

2023 USTA North Carolina CDW Session Descriptions

Insurance Ins and Outs: Bryan Beasley, MarshMcLennan Agency

Can you tell a VAP from an ELPI? Do you know if it would be beneficial to have a Cyber Liability policy? This open discussion will provide an overview of the insurance landscape, changing conditions, coverages you might consider, and concerns surrounding potential claims.

NJTL: Getting the Results that Matter to Your Organization: Kelly Lombardino (NJTLs Only)

Leadership is defined by the Center for Creative Leadership® as "a social process that enables individuals to work together to achieve results that they could not achieve working as individuals." How is leadership working within your NJTL Chapter? To learn more about what is working - and what isn't - and walk away with ideas to improve leadership within your NJTL, you are invited to learn about a powerful, yet simple, framework that generates three leadership outcomes: direction, alignment, and commitment. Applying this framework to your next NJTL project or event can help you reach your NJTL's overarching goals.

Fundamentally Sound Non-Profit Management: Bill Pawlucy

Spend time with Bill Pawlucy, a seasoned professional with more than 30 years of experience in nonprofit consulting. Learn to think more effectively about Board and Staff Relationships, Strategic Planning, and Risk Awareness. This session will be offered twice on Friday so that every CTA has a chance to be in this session.

The Benefits of Running JTT: Joanna Scott & a Panel of JTT Providers

Join us as we discuss the benefits of promoting and utilizing Junior Team Tennis programming at a club or facility. A panel of Tennis Directors, Teaching Professionals and Junior Team Tennis Coaches from across the state will share examples, insight and testimonials as to why any facility should host Junior Team Tennis. We aim to equip and provide a solid foundation and a clear understanding of how Junior Team Tennis can assist a facility, from growth in membership to an increase in revenue.

Advocacy 1: Connected Data: Robin Jones, Kelly Gaines & Morgan Brannon

What's in your Advocacy Toolbox? Discover the new digital tools we have at your disposal to advocate for courts and programming.

Advocacy 2: Using your Programming for Advocacy & Planning: Robin Jones & Kelly Gaines

In this current day and time, tennis is a “programmed sport” much more than it is a “pickup sport” as it may have been in the 1970s and into the 2000s. In order to see the use of our courts, we must all program them. Please join us for a session on how programming is the best tool for advocating for our sport.

Advocacy 3: Advocacy Specialist: Robin Jones & Kelly Gaines

How does a CTA do all it has to do and also keep up with the directions and decisions of local government in order to properly advocate. Join us to learn about a new strategy to help CTA’s put advocacy on the front burner!

Adult Tournaments Update

Come listen to some changes in the adult tournament space in 2024 and learn how we can all work together to get more players playing adult tournaments!

Schools Update

Find out the latest on what’s happening in Schools Tennis across North Carolina. Hear about ways your organization can connect with schools and school teams in your area to grow your tennis community.

Leveraging Artificial Intelligence and Social Media for Strategic Marketing

Equip yourself with the knowledge and tools necessary to elevate your organization's marketing efforts, maximize your social media presence, and harness the potential of artificial intelligence for a more effective and impactful content strategy. Don't miss this opportunity to stay ahead in the ever-evolving world of marketing!

General Session with Bill Pawlucy: Fundamentally Sound Non-Profit Management

Take a deeper dive into the topics that will most effectively help you manage your CTA. This session is tailored to the topics in the survey responses you provided.

Courtside Consultants

This is a chance for you to sign up for some one-on-one time with staff and speakers. Have an association question for Bill? An instructional design question for Francie? An Advocacy question Robin? There will be a sign-up board near Registration. Sign up for a 15-minute chat and head over to place designated on the signup sheet.

ROUNDTABLE DISCUSSIONS TOPICS – The sessions below are designed around collaborative discussion. In these sessions we will work together to come up with creative solutions to the issues before us. These sessions draw on what you have learned through the weekend and your combined experiences. Bring your creativity and critical minds. You are free to move between the sessions as you may have contributions to make on many of the topics.

Try Tennis Roundtable: Facilitated by Matt Galles and Allison Steinmetz

Try Tennis hosts, new and veteran, will discuss how to better the program. This is a roundtable discussion on what is working well and where the program can improve.

Filling the Gap Between Jr Try Tennis and JTT: Facilitated by Joanna Scott

What's next after Try Tennis for your junior beginner players? Listen in on discussion surrounding the USTA Junior Pathway and available programming options for transitioning beginner players to recreational play and beyond.

The Future of Grants (the Community Coordinator Grant and Others): Facilitated by Chris Bryce & Kelly Gaines

The grant Landscape for USTA North Carolina is evolving. In the last year we have reallocated funds in an attempt to get more of the grant money into CTA pockets. Additionally, most CTAs who could take advantage of the Community Coordinator Grant have already done so, but there is still matching funding designated for this grant. In this roundtable, we will discuss and ideate ways to best use our grant funding resources to make the most impact with CTAs.

NJTL Roundtable

A follow up to Friday's NJTL: Getting the Results that Matter to Your Organization session. Participants will discuss how to apply the model learned to their individual NJTLs.