2025 USTA Georgia Community Tennis Development Workshop

Saturday, February 8, 2025

9:30 – 7:00 PM	**Registration/Office** (Closed during the Annual Meeting and Opening Session)	**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 Market Like You Mean It* – Lindsey Davila & Reagan Stephenson   **Atlanta**
Need a little marketing inspo? We've got you! Join us for a fun, interactive session, where you'll leave with fresh ideas and a ready-to-use campaign for your community.

#2 Customer Service Matters – Jennifer Gregg   **Columbia**
Customer service is vital for Community Tennis Associations, enhancing satisfaction and building lasting relationships with participants. Let's dive into how to craft a memorable customer service experience.

#3 An Evolving Era – Michelle Fields & Darren Potkey   **Charleston 1/2**
Join USTA Georgia President, Michelle Fields, and Executive Director, Darren Potkey, on an insightful and interactive exchange on how USTA Georgia evolves with changing times.

*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 Market Like You Mean It	#2 Customer Service Matters	#3 An Evolving Era
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 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 9, 2025

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   *Game On: How CTAs Can Attract and Develop Tennis Coaches* – Allan Jensen & Francie Barragan   **Atlanta**
Learn practical strategies for Community Tennis Associations to recruit, train, and keep great coaches.

Roundtable Discussion: Serving Up Tennis Apprentice – Carolina Kaminski   **Columbia**
Let's talk about our beginner program, share best practices and how to make it better.

Serving Up Serve Tennis – Milly Sequera Huss   **Charleston 1/2**
Using Serve Tennis got you down? Bring your questions and join this synergic session on how to use Serve Tennis.

9:45 – 10:45 AM   *Simply the Best – Writing Nominations Better Than the Rest* – Lesley Stephens & Mike Williams   **Atlanta**
Learn how to celebrate the game's best at our Tennis Award Nomination Presentation! Need help getting started? We are here to inspire you to write an amazing nomination showcasing the great things happening in your CTA.

The GTF's Mission Continues Forward – Amanda Boudreau, Dom Masciantonio & Darren Potkey   **Columbia**
The Georgia Tennis Foundation continues to fulfill its mission of community outreach and historical preservation. Come find out how the GTF can help your local community.

Mapping the Future of Tennis: Using Kinetica to Understand Your Community – Morgan Brannon   **Charleston 1/2**
In today's data-driven world, CTAs can (and should!) leverage tools to better understand their communities. This session introduces Kinetica, a platform pulling data from multiple sources to access detailed demographic insights that drive strategic decision-making and enhance outreach to build the next generation of tennis players.

11:00 – 12:00 PM   *Nonprofit Governance 101* – Jennifer Gregg   **Atlanta**
Are you a new board member? Or do you need a refresher of board fundamentals? Then this introduction to nonprofit governance is for you!

That Can't Possibly Be the Rule… – Darren Potkey & Eva Marie McCravy   **Columbia**
Consider giving back to our great sport through officiating. Come join the fun as we find out who is the lord of tennis rules knowledge.

Crazy For Canva – Reagan Stephenson   **Charleston 1/2**
Ready to level up your Canva skills? In this hands-on session, you'll learn the best practices for designing eye-catching graphics! We'll explore tips and tricks to polish your creations, add pro touches, and ensure your designs stand out.

12:00 – 12:15 PM   **Closing Session**   **Salons III-VI**