

New England Tennis Weekend 2019 Schedule & Agenda



Friday, November 15

11:30-1:30pm	On-court Sessions at Longfellow Wayland How to Run an Effective Practice & Introducing Youth Players to Team Competition	
2:00-2:30pm	Registration	
2:30-3:30pm	Tennis in the Parks: Utilizing Public Courts to Grow the Game Scott Laakso, Chair of the National Parks Committee	
3:45-4:45pm	Let Tennis Management Tools Do the Work for You Heather Hawkes, Senior Manager of Events & Ratings, USTA National Campus	
5:00-6:15pm	Be a Champion for Diversity in any Industry Keynote Speaker Renee Tirado, Global Head of Diversity, Equity & Inclusion, Gucci	
6:15-8:30pm	Networking Reception and Dinner	

Saturday, November 16

7:00-8:00am	Breakfast	
8:00-9:15am	Bring the Disney Magic to the Tennis Courts Rafael Rivera, Guest Experience Manager, USTA National Campus	
9:30-10:30am	Safeguarding your Facilities through Athlete Welfare Lauren Kittelstad Tracy, Director, Strategic Initiatives, USTA	
10:45-11:45am	If you Build it, Will they Come? USTANE Marketing Team	A New Day for Junior Play: Changes to Junior Tournaments Shawna Fors, Player Development Manager, USTANE
12:00-1:30pm	Lunch and USTA NE Awards Ceremony	