

## Service: An Essential Component of Happiness

Dan Beeman

01/27/23

How do you find happiness?

For Dan Beeman, happiness comes from serving others.

Guess what else starts with service?

Pickleball starts with service and leads to fun!

From an Army Airborne Paratrooper in Germany as a teenager to a pickleball Ambassador in California and Mexico in his 50's; [Dan Beeman](#) has never stopped serving all over the world.

At 50, Beeman was involved in a major car accident and subsequently had a double fusion of his vertebrae in his back. While this traumatic event impacted his mobility, it also opened the door to a new passion.

One day after his gentle yoga at his rec center, he was walking past the gym and heard the ubiquitous laughter and the pop, pop, pop of the pickleball play. Curious, he entered the gym and, despite being self-conscious about his appearance (he has a skin disease called vitiligo) and physical limitations; he was immediately, warmly welcomed and encouraged to join in the fun. Just like nearly everyone else who tries it, he was quickly addicted.

With this newfound passion, he decided to evangelize the fun by spreading the word to everyone he knew.

Just a few months later he was selected as a [USA Pickleball ambassador](#) and hosted a successful introductory clinic as a part of National Pickleball Month for 60+ people in the same gym. One of the newbies at the clinic loved it too. Her pickleball journey has yielded a fitness regimen to help her lose over 100 lbs. and share the joy with thousands of people.

Despite his bad back and being “just an average player”, Beeman was also chosen to select and lead a team of sponsored players by [Head](#) in June 2019 for Hawaii and California. Since then, he has stepped back from the team leadership role but remains an active brand evangelist for Head by doing free demonstrations and clinics.

Also in 2019, Beeman received his Master of Hospitality degree from UNLV where he studied Sustainable Tourism. As his passion for pickleball grew, he decided to write his final research paper on [the Implications of Pickleball for the Hospitality Industry](#).

The conclusions of his graduate school research for his paper: resorts that have either tennis or basketball courts and do not add pickleball are not maximizing potential revenue or their asset value. As a corollary, they are also losing market share, group travel and growth opportunities.

Because there was no definitive publication regarding the growth of the sport in this area, he needed to interview people in the industry who had created successful programs for his research paper. So, he went to Palm Desert Resort Country Club and met with the owner of the lease on their tennis center in March 2019.

[The program they created](#) was in its infancy, but they had a great vision for it. They started by converting two tennis courts to make eight pickleball courts. Since then, they have added twenty more courts, membership is reported to be nearly 1,000 and there is a waiting list to join. They also host lots of tournaments and [Level-Up Camps](#). Home values in the club have doubled in value since it opened and it is now known as the Mecca of Pickleball on the west coast.

Beeman sensed that growth, and found, purchased, and renovated a condo just a few steps from this promising, burgeoning facility. It is now called the [Pickle Palace](#) and is available for long-term rental for pickleball addicts. None other than the iconic, inimitable, [Gizmo](#) has stayed there after a tournament.

After being confirmed as an [IFP Ambassador for Mexico](#), Beeman rented the Pickle Palace and headed to Playa Del Carmen, MX to meet with resorts with the intention of bringing pickleball there.

In meetings, he found that many of the all-inclusive resorts wanted to differentiate themselves but were offering redundant experiences at tired properties. He also found that the resorts were targeting active American adults with disposable income, a propensity to travel and looking for new, fun experiences.

He saw how this market aligned perfectly with pickleball enthusiasts.

He saw how he could help resorts and concurrently help grow the sport of pickleball. To legitimize the quality of the pickleball programs at resorts, he created a 5-star certification program whereby the resorts must provide permanent, dedicated courts, certified instructors, quality equipment, daily introductory lessons, and more. Details are available on his website: [www.danbman.com](http://www.danbman.com)

Parallel to his resort consulting business is a pickleball travel business he is launching due to the success of his Facebook group of 10,000+ people called Pickleball Travel. The model for that business is simple: use the buying power of his group to negotiate great group rates at resorts and then pass along the savings to the travelers in his group. Pickleball Travel will have one featured trip per month to different 5-star certified resorts around the world

He has also recently written a critically acclaimed and award-winning screenplay for a buddy comedy called [Pickleballs! – The Movie](#). Here is the summary: After losing his job, mom, and house on the same day, a disgraced, former tennis champ needs to redeem himself. So, he looks up his old nemesis and convinces him to travel the country in an old RV, competing in

pickleball tournaments together while they attempt to reclaim former glory and pay off debts. Together, they overcome their differences to find happiness.

In the summer of 2020, he spent several months in Lake Tahoe, CA. While there, he met and [profiled an 80+ year old couple](#) who attribute their beating Covid-19 to playing pickleball daily.

Each summer he travels the world evangelizing the sport by providing free, introductory clinics to anyone who asks.

He obviously loves the sport and social dynamic of the environment. He actively volunteers at tournaments as a line judge, announcer, host or whatever else is needed to create the best environment for players and spectators possible.

So, whether it is a resort, club, tournament, city, state, or country; whether it is a professional, recreational, or wanna-be player; Beeman continues serving them and pickleball with honor.

Have you tried it yet? It is fun. It starts with service.

Beeman has found that service leads to happiness.