

2024 USTA North Carolina Community Development Workshop

Participate • Educate • Advocate

Grandover Resort • September 27 - 28 • Greensboro, NC

Friday, Sept 27

8:00 AM	Registration Opens			<i>Outside Grandview</i>
9:00 - 11:00 AM	Semiannual Board Meeting			<i>Nottingham Room</i>
11:15 AM -12:15 PM	Leadership Meeting (CTA Presidents, Lead CTA Staff, and USTA North Carolina Board)			<i>Nottingham Room</i>
12:30 - 1:45 PM	Opening Session and Lunch			<i>Grandview Ballroom</i>
2:00 - 2:30 PM	Champions of Equality, An Interview			<i>Grandview Ballroom</i>
2:40-3:20	<i>Berkeley</i>	<i>Beaumont</i>	<i>Provencial</i>	
	Marketing 101: Build and Execute an Effective Low-Cost Social Media Strategy"	Shared Services Roundtable	Hispanic Engagement	
3:25-4:05	Marketing 102: Marketing Calendar and Strategy	Young Adult Panel	Hispanic Engagement	
4:10-4:50	Marketing & Sponsorships	Young Adult Panel	Shared Services Roundtable	
North Carolina Tennis Foundation Celebrate Tennis Night				
5:15-7:00 PM	Round Robin in Memory of Mary Lloyd Barbera (Click to Register)			<i>Tennis Courts</i>
7:00 - 9:00 PM	Dinner			<i>Grandview Ballroom</i>
Saturday, Sept 28				
6:30-7:15 AM	Morning Tennis with Francie (Click to Register)			<i>Tennis Courts</i>
7:00 AM	Registration Opens			<i>Outside Grandview</i>
7:00-7:45 AM	Breakfast			<i>Grandview Ballroom</i>
8:00 -9:30	General Session with Nicole Greer: The Power of Storytelling			<i>Grandview Ballroom</i>
	<i>Nottingham</i>	<i>Berkeley</i>	<i>Beaumont</i>	
9:45-10:30 AM	Lights, Camera, Advocate!	Sharing NJTL Lessons of Experience	Reimagine Adult Tennis	
10:45 AM-11:45 AM	Mock City Council		The Benefits of Running JTT in Your Community	
12:30 - 2:00 PM	Awards Luncheon			<i>Grandview Ballroom</i>