

2022 USTA North Carolina CDW Session Descriptions

Brand Guidelines: Morgan Brannon

Receive a crash-course in all things USTA branding and logos - dos and don'ts, best practices, and how to create quality content to promote your organization. We'll dive into brand personality, color schemes, typography, photography, and more!

Advocate! Advocate! Advocate!: Kelly Gaines

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

Junior Circuits: Joanna Scott

How can CTAs assist and engage folks in their own backyards and be actively involved in the USTA junior pathway. Learn about one of the ways to do this in the Junior Circuits session.

On Court: Loboton & Triples

Get moving while you participate in some alternate social formats that are fast paced, fun and don't necessarily have winning sides. When social and fun are the focus and win/loss outcomes are minimized, these formats allow for low pressure and heightened enjoyment. These formats can be implemented locally in a number of ways and can play a vital role in your local programming.

General Session with Antionette Mosley, I Follow the Leader

Over the last several years, many of organizations announced they were making DEI a strategic priority. Some even formed a DEI committee. Certified Diversity Professional (CDP)[®] Antoinetta Mosely offers a up why you should create a DEI Committee and how that committee can make an impact on your staff, volunteers, culture and bottom-line. In your time together, you will learn:

- How to create a strategic, measurable and sustainable action plan
- Why you can't pull DEI on and off the shelf
- The four steps to follow to unlock success for your DEI group
- The results you can expect when you embrace it as an ongoing, continuous strategic priority

Insurance Ins and Outs (Same session will be held twice): 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 condition, coverages you might consider, and concerns surrounding potential claims.

Try Tennis Roundtable: Allison Steinmetz

New and veteran Try Tennis hosts are encouraged to join this Try Tennis roundtable to discuss topics of best practices, issues that arise and how to combat them, new updates to the program from USTA NC, and more. Allison Steinmetz will be leading this discussion and is excited to discuss opportunities for improvement to the Try Tennis program for 2023.

Social Media Success: Morgan Brannon

Does your organization's social media presence accurately express your organization's mission and story? Learn about different types of content you can add to your arsenal, how to develop a social media strategy, how to make a strong brand presence, why you should gather and analyze data, and, most importantly, why all of this matters!

Building Your Best Board: Jean Pudlo, JB Pudlo Consulting

Want to take your board to the next level? Bring your challenges and we'll explore strategies together. Learn how to use a Governance and Nominating Committee to keep your board on track. Find ideas on how to recruit and engage your board members, keep the board focused and set goals for more effective governance. Jean Pudlo will share best practices gleaned from her 30 years of nonprofit organization management and consulting experience.

NJTL Roundtable

Calling all NJTL Chapter leaders! Here is the perfect opportunity to converse and learn from Chapter leaders across the State about NJTL Chapter successes and challenges. Let's share our journeys in serving up tennis & education to youth and walk away from this facilitated round table session with nuggets of wisdom to apply to 2023 NJTL strategic plans. Amy Franklin, former USTA-NC Staff & NCTF Director, Development and Programs will bring her 25 years of various USTA & facilitation experiences to lead the discussion with assistance from Kelly Lombardino, current NCTF Director.

Serve Tennis Questions Answered: Nick Baxendell, Joanna Scott, Allison Steinmetz

You have questions, we have answers. This is not a session per se. There is no presentation. Our staff will be armed with their laptops and their experience to answer your specific Serve Tennis questions.

Working Sessions: *In these sessions we will work collaboratively 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. These sessions can help to set direction for the future of tennis in your areas and North Carolina as a whole.*

Working Session: Jumpstarting Tennis in Small & Medium Markets: Our current tennis offerings often work best in medium to large markets. We have a reliance on robust populations to drive our programming. What happens when we don't have a large population to draw from, how do we help tennis thrive? Rather than trying to fit our current offerings into these markets, let's take a fresh look and see what it is that might benefit these markets the most.

Working Session: Developing Your Court Advocacy Strategy

You will have heard a lot about advocacy by the start of this session. This is where you will be able to take all the ideas that have been sparked and help develop a more comprehensive strategy for advocacy. Are we hitting all the avenues we need to? What tools and data do we need to do this most effectively? How do we motivate our membership to participate? Can we automate parts of the process? These are some questions to tackle as we build a more comprehensive approach to advocating for our sport.