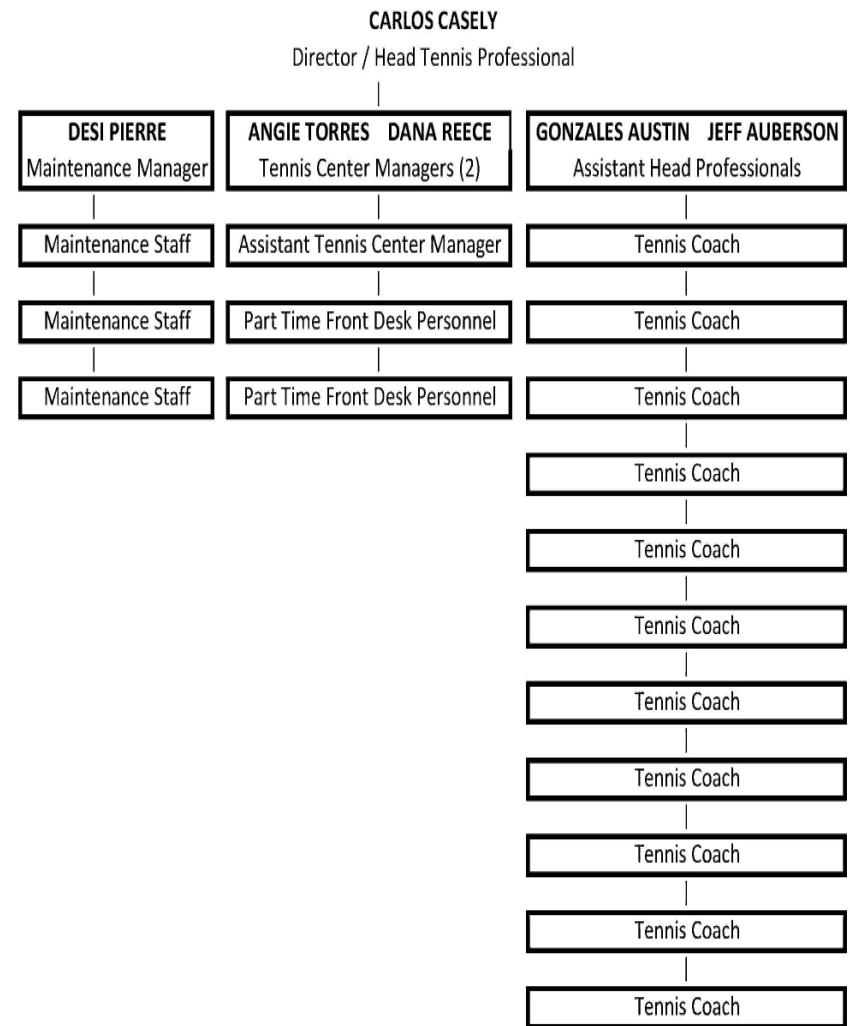
While Carlos Casely provides the vision and overall direction of our organization, he is surrounded by a talented and experienced staff. Desi Pierre, our maintenance manager, previously Director of the Arthur Snyder North Flamingo Park Tennis Center, is in charge daily upkeep and maintenance of our facilities and will be assigned full time to the Flamingo Park Tennis Center if we are awarded, as will Dana Reece, who will be the main Flamingo Park Tennis Center manager overseeing customer service and daily tennis center operations. Angie Torres, another of our office manager staff will be assigned part time until we are able to bring her over full time. Rounding out our key personnel is Gonzales Austin and Jeff Auberson, who if awarded will be the Assistant Head Tennis Professionals at Flamingo Park Tennis Center, and along with Carlos Casely, will be responsible for tennis program development and management. Our staff has the expertise, skill, and experience needed to manage the Flamingo Park Tennis Center within the specifications and requirements/scope of work outlined in this RFP.

Casely Tennis Foundation will provide a talented, experienced, and professional staff as needed for its operations at the Flamingo Park Tennis Center. Our key personnel is listed below along with responsibilities, followed by our organizational chart:

**Dana Reece – Tennis Center Manager:** Will be the main tennis center manager and will also manage our lesson programs as she focuses on assuring customer satisfaction and enjoyment of the facility in order to achieve the goal of a positive experience by patrons. Dana has previously been a resort manager providing her with ample experience in hospitality management which will be asset to our program at Flamingo Park Tennis Center.

**Angie Torres – Assistant Tennis Center Manager:** Will oversee all aspects of day-to-day managerial aspects of operations as well as being one of our two Tennis Center Managers. Ms. Torres, who holds a USPTR membership, will oversee office staff and do a little teaching herself which has previously been a coach and administrator at several tennis academies among them Cañas Tennis Academy, Club Med Academies, and currently Casely Tennis Foundation. In addition, Ms. Torres holds a master’s degree in Business Administration.

### ORGANIZATIONAL CHART







**Desi Pierre** – Maintenance Manager: Will oversee all aspects of tennis court and facility maintenance as well as supervise and lead the grounds crew. Mr. Pierre brings to the position over 30 years of USPTA certification and has been maintaining hydro courts and subsurface irrigated clay courts for close to 20 years for which he is also certified having completed the Welch Tennis Clay Court Maintenance Course. Coach Desi currently oversees maintenance of the Brian Piccolo Park Tennis Center facility and its 12 subsurface irrigated clay courts, and previously maintained 12 hydro courts clay courts at the Arthur Snyder North Flamingo Park Tennis Center for 15 years overseeing all aspects of facility maintenance where he was also the Tennis Director.



**Gonzales Austin** – Assistant Head Tennis Professional Recreational Junior and Adult Programs: Mr. Austin is a founding member of our administration and a **US Air Force Veteran** who along with Carlos Casely will oversee all aspects of tennis program development and management. Coach Gonzo, a USPTR member, has been an integral part of our organization since its inception and holds a bachelor's degree in Networking and Telecommunications.

**Jeff Auberson** – Assistant Head Tennis Professional High Performance Programs. Jeff is also our resident Social Media Expert and handles our online presence and marketing. He is a USPTA member in good standing and holds a bachelor's degree in Science/Mathematics and Computer Analysis.

Casely Tennis Foundation will provide additional highly qualified staff as necessary and is open to incorporating current Flamingo Tennis Center staff that would like to join us as part of our organization.





### EMPLOYEE SATISFACTION IS KEY

We subscribe to the **7 PRACTICES OF SUCCESSFUL ORGANIZATIONS** in order to foster teamwork and a healthy work environment:

- Employment security
- Selective hiring
- Self managed teams
- Comparatively high compensation
- Extensive training
- Reduced status distinctions and barriers
- Extensive sharing of financial and information throughout organization



We use **COURTRESERVE** court reservation software to manage our program

- Tennis Club Management platform that integrates Court Reservations, Tennis Lessons, Pro-Shop Sales, and Instructor Scheduling in one place
- Apple and Android compatible APP to book all court reservations and classes
- Customers access to all account information, including court reservations, class schedules and billing history
- Integrated booking capabilities integrated to our website [www.caselytennis.com](http://www.caselytennis.com)



# DANA REECE

Weston, FL 33326

(786) 606-9810 - danamreece@gmail.com

## PROFESSIONAL SUMMARY

Accomplished Real Estate Agent and Professional Manager skilled at client management, fulfillment, and satisfaction. Highly experienced in real property management, staff oversight, Marketing and Guest Satisfaction.

## SKILLS

---

- Guest Satisfaction
- Staff Management
- Property Management
- Traditional and Online Marketing

## WORK HISTORY

---

- 2022 to Current **Program Manager**  
**Casely Tennis Foundation, Inc.** – Pembroke Pines, FL
- Manage all aspects of the tennis program at Brian Piccolo and Maxwell locations including marketing, online systems management and office design.
- 01/2017 to Current **Real Estate Agent**  
**Charles Rutenberg Realty** – Weston, FL
- Managed contracts, negotiations and all aspects of sales to finalize purchases and exceed customer expectations.
  - Communicated with clients to understand property needs and preferences.
  - Maintained connections with clients to encourage repeat business and referrals.
  - Negotiated, facilitated and managed real estate transactions.
- 01/2017 to 01/2022 **Tennis Instructor Kids**  
**Self** – Weston, FL
- Explained and demonstrated basic tennis techniques to team members.
  - Coached established tennis players in advanced game techniques and competition strategies.
  - Taught proper physical conditioning for maximum endurance, health and safety.
  - Expanded professional knowledge and expertise through annual coaches' clinic participation.

01/2012 to 04/2014 **Guest Services Manager**

**Shearwater Resort** – Saba, Dutch Caribbean

- Reviewed upcoming events and planned for expected challenges.
- Maintained high employee satisfaction and performance with hands-on and collaborative style.
- Set and managed policies for concierge services and guest relations.
- Developed and implemented strategies to improve guest experiences and build loyalty.

01/2005 to 01/2012

**General Manager**

**Rainforest Ecolodge Hotel** – Saba, Dutch Caribbean

- Managed budget implementations, employee reviews, training, schedules and contract negotiations.
- Developed and maintained relationships with customers and suppliers through account development.
- Maximized efficiency by coaching and mentoring personnel on management principles, industry practices, company procedures and technology systems.
- Implemented operational strategies and effectively built customer and employee loyalty.

01/2002 to 01/2004

**Paralegal**

**Sam Hochberg & Associates** – Portland, OR

- Conducted detailed client intakes and entered information into company database.
- Conferred with clients and other involved parties to gather and track case information.
- Assisted counsel in preparing answers, providing documentation and information for discovery request.
- Prepared legal briefs, motions and pleadings.

## EDUCATION

---

- 2016 Gold Coast Real Estate Education, Florida Real Estate license, Tamarac, FL
- 06/2002 **Associate of Arts: Interior Design**  
**Portland Academy of Interior Design** - Portland, OR
- 05/1997 **BBA: Business Administration**  
**University of Iowa** - Iowa City, IA



# Angie Torres

3581 Altis Cir N, Unit 3305 • Hialeah, FL 33018 • 405-812-4019 • angie\_torres\_94@hotmail.com

## Skills & Qualifications

- USPTR member
- Experience coaching tennis and fitness players of all ages
- Fluent in Spanish and English
- Strong interpersonal, communication and motivational skills
- Experienced manager of staff and organizational information
- Computer Skills: Microsoft Word, Excel, Power Point

## Work Experience

### **Casely Tennis Foundation, Inc.**

Hollywood, FL

Office Manager and Tennis Coach

Current

September 2020-

- Oversee general management of the pro shop and outdoor tennis areas to maintain established cleanliness standards
- Greet and welcome members and guests as they enter the tennis shop
- Assist members with retail sales, court reservations and scheduling of lessons both in person and on the phone. Answer phone calls
- Communicate regularly with court maintenance team regarding the conditions of the tennis courts. Assist in monitoring facility to ensure safety of Members and Guests.
- Maintain cleanliness of work area. Stock and replenish retail items & drinking items as needed
- Work alongside Director with plans to activate memberships drives and park procedures
- Collects fees and charges for all the tennis related activities
- Assist with inventory on monthly basis
- Administers and enforces tennis policies and procedures
- Coordinates leagues events
- Organized UTR money tournaments
- Notify supervisor of Member/Guest complaints at the time they occur in order to rectify any complaints as soon as possible friendly and efficient manner.
- Planned, organized, and conducted practice sessions
- Focus on technical development for younger players along with tactical training to prepare for competition
- Instructed adults in sports rules, game strategies, and performance principles

### **Cañas Tennis Academy**

Aventura, FL

Part-Time Tennis Coach

June 2020-August 2020

- Planned, organized, and conducted practice sessions for summer campers
- Focus on technical development for younger players while having fun during summer camp

### **Florida National University**

Hialeah, FL

Assistant Tennis Coach

August 2019-December 2020

- Planned, organized, and conducted tennis sessions, training sessions, and fitness programs for Women's and Men's Tennis Team
- Coach college tennis player during home and away matches to accomplish better results for the team
- Sorted, organized, and maintained office records accurately
- Updated existing records and added new records

### **North River Shore Tennis Club**

Port Saint Lucie, FL

Full Time Tennis Professional

February 2018-June 2018

- Planned, organized, and conducted practice sessions.
- Focus on technical development for younger players
- Adjusted coaching techniques based on the strengths and weaknesses of athletes to maximize potential
- Instructed adults in sports rules, game strategies, and performance principles

### **Clubmed Academies**

Port Saint Lucie, FL

Full Time Tennis Professional

June 2016- November 2017

- Planned, organized, and conducted tennis sessions, training sessions, and fitness programs
- Focus on technical development for younger players along with tactical training to prepare for competition
- Worked on development plans, periodization and preparation for tournament level players
- Adjusted coaching techniques based on the strengths and weaknesses of athletes to maximize potential
- ITF/USTA traveling coach

## Highlights

### **Cameron University Women's Tennis Team**

- Ranked 15th nationally as a team in Division II
- Central Region 2 title
- Lone Star Conference Championship title
- Lone Star Conference title in regular season
- Ranked 23th nationally in doubles
- ITA all American scholar athlete
- LSC player of the week (twice)
- ITA regional semifinal
- ITA all academic teams
- All-conference singles
- LSC newcomer of the year

### **Florida National University**

MBA: Marketing

## Education

Hialeah, Florida 2018-2020

### **Cameron University**

BBA: Business Management

Dean's List/ GPA: 3.5

Lawton, Oklahoma 2013-2016

### **Oklahoma Christian University**

Edmond, Oklahoma 2012-2013

# DESI PIERRE

USPTA & USTA CERTIFIED TENNIS PROFESIONAL

## Core Competencies

- General Management
- Marketing and Promotional Management
- Crisis Management

## Experience

4/2010-8/2016 Judge Arthur Snyder Tennis Facility – City of N. Flamingo Park  
Facility Manager/ Tennis Director/ Program Coordinator

## Key Contributions

- Management and operation of 18 clay-tennis court, 6 racquetball courts.
- Marketed, managed, and implemented USA tennis junior and adult programs, league, USTA tournaments, multicultural programs, and corporate events.
- Employed and professional supervision of eight (8) staff members.
- Responsible for budgeting, payroll, city required accounting revenue receipts and guaranteed monthly payment to the city.
- Supervised and managed maintenance of 12 Hydrogrid clay, 6 hard courts, pro shop, lockers and showers, general facility, and grounds upkeep.
- Responsible for sales of tennis and racquetball memberships, and court usage through a variety of creative marketing, and coordinating active events.
- Responsible in keeping pro shop stocked with up-to-date tennis merchandise, eyewear, show wear, accessories, and food and beverage concession.
- Organized, marketed, promoted, and implemented junior and adult programs, events, USPTA professional tournaments, and NJTL inner city programs.

9/95 to 8/2008 Sheraton Bal Harbour Resort  
Tennis Director/ Event Coordinator

## Key Contributions

- Responsible for promoting tennis activities, such as lessons, clinics, summer camps, clinics, tennis functions, corporate tournament, etc. to resort guests, conventions, spa members, and local clientele.
- Manage pro shop, sales, and inventory
- Supervise and manage staff.
- Responsible in keeping pro shop stocked with up-to-date tennis merchandise, eyewear, show wear, accessories, and food and beverage concession.
- Developed innovative approaches that were held as the model standard for meeting resort goals.

1/97 to 8/19 Founders Park -City of Aventura  
Director of Tennis

## Key Contributions

- Create, organize, and promote tennis programs and events for the community.
- Supervise and manage staff run and successful Quick Start and junior program.
- Tennis program and private lessons.

## Education and Credentials

USPTA P1 Certified and Insured.

- Coach, Archbishop Curley High School finished #1 in division
- Coach, MAST Academy Tennis Team (1995-1999)
- Associate of Arts, Miami Dade Community College.
- Coached nationally ranked and ATP players.
- Former ATP touring pro.
- Played Bundesliga Professional Team Tennis in Germany 1990
- Fluent in Creole, Spanish, French and English



# Gonzales Austin

305-467-7156 | gonzalesaustin58@gmail.com | Miami, FL 33157

## SUMMARY

Capable, goal-oriented coach and administrator. Have a passion for tennis and enjoy working with tennis athletes in one-on-one and group settings to bolster skill level and conditioning. Hardworking with a talent for developing creative practice and match strategies. Flexible approach to athletic guidance. Adaptable to new operations support for efficient training and gameplay. Enthusiastic Tennis Coach highly effective at imparting successful strategies for sports, education, team collaboration and personal achievement. Patient individual willing to work with athletes of all skill levels.

## EXPERIENCE

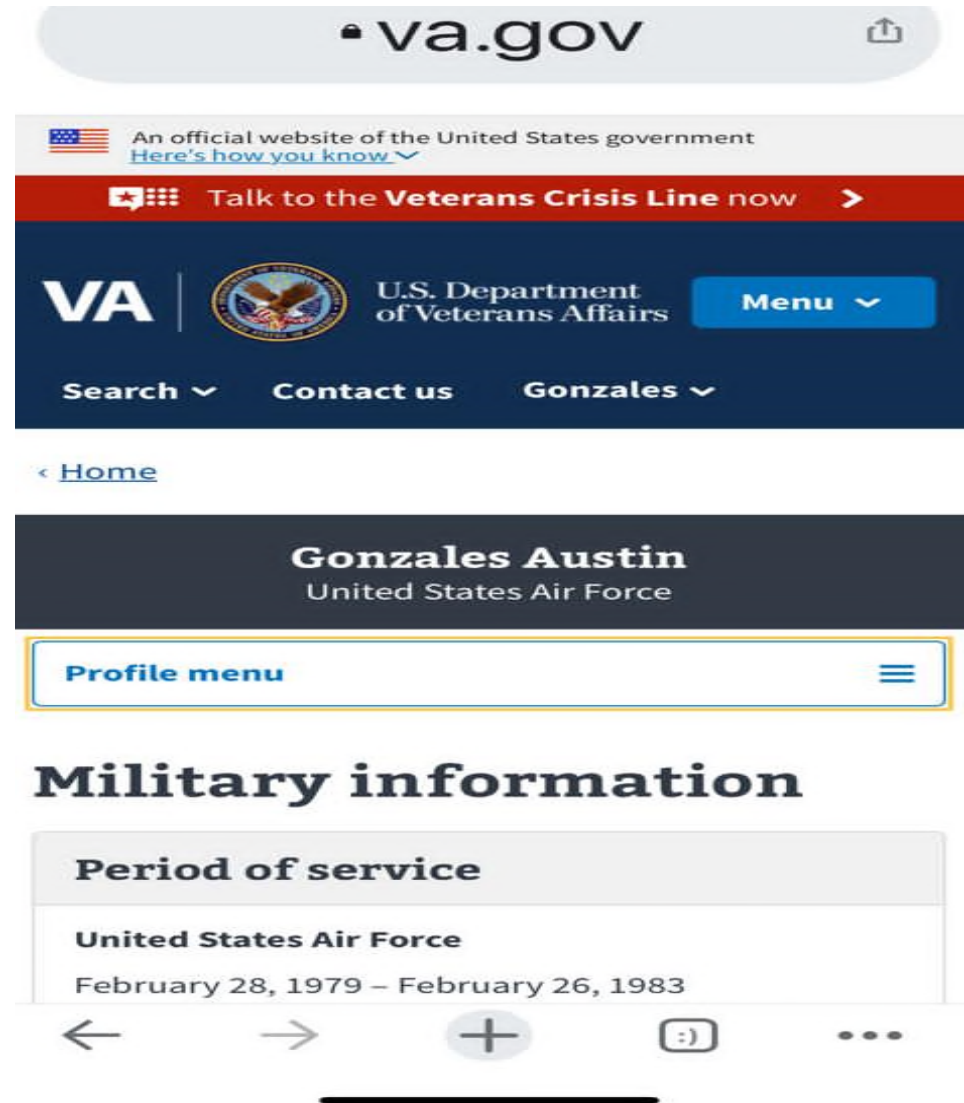
**United States Air Force** February 28, 1979 – February 26, 1983  
Special Forces E4 Sergeant Para Rescue

**Casely Tennis Foundation, Inc.** Miami, FL May 1998 - Current  
Administrator and Tennis Coach

- Developed training and exercise programs to meet individual requirements and team play strategies.
- Cultivated pleasant atmosphere, which was widely embraced by players, parents, and coaching staff.
- Demonstrated proper technique with swinging racquet, demonstrating correct form to athletes.
- Worked closely with new coaches towards instilling Casely methods of coaching participants of varying ages and ranges of athletic ability.
- Observed proper guidelines and protocols during practice sessions and matches to help players avoid injuries.
- Encouraged athletes and fellow coaches to engage in good sportsmanship with competitors on and off the court.
- Planned and executed tennis programs for participants of varying ages and skill level.

## EDUCATION AND TRAINING

USPTR member  
Bachelor of Arts in Computer Networking And Telecommunications, University of Buffalo, Buffalo NY  
January 1979



# Jeff Auberson

jeff.a@xenitis16.com  
+1 305 979 4662

## LANGUAGES

French : Mother tongue  
English : C2  
Spanish : C2

## PRO TRAINING

2022 USPTA Certified  
2022 CPR Certification  
2017 SLP Training  
2015 Sales Forces CRM  
2014 Top Grading &  
Competency Interview  
2006 Project Manager IPMA

## DIRECTOR-ENTREPRENEUR

For more than 20 years, business leaders have trusted me to lead their business development and manage their sales teams to reach significant growth. My experiences as an Owner, director/facility manager & sales manager have allowed me to acquire strong knowledge and methodologies to develop my career in entrepreneurship in any field.

## EDUCATION

BS Mathematics & Computer Analysis  
Spring College, AL 2002  
International Baccalaureate  
EIG, Switzerland 1996

## DIVERS

**Business Owner**  
XENITIS USA INC,  
Hallandale Beach, Florida  
01.2022-to date

**Tennis Advisory Board**  
EDGE INTERNATIONAL  
Nassau, Bahamas  
01.2018-to date

## PROFESSIONAL EXPERIENCES

### Assistant head pro-High Performance Programs

Casely tennis Academy @ Brian piccolo Tennis,  
hollywood, FLORIDA



06.01.2021 – to date

### Director/Co-founder

TIMITI USA Inc, Miami, Florida & Geneva, Switzerland

01.11.2019 – to date



### Director/ Co-founder



TunedWord Ltd, Dublin, Ireland

4.01.2017 – 31.08.2019

### Managing center Director & Sales manager

Swiss Educational Programs SA, Geneva, Switzerland



14.02.2011 – 30.09.2016

## 2.3 QUALIFICATIONS OF HEAD TEACHING PROFESSIONAL

### Carlos Casely – President, Director, and Head Teaching Professional:

Providing the vision, direction, and standards for performance for our organization is Carlos Casely who holds current memberships and certifications with the USTA and USPTA. Carlos Casely is currently the Director of successful tennis programs at several prestigious tennis facilities among them the Brian Piccolo Tennis Center in Hollywood, Florida, the Paul J. Maxwell Park Tennis Center in Pembroke Pines, and the Vernon E. Hargray Youth Enrichment Center in the City of Miramar.

Carlos Casely is experienced in all areas and levels of tennis. He has had success in competitive tennis, having been previously ranked among the top 10 players in the State of Florida, also as a coach and administrator, as he is currently the Head Tennis Coach for Men & Women at Atlantis University in Miami, and previously Head Tennis Coach at Florida International University, where he was also the Director of Tennis and Facility Manager. Mr. Casely has also successfully coached at the international and professional level at USTA and International Tennis Federation tournaments guiding top level juniors and professional players, as well as in the private sector, previously being Director of the Rick Macci Tennis Academy, one of the most awarded tennis academies in the United States and the world.

In 1997 Mr. Casely created the premier global platform for junior competition in the world, the **Casely International Championships**, an event which attracts over 800 participants, parents, and coaches from all 50 US states and territories and over 70 countries from around the world, with a potential impact of approximately 2 million dollars in revenues to Miami Beach local businesses. This world class event, held in December of each year since 1997, is hosted across several South Florida tennis facilities and if selected, Flamingo Park Tennis Center will be recognized as the main site of the tournament. As with all tournaments, court usage will be carefully planned in order not to impact court availability and use by patrons.

Carlos Casely is at heart an educator, having been part of the Miami Dade Public School System as a teacher who over 35 years has gained valuable experience as a in the classroom and tennis program and facility management to the benefit of our mentoring programs.

Mr. Casely has been honored for leading our organization to record achievements in tennis lesson programming, tournament offerings, and tennis administration having previously been awarded by USTA as the **#1 Tennis Program in the State of Florida** introducing new participants to tennis.



**Carlos Casely**

**Position:** Head Coach

**Alma Mater:** Florida International

**Graduating Year:** 2007

**Experience:** 1st Year

**Email:** casely2@msn.com



### Carlos Casely bio

Courtesy: FIUSports.com  
Release: 02/01/2007



After five seasons as the top assistant for the extremely successful FIU women's tennis team, Carlos Casely takes over the reins this season as head coach.

Casely's background in education matches his desire to help young people from various backgrounds reach their highest potential on and off the court. In teaching and guiding student-athletes, Casely applies his 15 years of coaching experience complemented by his bachelor's degree in psychology earned at Florida International University.

He was honored with the award of Outstanding Florida Instructor by the USTA in 1999 and has been a certified instructor with the USPTA since 1994. He has extensive junior and professional playing and teaching experience and is currently director of grassroots tennis programs at several Miami-Dade County facilities including the FIU Tennis Camps for beginners and advanced players.

Casely, who has been heavily involved with recruiting and the building of the three-time defending Sun Belt Conference champion Golden Panthers. Through his camps and clinics, he has also had more than 20 of his amateur students accept NCAA Division I scholarships over the last 10 years. Casely has been successful on the international stage as well where he has coached players to 38 titles at the junior and professional levels.

He takes over a program that arguably has been the best of the Golden Panthers athletic program for the last several years. FIU women's tennis is three-times defending Sun Belt Conference champion and has made five appearances in NCAA Tournament play over the last seven years. Annually ranked among the top-50 programs in the nation by the Intercollegiate Tennis Association (ITA), FIU ended last season with an overall 19-5 record and a No. 30 national ranking.

"I am deeply honored to have been selected to lead one of our most successful programs at Florida International University and would like to thank Pete Garcia and Jul Berg for giving me the opportunity to build on our success as we continue to strive for excellence both on the court and in the classroom."



# CARLOS CASELY

## OBJECTIVE

To continue to grow as an individual and professional while maintaining high ethical and professional standards providing quality and diverse tennis programs for all members of the community, utilizing the skills and knowledge acquired in over 30 years of managing tennis players, parents, coaches, staff, programs, and facilities in the public and private sectors.

## EDUCATION

*April 2007* Bachelor of Science in Psychology, Florida International University

## PROFESSIONAL EXPERIENCE

*2021-Present* **Atlantis University – Miami, Florida - Head Tennis Coach**

\* Manage all areas of the university's tennis program. Strong recruiter of student athletes via worldwide contacts developed from international tennis events I have been involved in over the past 25 years.

\* Responsible for all areas of student athlete well-being including academic progress, housing, nutrition, and athletics. Planning and conducting team practices. Experienced in clothing, equipment, and supplies ordering. Skilled match scheduler, travel coordinator, and game day coach.

\* Plan and conduct annual fundraising events.

*1998-Present* **Casely Tennis Foundation, Inc. - President**

\* Lead non-profit organization that offers tennis lesson program development and facility management with the objective of serving the tennis needs of the community and identifying disadvantaged youth that can benefit from our mentoring both tennis and academic.

*1997-Present* **Various Miami-Dade & Broward County facilities**

\* Tennis Director in charge of lesson program development and facility management at Brian Piccolo Tennis Center, Maxwell Park Tennis Center, Miramar Youth Enrichment Center, Tropical Park, Ron Ehmann Park, and Tamiami Park, and Florida International University Tennis Center

Pro-shop operations offering a variety of merchandise and food items for sale. Operations included tennis lessons, summer camps and leagues for various age groups and skill levels.

\* Responsibilities included budgeting, facility maintenance, staff and inventory management, fundraising, community programs, advertising, media relations, budgeting/financial management, and legal requirements of managing the organization.

*2003-2008* **Florida International University - Head Tennis Coach**

\* Manage all areas of the university's NCAA Division I Women's tennis program. Very strong recruiter of student athletes via worldwide contacts developed from international tennis events I have been involved in over the past twenty years.

\* Responsible for all areas of student athlete well-being including academic progress, housing, nutrition, and athletics.

\* Plan and conduct team practices.

\* Experienced in clothing, equipment, and supplies ordering. Skilled match scheduler, travel coordinator, and game day coach.

\* Plan and conduct FIU Women's Tennis annual fundraising events.

## PROFESSIONAL TRAINING & AWARDS

\* Three consecutive Sunbelt Conference Championships 2005, 2006, 2007 at Florida International University.

\* USTA & ITF tennis playing and coaching since 1980.

\* ATP & WTA professional tennis playing and coaching since 1980.

\* USTA Florida Section Outstanding Instructor award in 1999.

\* Certified by the United States Professional Tennis Association since 1985

\* Director of Casely Tennis Programs Certified by the USTA.

## LANGUAGES

Fluent in English & Spanish.

## PERSONAL

I enjoy reading, music, fishing, and have a passion for the development of the individual. I bring high ethical and professional standards as well as a strong desire to help others succeed.

16 99 02:17P Dave Brown



UNITED STATES TENNIS ASSOCIATION  
FLORIDA SECTION

Dear Brown  
USA Tennis Community Coordinator  
1326 NW 117th Way  
Hialeah, FL 33026

Telephone: 954-423-3733  
Fax: 954-423-3991  
E-Mail: brown@floridatennis.com  
Cell: 954-954-3244  
USA Tennis Fax: 954-900-3926

July 19, 1999

B. J. Hodge  
Adult Recreation Committee Chair  
1819 N. W. 96th St.  
Gainesville, FL 32606

Dear B. J.,

I am writing to recommend Carlos Casely for this year's USA Tennis 1-2-3 award. Carlos is a very hard working and dedicated Professional who runs two Duval County tennis centers and his own Casely Tennis Academy. He has been instrumental in the introduction of USA Tennis Pathway programs including Free lessons, USA Tennis 1-2-3, and USA Team Tennis.

Currently, Carlos has turned in over 400 yellow cards for USA Tennis 1-2-3, and he will be a key person in developing USA Team Tennis(youth) through the new Rallyball format. I highly recommend him for this award.

I recently contacted Carlos and have requested some support materials. As soon as I receive them I will forward them to you.

Yours truly,  
*Dave Brown*  
Dave Brown



El instructor colonense Carlos Casely siente pasión por enseñar a jóvenes cómo mejorar las técnicas del tenis. *USA TENNIS*

**USTA**  
Carlos Casely  
Member Number  
**10621599**  
Section/District  
Florida/Region 8  
Expires 09/2018 Date of Birth 05/05/1960





# United States Professional Tennis Association

Hereby certifies that

## Casely Tennis Foundation, Inc.

has fulfilled all requirements, and met the standards for  
the USPTA non-teaching category of

**Corporate Member**

*John R. Embree*  
Chief Executive Officer



Membership No. 73389  
Valid through Dec. 31, 2018

MFZ - RVBG - QNG - BFB



# United States Professional Tennis Association

Hereby certifies that

## Carlos R. Casely

has successfully completed all requirements, including an extensive  
examination of teaching, playing and business skills, necessary for the rating of

**Professional**

*John R. Embree*  
Chief Executive Officer



Membership No. 16851  
Valid through Dec. 31, 2019

SWL - DBCK - FRK - WKTJ



# United States Professional Tennis Association

Hereby certifies that

## Desi Pierre

has successfully completed all requirements, including an extensive examination of teaching, playing and business skills, necessary for the rating of

### Elite Professional

  
Chief Executive Officer



Membership No. 14431  
Valid through Dec. 31, 2018

BF2H - QB7M - RVVK - UKFQ

# United States Professional Tennis Association

Hereby certifies that

## Jean Francois Auberson

has successfully completed all requirements necessary for the rating of

### Level 1 - Tennis Instructor

  
Chief Executive Officer



Membership No. 89795  
Valid through Dec. 31, 2023

KZNL - U8K4 - WZS3 - EPTJ



certifies that according to the guidelines and standards

## Gonzales Austin

has completed all requirements and is PTR Certified as

### Level 1 - Certified Tennis Coach

This Certification is valid thru

June 21, 2023

  
Dan Santorum, CEO

  
PTR President



certifies that according to the guidelines and standards

## Angie G. Torres

has completed all requirements and is PTR Certified as

### Level 1 - Certified Tennis Coach

This Certification is valid thru

August 31, 2022

  
Dan Santorum, CEO

  
PTR President