



USTA Florida Community Tennis Workshop “Growing Healthy Communities Through Tennis”

Presented by the Community Outreach Committee

Workshop Schedule*

**subject to change*

Saturday, February 8, 2014

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| 9:30am - 10:00am | Registration - Check-In |
| 10:00am - 10:30am | Growing and Maintaining Tennis in Our Communities
<i>Nancy Horowitz, President-Elect, USTA Florida</i> |
| 10:30am - 11:00am | Creating Sustainable Community Tennis Programs
<i>Panel</i> |
| 11:00am - 11:15am | Break |
| 11:15am - 12:00pm | Breakout Sessions - #1 (<i>Pick one of the following two</i>) <ul style="list-style-type: none">❖ Growing Junior Tennis-Casting the Net Wider❖ Best Practices: Getting Tennis Facilities Built, Improved or Saved |
| 12:00pm - 12:40pm | Lunch |
| 12:40pm - 1:20pm | Breakout Sessions - #2 (<i>Pick one of the following two</i>) <ul style="list-style-type: none">❖ Tennis Programs & Events for Disadvantaged & Special Needs Populations❖ Adult Tennis - Recruiting, Retaining and Getting Former Players Back |
| 1:30pm - 2:10pm | Breakout Sessions - #3 (<i>Pick one of the following two</i>) <ul style="list-style-type: none">❖ Best Practices: Marketing Your Tennis Event or Program and the Role of Social Media❖ Junior Competitive Tennis in North Central Florida: Can We Do Better? |
| 2:15pm - 3:00pm | Closing Session <ul style="list-style-type: none">❖ Summary, Questions, and Action Plan❖ Workshop Evaluation |

~~~We hope you enjoy the workshop~~~