

## MICHAEL R. FRIES

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To whom it may concern :

A high-performing Management team is an essential part of your company's continued growth and success. When adding to your team, you need professionals whose experience and record prove they *will* be successful.

I believe you will agree that my qualifications, highlighted in the enclosed resume, amply demonstrate that I have the drive, track record of results and management experience that can contribute to your company's growth.

Specifically, I would bring to your company :

- 17 years managerial experience in the country club industry. A proven track record in team building, creating standard operating procedures and member satisfaction. Organizing and scheduling personal trainers to generate maximum net profits. Hire, train and retain fitness floor staff to provide excellent customer service. Managed all aspects of the fitness department including scheduling, time sheets, payroll and commissions while controlling costs and monthly operational budgets. Responsible for creating yearly equipment budgets and the complete selection, purchase and maintenance of all fitness equipment.
- 20 years of experience in personal training, nutritional counseling and cardiovascular conditioning with consistent success in all disciplines.
- Experienced in fitness programming including aerobic class scheduling. Developed a professional lecture series for members from the medical, chiropractic and holistic fields. Developed and implemented monthly member motivational activities, seminars, field trips and community volunteer fund raisers.
- Directly worked with the membership department, coordinated new member club tours and scheduling of orientations with personal trainers. Assisted the ( in-house ) physical therapy department in referrals and the client transition from therapy to personal training.
- Experienced in managing other departments in a luxury ( resort style ) country club including front desk operations, spa, aerobics and aquatics ( NSPF Pool/Spa Operator Course ) .
- Certified all employees in First Aid, CPR/AED as a American Red Cross instructor. Responsible for the purchase and maintenance of all AEDs, med boxes and emergency action plans.

In these examples, as well as throughout my career, I have met and exceeded management objectives through an uncompromising focus on customer needs and relationship building. Now, I would like to do the same for your organization.

My resume will provide additional details regarding my background and accomplishments. I look forward to the opportunity for a personal interview to discuss the results you can expect from me.

Thank you for your time and consideration.

Sincerely,

*Michael R. Fries*

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## Objective

To obtain a position in the Country Club industry within an elite organization utilizing my experience and proven management success. An organization that can benefit from my keen people skills, staff building and fitness knowledge.

## Relevant Experience and Accomplishments

### **Fitness Manager - Boca Pointe Country Club / Athletics Center**

**May 1999 – May 2009**

- Responsible for direct management of all personal trainers and fitness floor staff, performed weekly manager on duty shifts, set monthly and yearly budgets of operations. Cross trained in front desk, aerobics, spa and aquatic departments.
- Personal training; developed job description, set policy and procedures, interviewed and hired trainers, assigned all orientation and training referrals. Reviewed daily commission sheets, set monthly budgets, implemented reviews, counseling and continuing education programs. Developed body fat and fitness assessments, health history and doctor release forms. Maintained member satisfaction and referral program, kept current certifications and CPR/AED requirements.
- Fitness staff; developed job description, set policy and procedures, performed all hiring, training and scheduling. Set monthly budgets, managed time sheets, employee reviews, counseling, promotions and held motivational staff meetings. Developed daily; staff and repair logs, safety check lists and ( in-house ) member blood pressure/pulse checks. Cross trained staff to work in all other areas / departments of the Athletics Center.
- Responsible for the selection, purchase and maintenance of ( 25 ) treadmills, ( 10 ) ellipticals, ( 6 ) recumbant bikes, ( 6 ) Nu-Steps, numerous steppers, upright bikes, rowers and a Cardio Theater system. Selected all free weight equipment, ( 37 ) selectorized machines, cable crossover station, stretch cages and all specialized personal training equipment.
- Responsible for my own Personal Training clients with success at all levels, developing a teenage National Champion and a senior National Champion.
- Organizing and scheduling of monthly member activities related to health and nutrition, including nutritional field trips, physician lectures, seminars on physical therapy, holistic healing, stress management and cosmetic enhancement.
- Participated on Boca Pointe in-house T.V. station and outside media promoting the Athletics Center facilities and personal training in addition to monthly member newsletters and quarterly "To-The-Pointe" magazine.
- Performed community service events representing my club including annual ; CPR Training class at Temple Beth-El, member walks for the Florida Humane Society, Bench Press Challenge fund raiser for Boca Pointe Cancer Research and Aerobe-A-Thon for The American Red Cross.
- Responsible for certification of all; management, golf, tennis and athletic staff in CPR/AED annually. Selected, purchased and placed six AED units throughout the Country Club, 2 of which were mobile units for golf rangers. Received 2008 American Red Cross "**Good Samaritan Adult Award**" for saving a member's life with CPR/AED skills.

**Fitness Supervisor – Boca Raton Resort & Club  
July 2009 – August 2010**

- Manage Personal Trainers, Aerobic staff & floor attendants at 3 separate on sight Fitness Facilities on a 5 Star Luxury Resort and Country Club property.
- Assist Fitness Director in all aspects of operational & financial management.
- Maximize all aspects of Member & Hotel Guest fitness experience.
- Personal Trainer to select clientele.

**Director of Fitness & Aquatics – Aberdeen Golf & Country Club  
September 2010 – Present**

- Started up brand new “state of the art” 12 Million Dollar - 23,000 square foot Fitness and Aquatics Center featuring 4 luxury pools, high tech computerized aerobics room, in-floor recessed Star Trac TRX Treadmills and Hoist Roc-It Line of Selectorized equipment.
- Manage Crestron System of Computerized video surveillance, music, temperature and lighting.
- General Management of fitness, aquatics and aerobics operations and their mid-management and hourly personnel.
- Plan, promote and direct all fitness & aquatics activities including starting a new aerobics program with 30 weekly classes.
- Prepare, submit and manage annual budget.
- Schedule staff hours to assure that members are fully served and that labor costs are controlled.
- Created and implemented Personal Training Program.
- Developed and instructed weekly Fitness Center Orientation classes and monthly nutritional seminars.
- The Board Room Magazine voted Aberdeen Golf and Country Club the " Distinguished Club " award for member experience for 2012, 2013, 2014 & 2015.
- Selected by Prevo Health Alliance as "Healthiest Club" in 2012.

**CREDENTIALS :** FLORIDA STATE UNIVERSITY  
INTERNATIONAL FITNESS PROFESSIONALS ASSN. ( IFPA )  
CERTIFIED HOSPITALITY SUPERVISOR ( AMERICAN HOTEL AND LODGING  
EDUCATIONAL INSTITUTE)

**MEMBERSHIPS :** CLUB, SPA & FITNESS ASSN. ( CFSA )  
AMERICAN COLLEGE OF SPORTS MEDICINE ( ACSM )  
NATIONAL STRENGTH & CONDITIONING ASSN. ( NSCA )  
AMERICAN RED CROSS AED/ CPR CERTIFIED  
NATIONAL PHYSIQUE COMMITTEE ( NPC )  
2005 NPC ( MASTERS WINNER ) MR. WEST PALM BCH. BODYBUILDING CONTEST  
2008 NPC ( MASTERS WINNER ) MR. SOUTH FLORIDA BODYBUILDING CONTEST