

2026 USTA Georgia CTDW

Welcome!

Atlanta, GA
February 7-8, 2026

Tennis Talks: Mastering Conversations With Local Officials

Jennifer Gregg

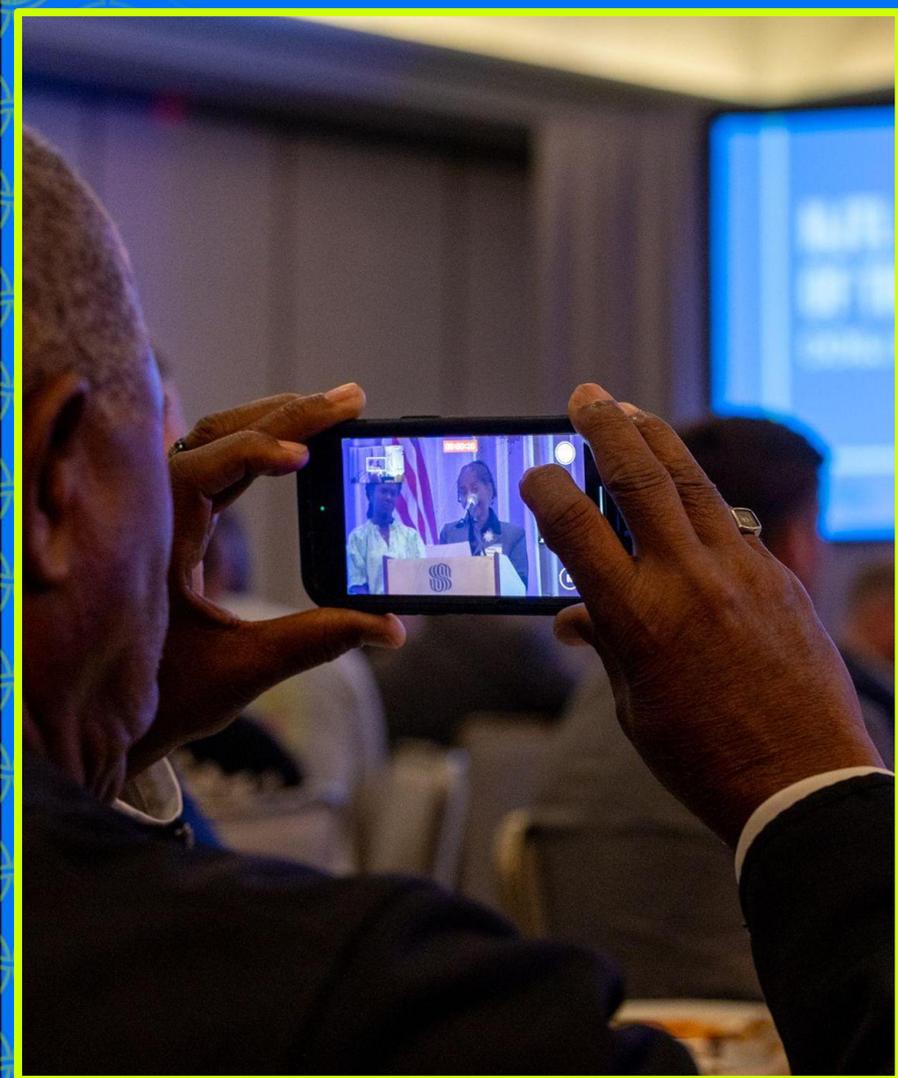
CEO
USTA South Carolina

Why Conversations With Local Officials Matter

- **Local Officials Influence:**
 - Courts/Programs
 - Access
 - Funding
 - Community Priorities
- **Volunteers Are Trusted Community Voices**

Advocacy ≠ Politics

Advocacy = Sharing Impact



What You'll Learn Today

By the end of this session, you will be able to:

- Frame clear, compelling messages
- Tell short, authentic tennis stories
- Respond confidently to tough questions

Let's Set Expectations

This Is:

- Practical
- Conversational
- Volunteer-friendly

This Is *Not*:

- Lobbying
- Policy Debate
- Scripted Talking Point

You Don't Need to Be An Expert - Just Clear & Genuine

Speak With Passion - From The Heart



Understanding Your Audience

Local officials care about:

- Community impact
- Access & equity
- Youth & health
- Cost & sustainability
- Safety & shared use

NEW EPISODE
With Special Guests
Jessica Harrell & Jennifer Gregg

USTA
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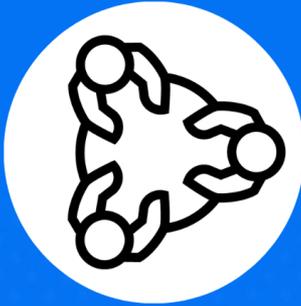
What Matters Locally?

What Do You Think Local Officials Care Most About In *Your* Community?

- Youth?
- Health?
- Economic Impact?
- Quality of Life?

Table Discussion (3 minutes)

Message Framing Made Simple



Community Need



Tennis Solution



Positive Impact

Use This 3-Part Message Framework To
Say The Right Thing The Right Way

Example Message - Putting It All Together

- Need: "Families are looking for affordable, safe activities for kids."
- Solution: "Community tennis programs use existing courts."
- Impact: "Kids stay active, engaged, and connected."

Result: Clear, relatable, community-focused

Interactive: Build Your Message

Create A 30-Second Message Using the 3-Part Framework - Choose From:

01

Courts

02

Youth Programs

03

Adult Programs

04

Community Access

Paired Exercise - 5 Minutes



Why Stories Work



Stories Make Impact Real



Officials Hear Data All Day



One Person > Lots of Statistics

Simple Story Structure

A Strong Story Includes:

1. One Person
2. One Challenge
3. One Positive Outcome

Keep It Short & Authentic

No Exaggeration. No Perfection.



Who Is One Person Whose Life Was Positively Impacted By Tennis?

—Name of person



Tough Questions Happen

Common Questions:

1. Why Tennis?
2. Who Pays For This?
3. Is This Equitable?
4. Why Is This A Priority?

Tough Questions Are Ok - Just Be Prepared!

How To Respond With Confidence

A Simple Response Approach

1. Acknowledge The Question
2. Answer Briefly
3. Redirect To Community Impact

You Don't Have To "Win" - You Just Need to Stay Credible

Interactive: Role Play

Small Group Practice (5 Minutes)

- First Volunteer = Local Official
- Second Volunteer = Advocate
- Third Volunteer = Observer

Think Of An Ask - Practice Responding To One Tough Question



Key Takeaways

What To Remember

1. Be Clear Not Perfect
2. Lead With Community Impact
3. Stories > Statistics
4. Confidence Comes From Preparation

Remember To Be Real and True To Heart!



One Sentence To Remember

**“I am Here To Share
How Tennis Helps Our
Community!”**

—You



Thank You!

For Being a Voice For Tennis!

Jennifer Gregg

CEO

USTA South Carolina

Gregg@sctennis.com

Header

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**“Start where you are.
Use what you have.
Do what you can”**

—Name of person

**“Start where you are.
Use what you have.
Do what you can”**

—Name of person

**“Start where you are.
Use what you have.
Do what you can”**

—Name of person



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Event Conference Speakers



Timmy Jimmy

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Julian Lyman

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Tracey Bower

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Lily Reid

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Event conference speakers



Jenna Doe

Senior Manager
USTA Florida

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this person here



Timmy Jimmy

Accountant Manager
USTA National

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this person here



Susan Bones

Manager Assistant
USTA California

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Mockup

You can replace the image on the screen with your own image. Just right-click on it and select "Replace image"



Infographics

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Infographics

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STEP 3

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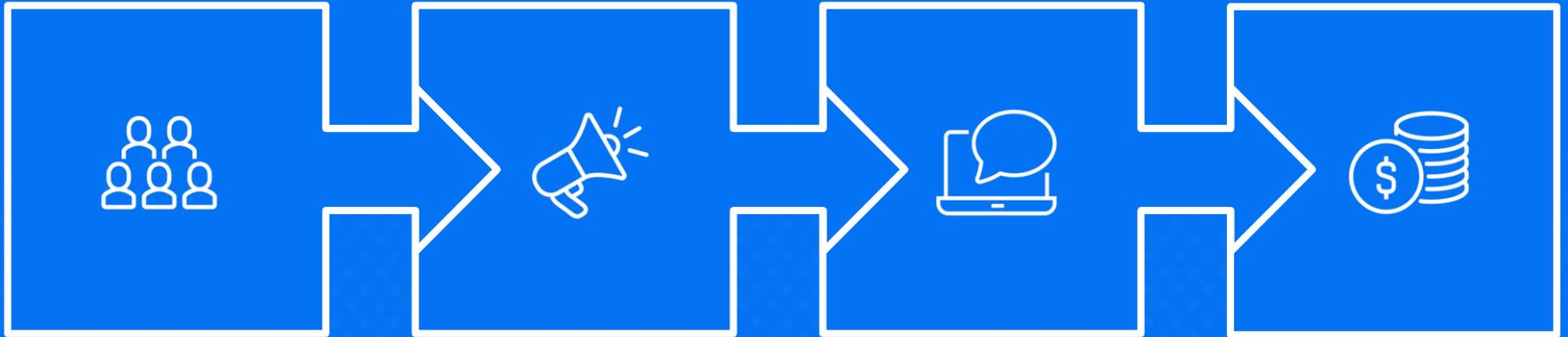
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STEP 2

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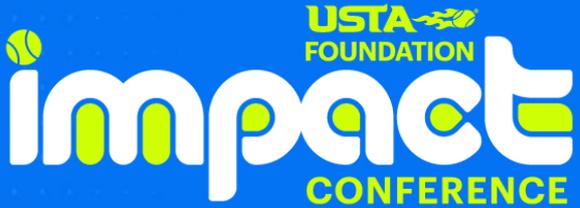
STEP 4

Infographics



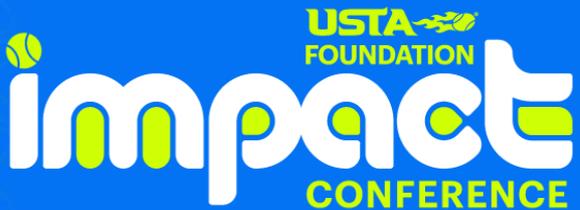
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JTCC

**Creating opportunities, building communities and
unlocking the potential in every individual through
tennis and academics**



FEBRUARY 19-21

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