

Meet Our New Membership Director, Val Swan

As CCRC emerges stronger than ever from the COVID pandemic era, we recognize the opportunity to more fully serve our thriving current and prospective membership. Building on our activities director positions of the past, this new part-time membership director role will foster our mission of tennis, friendship, and fun, leading experiences for our growing community to connect and enjoy the sport we all love in a positive environment.



Val Swan joined our staff in the fall of 2021, and with a focus on member experience and community engagement, this part-time role is a natural fit for her talents. Duties include event planning, marketing and communications via email, social media and web, managing our prospective member waitlist, and providing new members with club orientation and ongoing support, alongside our club general manager and Board of Directors. In addition Val offers tennis coaching and strategy to players and teams at CCRC through live ball facilitation and clinics/private sessions. Val can be reached at membership@chabotcanyon.org.

Val's career spans over two decades of experience building partnerships and leading people and complex projects across multiple sectors to high levels of success as a dynamic and empowering business coach, growth catalyst, and storyteller. With over 10 years of world-class leadership development, facilitation, and design training from the Center for Creative Leadership (CCL®), she has an exceptional reputation as a community leader and mentor of all ages. Her leadership roles include serving as media and brand strategist for a world-renowned Bay Area artist, technical program direction and planning for new health care leadership organization, director of sales for women-owned Oakland-based clothing designer, global virtual workshop facilitator for middle and high school girls, senior manager for a national executive nurse leadership program, director and lead faculty for a young women's leadership institute, global marketing administrator, and cafe manager. Val earned her BA in Sociology, magna cum laude from the University of Arizona, and has published work in magazines, white papers, and books. Learn more about Val at www.valswan.com.

Her tennis experience includes serving the Chabot Canyon community as a member since 2017 and staff, youth and adult group coaching with Lifetime Activities in Pleasanton, youth tennis instructor at Ahwatukee Tennis Club in Phoenix, AZ, intramural team captain at the University of Arizona (D I), tournament volunteer at ATP Challenger, Indian Wells, BTC Women's Challenger, Mubadala Silicon Valley Classic, and USTA NorCal team captain.

Val understands the importance that tennis can have in our lives - it quite literally saved hers when faced with an aggressive cancer diagnosis at the beginning of the pandemic in 2020. Read more about her story here:

<https://www.usta.com/en/home/blog/northern-california/community/overcoming-cancer-through-tennis-and-community-.html>

Here are a few of her tennis journey highlights:

