

2024 USTA North Carolina CDW Session Descriptions

Champions of Equality, An Interview: Kelly Gaines

In 2023 and 2024, USTA has recognized two classes of Champions of Equality, a celebration of the fight for equality and the pioneering women who have led the way. This honor is a tribute to female leaders from all 17 USTA Sections who exemplify the spirit of a Champion through their unwavering dedication and commitment to advancing the cause of equality in tennis. Kelly Gaines sits down for a chat with two of these Champions of Equality, Beth Hopkins and Paula Hale.

Marketing 101: How to Build and Execute an Effective Low-Cost Social Media Strategy: Ashlyn Gibbons

The session will walk through actionable and digestible steps on how to build a strategy and then how to properly execute it.

Marketing 102: Marketing Calendar and Strategy: Kelly Parker

Create a marketing calendar and strategy to promote programs through the year and facilitate your volunteer pipeline. Learn how to integrate social media, paid advertising, email and print marketing into a cohesive strategy to grow your programs and grow your volunteer base.

Marketing & Sponsorships: Tracy McEvoy

Have you been wondering what the best approach is to solicit for sponsorships? How do you identify companies that would be interested in supporting you? How do you sell the assets you own? How do you determine the value of what you have to sell?

Learn more about sponsorship basics in this workshop led by Tracy McEvoy, Director, Marketing and Communications at USTA Southern.

Shared Services Roundtable: Kelly Gaines

This session is designed for CTA leaders who want to investigate shared services among the CTAs. Accounting, social media, and marketing to name a few. Come join as we brainstorm on how we can maximize our resources and join forces.

Hispanic Engagement: Belen Gomez-Jordana & Byron Martinez

This session explores effective strategies for engaging with Hispanic communities, emphasizing the importance of cultural competence and authentic connection. Participants will learn about the diverse cultural backgrounds within the Hispanic population and gain insights into the unique challenges and opportunities for outreach.

Young Adult Panel Discussion; Nick Baxendell, Elicia Smith, Katie Shane, Matt Galles

Come listen and learn from some young adults about what the next generation looks for in tennis and adult recreation

General Session with Nicole Greer: The Power of Storytelling

The ability to tell a good story is a powerful addition to anyone's ability to communicate meaningful messages to clients, colleagues and the public. A story well told can make us laugh or cry, move us to motivation or stop us dead in our tracks.

Nationally recognized speaker, Nicole Greer, will explore the art of storytelling by providing a variety of storytelling techniques, styles and exercises to enhance the understanding and delivery of telling stories. In addition, she will examine the benefits of using stories within the business environment and examples of organizations using storytelling successfully within their companies.

Lights, Camera, Advocate! Kelly Gaines, Laura Weygandt, Shelby Rhyne

This session is for our advocates and tennis passionate volunteers! Come find out how to craft a message for our elected officials.

Reimagine Adult Tennis: Nick Baxendell

Should we start to reimagine what tennis looks like for Adults? Let's explore together how we can grow and make our sport more accessible!

Sharing NJTL Lessons of Experience: Kelly Lombardino

A facilitated panel discussion for current National Junior Tennis & Learning Chapters and for those organizations either considering or planning to apply to become an NJTL.

Mock City Council: Kelly Gaines, Laura Weygandt, Shelby Rhyne

It is time to practice our message in front of our city council, Parks and Rec Board and School Board! Come ready to stand up and be a "Speaker from the Floor".

The Benefits of Running JTT In Your Community: Joanna Scott

This session will highlight how facilitating JTT programming can benefit your community while serving as the foundation to developing a solid junior tennis pathway for any area's players.