

2024 USTA Georgia Community Tennis Development Workshop

Saturday, February 10, 2024

- 9:30 – 7:00 PM** **Registration/Office** **Raleigh**
- 10:00 – 11:00 AM** **USTA Georgia Annual Meeting** (open to all CTDW attendees) **Salons III-VI**
- 1:00 – 2:00 PM** **Opening Session** **Salons III-VI**
- 2:15 – 5:45 PM*** **#1 *You’ve Got a Marketing Friend in Me!*** – Lindsey Davila & Reagan Stephenson **Atlanta**
 Join the USTA GA Marketing Team as we highlight fresh and fun ideas for promoting tennis in your area. Whether you’re a seasoned pro or just starting, we’re here to assist with all your marketing needs!
- #2 *Advocacy on the Ground*** – Laura Weygandt **Columbia**
 Ideas for advocating for tennis to Town/City Councils & Parks and Recreation Departments year-round...every year. Lay the groundwork so they know who you are and what great things you do through tennis for your community.
- #3 *Beyond the Horizon*** – Darren Potkey & Eric Schmook **Charleston 1/2**
 Join the USTA Georgia leadership for an insightful and interactive exchange focused on the direction of the organization.

***Starting at 2:15, participants will be divided into 3 color coded groups. Each group will rotate together through a series of three 60-minute sessions.**

	#1 You’ve Got a Marketing Friend in Me!	#2 Advocacy on the Ground	#3 Beyond the Horizon
2:15 – 3:15 PM	RED	BLUE	YELLOW
3:30 – 4:30 PM	YELLOW	RED	BLUE
4:45 – 5:45 PM	BLUE	YELLOW	RED

- 7:00 – 8:30 PM** **USTA Georgia Awards Dinner** **Salons III-VI**
 Gather together as we recognize and honor those who are dedicated to growing the game of tennis in Georgia!
- 8:45 – 10:00 PM** **Tennis Challenge & Carnival** **Salons I-II**
 Enjoy some tennis fun after the Awards Dinner!

Sunday, February 11, 2024

- 7:30 – 8:20 AM** **Meet and Greet Breakfast with USTA Georgia District Representatives** **Salons I-II**
 All attendees, come enjoy a buffet breakfast and get to know your USTA Georgia District Representative.
- 8:30 – 9:30 AM** ***Have No Fear, Chat GPT is Here!*** – Lindsey Davila & Reagan Stephenson **Atlanta**
 Join us as we dive deep into the various ways you can use Chat GPT to improve social media content, outline new marketing campaigns, brainstorm promotion ideas, and more!
- Serve Tennis – Making It Happen!*** – Milly Sequera Huss **Columbia**
 Utilizing Serve Tennis, but having some issues? Bring your questions and join this interactive session on how to use Serve Tennis.
- Partnering with Parks and Recreation Agencies*** – Scott Novak **Charleston 1/2**
 All too often stories circulate about the lack of cooperation between CTAs and Parks and Recreation departments; in this session we will discuss the best practices for forming a strong, successful, and sustainable partnership between the two.
- 9:45 – 10:45 AM** ***The Georgia Tennis Foundation Gives Back*** – Amanda Boudreau, Dom Masciantonio & Darren Potkey **Atlanta**
 The GTF has made great strides this past year in its community outreach efforts. Find out how we can help your local area!
- Rookie Oogie Oogie!*** – Carolina Kaminski & Mike Williams **Columbia**
 Updates to our beginner program and best practices on transitioning players to USTA Leagues.
- Volunteer Program Development*** – Jennifer Gregg **Charleston 1/2**
 Tools and resources for effective volunteer onboarding and training.
- 11:00 – 12:00 PM** ***Love Tennis? Serve the Game as a USTA Official*** – Eva Marie McCravy & Darren Potkey **Atlanta**
 Learn another way to get involved with the sport of a lifetime!
- Serve Tennis – Making It Happen! (Repeat)*** – Milly Sequera Huss **Columbia**
 Utilizing Serve Tennis, but having some issues? Bring your questions and join this interactive session on how to use Serve Tennis.
- USTA Tennis Venue Services*** – Amelia Storer **Charleston 1/2**
 Learn how CTAs, park agencies, and all types of tennis facilities can benefit from the resources and grants available through the USTA’s Tennis Venue Services (TVS). The TVS team provides a robust suite of services, come see!
- 12:00 – 12:15 PM** **Closing Session** **Salons III-IV**