



2017 USTA NC Community Tennis Development Workshop Session Descriptions
"Inspiring Communities to Play"

Friday, September 29, 2017

10:00 am – 1:00 pm

Opening Session and Lunch ~ Carlisle Ballroom

Poverty Simulation

Julia Thomas

When we can afford it, the best decision seems obvious. For families in low-income communities, difficult choices are a daily struggle and making life decisions can be tough. Small issues, without proper attention, can have lasting effects. This session will make you think about the decisions a person might make without sufficient resources. We will continue the discussion in a later session on what implications this might have to your local tennis programming.

Keynote Presentation:

The Power of Tennis in Changing Lives

Dr. Elizabeth Odera

For over 20 years Dr. Elizabeth Odera has been using sports and education to save lives. Racquet in hand, she has traveled the dirt roads of Kibera, one of the world's biggest and most dangerous slums, seeking to help those humanity seems to have forgotten. Listen to "Dr. Liz's" experience with *The Power of Tennis in Changing Lives*.

Welcome to Net Generation

Leah Friedman

Welcome to Net Generation! Hear the latest about USTA new youth brand and what it means for your community.

Friday September 29th

1:15pm -5pm

Round Robin Workshops (Everyone will rotate through each session)

Poster Promotion ~ Renoir Room

Garrett Mansfield

Best practices for effectively designing posters to promote your tennis programs, clinics, and other events. We'll take a look at the best way to use images and text to better reach your audience.

Getting Technical with Try Tennis ~ Riviera Room

Caroline Downs, Jenny Phelps, Hope Tolley

Requirements and registration – everything you need to know about hosting Try Tennis for adults and juniors in your community.

On Court with Net Generation~ Provencial Room

Leah Friedman

In an interactive environment, join as we share favorite community activities that can easily be adapted to space and level! Learn more about the Net Generation Community Curricula and how to implement it in your program.

Where Does Tennis Fit In? ~ Trinity Room

Miguel Garcia

As the lives of residents become increasingly complex the role of sports and recreation programs like tennis may become blurred. This session identify strategies to position our game more closely to the core of people's lives so that it is more highly valued. Specific value propositions will be shared targeting those that are not necessarily life- long enthusiasts.

5:30 pm - 10pm

North Carolina Tennis Foundation Celebrate Tennis Night

We invite you to join the NC Tennis Foundation for a night of tennis, food and fun to honor our colleague, Mary Lloyd Barbera, who passed away in 2015.

5:30- 7pm Grandover Tennis Courts

Join us before dinner at the Grandover Tennis Courts for appetizers, drinks and music. During this time we will have fun games and activities setup for everyone. We will also be playing the NCTF Mary Lloyd Barbera Round Robin (preregistration required) at this time. Come out, mingle and cheer on all the players.

7 pm – 10pm Griffin Room

The fun will continue inside for dinner. Join us for more games, music, silent auction, food and drinks.

Saturday, September 30, 2017

8:00 am – 9:15 am

Net Generation Community Engagement ~ Renoir Room

Leah Friedman

Welcome to the Community Engagement Family! Come learn more about the new department at the National Campus and all the exciting ways we can work with you. Group discussion will include Curricula, community activations, and the National Skills Challenge.

8:00 am – 9:15 am

Videos and Photos with Animoto ~ Riviera Room

Garrett Mansfield

Animoto is an easy, fun, and cost-effective program that creates professional videos on a computer or mobile device. We'll take an in-depth look on how to use this program, and how it can help you promote your tennis events.

8:00 am – 9:15 am

Serving it Up Disney Style ~ Provencial Room

Andrew Feldman and Jennifer Gregg

"It's not our fault, but it's our problem." While we personally may not be responsible for the challenges our tennis "customers" face, ultimately we have to address them to keep people playing the sport and participating with our programs. Using lessons learned from Disney, the king of customer service, participants will gain insights and working ideas for taking their CTAs, leagues, junior tennis programs or any kind of tennis initiative to the next level of customer satisfaction.

9:30 am – 10:45 am

Try Tennis? – What's Next? ~ Renoir Room

Caroline Downs, Jenny Phelps, Hope Tolley

Hear from Community Coordinators and Community Leaders from small and large communities on how they are retaining Try Tennis players.

9:30 am – 10:45 am

Grassroots Community Tennis: Let's Talk! ~ Riviera Room

Miguel Garcia, Cy King, and Andrew Waldrop

Join us for an open discussion where you will hear from community tennis leaders from across North Carolina discuss effective and creative strategies for growing tennis. This interactive session will focus on group discussion covering a variety of topics including youth outreach, introductory adult programming, and competitive play. Learn and network with others and hear success stories you can take back and apply to your community.

9:30 am – 10:45 am

Communicating to the Ages ~ Provencial Room

Andrew Feldman and Jennifer Gregg

Differing communication styles can make any project a little bit challenging and possibly frustrating. Right now there are more generations in the workforce, volunteer pool and customer base than ever before - from Baby Boomers to Generation Z and in between - join us to discover better ways to communicate your message to different audiences and get "heard" through all the distractions and competing interests.

11:00 am – 12:15 pm

Entry Level Play is the Key ~ Renoir Room

Kelly Gaines, Sara Worth Hodges, and Joanna Scott

We need to be the Welcome Wagon for tennis for kids in NC! Come and learn about the ways in which your CTA can benefit and enjoy getting kids into our sport at the entry level!

11:00 am – 12:15 pm

Knowing Your Community ~ Deploying a SWOT Approach to Gain Market Advantage ~ Riviera Room

Miguel Garcia

Healthy and vibrant non-profit organizations can be viewed as nimble small businesses that are constantly looking inward at their own core competencies and competitive advantages. They are also continuously analyzing their external competition to either retain or grow their market share. A SWOT analysis tool will be presented to assist smaller tennis-related non-profits to gain insights on growing responsibly.

11:00 am – 12:15 pm

Who Cares if That's How it's Been Done?! ~ Provencial Room

Andrew Feldman and Jennifer Gregg

You've heard the quote "if you always do what you always did, you will always get what you always got" - guess what, it's true. There's a reason we no longer own encyclopedias, typewriters and VHS players - someone designed new ways to accomplish those functions and create new opportunities. How can you improve your marketing efforts, reach more youth players, or raise more funds? Join us for a discussion on how to think outside the box, see familiar things in a different light and spice up the menu!

12:30pm – 2:00pm

Awards Luncheon ~ Carlisle Ballroom

Join us as we honor those who have shined this past year with their contributions to community tennis in North Carolina.

2:00 pm

USTA North Carolina Semi-Annual Board Meeting ~ Griffin A