



Michael McFarland

Personal Mission

Inspiring our communities to explore their endless possibilities through collaboration & exploration by enriching future generation to all the wonderful things our world has to offer individual's externally and internally.

Core Qualifications

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| <ul style="list-style-type: none">• Management• Groups Sales, B2B Sales, Outdoor sales, & indoor sales• Event management & planning (Over 2000 events with 300 being weddings)• Trainer & training manual writer/developer• Website editing & creation by template. Word press, SharePoint, & plug and play platforms• Customer service/relations• Networking• Contract negotiations | <ul style="list-style-type: none">• Time Management/logistics• Researcher• Knowledge of city requirements• Knowledgeable about local community resources, convention bureau, sports commissions, and groups• power point, excel, publisher, & word• Conflict resolution• Increasing revenue on the back end• Writing sponsorships• Marketing, PR (Free Press, etc...) |
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Table Tennis Experience & second-generation player

Founder & National Program Director

January 2020– still Active

USTTAA, United State Table Tennis Athletes Association

Created the organizational structure, handled all administrative duties, built the website, wrote the bylaws, created administrative partnerships, financially sponsored the startup, so I may give it as gift/ my Master thesis to the table tennis community to help with the successful growth of our sport.

National Grassroots (Highschool) Committee Chair

March 2019 - still active

National Collegiate Table Tennis Association

Created a national resource site where anyone can find in K – 12 TT programs throughout the country, reached out to every program I could find to share the National initiative, discussed with them future collaboration, so in a few year we can have a National Highschool Table Tennis Championship. Shared we can have it at the NCTTA National Championship. Shared with the USATT to discuss how the new school program would work great with a new National Grassroots Initiative.

Program Director/State level Coach

March 2014 - still active

Florida Grassroots Table Tennis Association

Helped create the Florida Grassroots Table Tennis Association to help the community working together on developing grass-roots initiative that we need to create the pipeline for the sport for table tennis. First year, created web-site, community outreach events, created a win, win sponsorship with West Oaks Mall where the Mall sponsors a 7,500 square foot space that's open 6 days a week to the community, we work with different Paralympic groups, etc....

Owner

October 2010 to September 2013

Spin City Sports

My official grand opening was 1/3/11. I handled everything from dealing with the lease; build out, business plan, negotiating overseas shipments and with wholesalers. I offered table rentals, robot rentals, coaching, clinics, b-day parties, private hall rental, small pro shop, and snack bar. My responsibility was from hiring coaches, bookkeeping, coaching, scheduling different theme days, booking private events, repairs, etc....

Reason for closing: My wife and I decided to divorce, and our beautiful little girl was just 5-year-old. Since there were times that I still put in 70+ hours a week being open 7 days a week, I truly understand how important the next 10+ years during my daughter's development is to create a consistent life style and time for my child. Therefore, I chose to reenter the work force.

Scholarship Committee Chair August

2007 - 2014 **National Collegiate Table**

Tennis Association

Created & found the originally funding for the NCTTA National Scholarship programs. The National Scholarship program started in 2007 giving our academic athletes the opportunity to receive financial assistant to any of the 200+ NCTTA active colleges.

Coaches Chair

September 2007 - January 2013

National Collegiate Table Tennis Association

I work with the National Coaches committee of the USATT, National Govern Body of Table tennis, NCTTA, National Collegiate Table Tennis Association, 18 divisions to help put in place the foundation necessary to develop strong grassroots programs throughout the country

National Division Director

August 2006 - June 2008

National Collegiate Table Tennis Association

As National Division Director Representative I consistently kept our division directors up to date on what NCTTA, National Collegiate Table Tennis Association, can do for them; moreover, my role was to help each director voice their concerns to the NCTTA board of directors, and help them in every way possible. I represent our division director collective stance on NCTTA board matters. As NDDR my role was to provide extra support to our division directors in case an emergency came up that prevented them to perform their duties for a short period of time. As Division Director Representative I average an additional 15 to 20 hours a week working on projects in which our NCTTA board works on; for example, working on new and future agreements with outside organization. We are always working on new ways to create a stronger and friendlier environment for our members. Creating and adding content to many of the contracts that the NCTTA sends out for the protection and growth of the NCTTA.

Marketing Director

March 2006 - June 2008

National College Table Tennis Association

Became marketing director after joining the committee because of the lack of progress and projects that were being worked on. The overall collective chose at that time that I should become the director since I was moving forward on different projects in which moved full steam ahead. Also, as marketing director I co-wrote the template and guidelines for the NCTTA League Equipment sponsors for this coming year and past years, championship sponsorships proposal, championship bid guidelines, etc....

Florida Division Director

December 2004 - June 2006

National Collegiate Table Tennis Association

I became Florida Division director mid-season because the current director at that time fell short of their duties. The division was in trouble, so I was asked to come in and help. I was more than happy to support the NCTTA and help with that division. In the 05' & 06' season took care of the responsibilities of being division directors. During that season I wanted to help the NCTTA board on their future success, so I chose at the end of that season to run for the NDDR to become even more involved.

Community Liaison

September 2004 - 2012

National Collegiate Table Tennis Association

As Community Liaison I work on outside community awareness projects to spread and inform groups and organization of the NCTTA name & objectives; For example, introducing the NCTTA to great groups as the AAU, Disney Wide World of Sports, National Girls Scouts of Americas, Camps in the Union for Reform Judaism, new colleges, sports commissions, recreation departments, etc.... I have put on expositions on behalf of the NCTTA.

Local Junior Programs as a coach

January 2002

Secured \$15K in equipment sponsorship through Escalade Sports & Paddle Palace, and shared the information with the S. Florida TT community, Lakeland, & a North Carolina TT community where they each secured another \$5K.

Created multiple Junior programs with the local TT community & separately. Tried 2 different approaches. The programs were building and doing great, but I realized there was a problem; therefore, I refocus my energy to start working on creating the foundation for a future National Structure.

Volunteered at US Opens off and on since 1996