

2026 USTA Georgia Community Tennis Development Workshop

Saturday, February 7, 2026

- 9:30 – 6:30 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 Game Plan for Growth: Marketing Tips to Get More Players** – Lindsey Davila & Mary Johnson **Atlanta**
Get practical marketing ideas that attract and engage players and make the most of free USTA resources and templates.
- #2 Advocacy: Working for You**– Patrick Briaud **Columbia**
Share ideas and see what’s possible through advocacy to help CTAs grow support and strengthen community impact.
- #3 The Power of Tennis and Teamwork** – Michelle Fields & Darren Potkey **Charleston 1/2**
Hear from Michelle & Darren about both successes and challenges of 2025 and what’s on the horizon for 2026.

***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 Game Plan for Growth: Marketing Tips to Get More Players	#2 Advocacy: Work for You	#3 The Power of Tennis and Teamwork
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**
Join us as we celebrate and honor those devoted to advancing 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 8, 2026

- 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** **Serving Up a Great First Impression Online** – Mary Johnson **Atlanta**
Learn simple ways to make your CTA website clear, welcoming, and easy to manage.
- CTA Exchange Court** – Amy Franklin **Columbia**
An engaging session fostering peer sharing and two-way learning through open discussions of challenges and successes.
- USTA Coaching and Beyond In the Peach State** – Allan Jensen **Charleston 1**
An inside look of how USTA Coaching will revolutionize tennis teaching.
- Managing Your (Volunteer) Team: A League of Your Own** – Andrew Feldman **Charleston 2**
Discover volunteer personality types through movie scenes and learn how to help each one shine in your CTA.
- 9:45 – 10:45 AM** **Tennis Talks: Mastering Conversations with Local Officials** – Jennifer Gregg **Atlanta**
A skills session focused on message framing, effective storytelling, and responding to tough questions.
- Get in the Game! USTA League Financial Assistance Opportunities** – Dave Bain **Columbia**
Don’t let costs keep you from trying something new! USTA Georgia can help you grow leagues with financial support.
- The Ultimate Tennis Experience Begins with Us** – Eva Marie McCravy & Darren Potkey **Charleston 1**
Join Eva Marie & Darren to see how officiating shapes a great tennis experience – and put your rules knowledge to the test.
- Serve Up Success – Adapting Tennis in Schools and Beyond** – Fiona Hatton **Charleston 2**
Learn simple adaptation to equipment, rules, and teaching to make tennis fun and successful for participants of all abilities.
- 11:00 – 12:00 PM** **Nonprofit Governance 101** – Jennifer Gregg **Atlanta**
New to the board or need a refresher? This intro to nonprofit governance is for you!
- Collaborating, Communication and Benchmarking for the Win!** – Amy Franklin **Columbia**
Explore how these pillars foster connection, learning, and a united, innovative tennis community.
- Show Me the Money!** – Amanda Boudreau, Dom Masciantonio & Darren Potkey **Charleston 1**
Let’s discuss how the GTF and CTAs can partner to fundraise and support more players, schools, and communities in 2026.
- Now Is the Time for Courage** – Andrew Feldman **Charleston 2**
See how CTA leaders can face turbulent times with courage and bold action, using five strategies to thrive.
- 12:00 – 12:15 PM** **Closing Session** **Salons III-VI**