

# SCHEDULE AT A GLANCE

As of October 31, 2018

Must Be Registered To Attend Sessions

## WEDNESDAY, JANUARY 23

TIME	SESSION	SPEAKER(S)
8:00am	REGISTRATION	
8:00am-8:30am	Welcome - TIA Industry Insights & Introduction	Jolyn deBoer, Jeff Williams, Kurt Kamperman
8:30am-9:30am	EVENT MANAGEMENT & HOSPITALITY: How to Create a Disney Experience at Your Facility	Brent Centlivre
9:30am-10:30am	FACILITY DESIGN & INNOVATION: How to Transform Your Facility to Attract & Retain Members <i>(Panel)</i>	Jonathan Fralick, Tim Cass, Chris Young, Virgil Christian
10:30am	NETWORKING BREAK	
11:00am-12:30pm	INNOVATIVE MARKETING & MANAGEMENT: TOM TALK - Innovative Membership/Marketing Promotions to Drive & Retain Business Part I: It's All About Your Programming	Jorge Capestany, Bill Patton, Mike Woody
12:30pm	LUNCH/NETWORKING/VISIT PGA SHOW FLOOR	
1:15pm-2:15pm	HUMAN & PROFESSIONAL SERVICES: Hiring & Staffing for Success	Kurt Kuebler
2:15pm-3:00pm	FACILITY DESIGN & INNOVATION: The New 'Business' of Tennis Development <i>(Panel)</i>	Rod Heckelman, Ajay Pant, Scott Colebourne, Rob Autry, Ray Benton
3:00pm	BUS LEAVES FOR USTA NATIONAL CAMPUS	
3:30pm-7:00pm	Innovation & Technology Demo Day Demo products & tour the USTA National Campus	
5:30pm-7:00pm	Welcome Party	
7:30pm	BUS RETURNS TO HOTEL	

# THURSDAY, JANUARY 24

TIME	SESSION	SPEAKER(S)
8:00am	REGISTRATION	
8:30am-9:30am	TIA Tennis Forum/Tennis Innovation Challenge—Winner Announced	Jolyn deBoer, Jeff Williams, Craig Morris, Carlos Salum and judges
9:30am-10:30am	FACILITY DESIGN & INNOVATION: Innovative New Court Products to Increase Player Engagement <i>(Panel)</i>	John E., Ken Solomon, Mike May, Joe Dinoffer
10:30am	NETWORKING BREAK	
11:00am-12:30pm	EVENT MANAGEMENT & HOSPITALITY: TOM TALK - Event Management/ Hospitality   Part I: Member/Player Retention	Butch Staples, Simon Pearson, Jerod Becton
12:30pm	LUNCH/NETWORKING/VISIT PGA SHOW FLOOR	
1:30pm-3:00pm	EVENT MANAGEMENT & HOSPITALITY: TOM TALK - Event Management/ Hospitality   Part II: Better Management Through Technology	Tom Worcester, Charlie Ruddy, Richard Moore
3:00pm-4:30pm	HUMAN & PROFESSIONAL SERVICES: Topic #9 “Club Talk - Managers”	Len Simard, Kurt Kuebler
4:30pm	NETWORKING BREAK	
5:00pm-6:00pm	INNOVATIVE MARKETING & MANAGEMENT: Retail Networking - Group Roundtables Session	TBD

# FRIDAY, JANUARY 25

TIME	SESSION	SPEAKER(S)
8:00am	REGISTRATION	
8:30am-10:00am	INNOVATIVE MARKETING & MANAGEMENT: TOM TALK - Innovative Membership/Marketing Promotions to Drive & Retain Business Part II: Winning Marketing Strategies for Today’s Changing Marketplace	Doug Cash, John Borden, Andres Vallejo
10:00am-10:45pm	INNOVATIVE MARKETING & MANAGEMENT: How Real-Time Data Analytics Will Help Grow Your Business	Tom Worcester
10:45pm-11:00pm	INNOVATIVE MARKETING & MANAGEMENT: Is Your Website Optimized for Best Results?	Charlie Ruddy
11:30am-12:00pm	Closing Comments—Where We’re Headed	Jolyn deBoer, Jeff Williams
2:00pm-4:00pm	AFTERNOON SPECIALTY COURSES	
	INNOVATIVE MARKETING & MANAGEMENT: Making the Leap from Manager to Club Owner	Jim Bates
	INNOVATIVE MARKETING & MANAGEMENT: Learn How to Create and Implement a Google Ads Campaign to Increase Sales	Andres Vallejo
	HUMAN & PROFESSIONAL SERVICES: Perfect Leadership is as Easy as Counting to 10	Greg Lappin
	HUMAN & PROFESSIONAL SERVICES: Model Clubs and the Best Practices They Engage to Stay that Way	Len Simard, Kurt Kuebler
	INNOVATIVE MARKETING & MANAGEMENT: Online Tennis Facility Management—User Experience	TIA SaaS Business Partners