

# SCHEDULE AT A GLANCE

*As of December 3, 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  | Jolyn deBoer, Jeff Williams  |
| 8:30am-9:30am   | Creating a “Disney Experience” at Your Business  | Disney Institute’s Brent Centlivre with Rafael Rivera, Rob Autry, Michelle Jenkinson, and Greg Lappin (Moderator)                        |
| 9:30am-10:30am  | How to Physically Transform, Modernize and Reinvent Your Facility  | Jonathan Fralick, David LaSota, Bruce Frasure, Mike Egerton, Peter Francesconi (Moderator), Campus Tour by Virgil Christian and Tim Cass |
| 10:30am         | NETWORKING BREAK   |  |
| 11:00am-12:30pm | TOM TALK - Innovative Marketing Promotions & Programming to Drive & Retain Business  | Jorge Capestany, Bill Patton, Ed Shanaphy, Mike Barrell, Doug Cash (Moderator)   |
| 12:30pm         | LUNCH/NETWORKING/VISIT PGA SHOW FLOOR  |  |
| 1:15pm-2:15pm   | Hiring & Staffing for Success - Your Most Important Asset  | Kurt Kuebler, Len Simard, Scott Schultz, John Embree, Dan Santorum   |
| 2:15pm-3:00pm   | The New ‘Business’ of Tennis Development - Connecting Corporate & Local Businesses to the Sport                              | Rod Heckelman, Ajay Pant, Scott Colebourne, Sean Ferreira, Andy Odenbach, Mike Woody (Moderator)   |
| 3:00pm          | BUS LEAVES FOR USTA NATIONAL CAMPUS  |  |
| 3:30pm-7:00pm   | <b>Innovation &amp; Technology Demo Day</b><br>USTA Welcome: Kurt Kamperman<br>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                               | Carlos Salum and judges: Stacey Allaster, Mike Barrell, Walid Fattah, Louis Foreman, Mac Lackey, Royce Wolfe   |
| 9:30am-10:30am  | The Changing World of Racquet & Paddle Sports - Meet the Leaders                            | Craig Morris (tennis), Lee Sponaugle (padel), Mitch Kutner (pop tennis), Justin Maloof (pickleball), Scott Bondarant (platform tennis), Doug Cash (Moderator), Greg Lappin (Moderator) |
| 10:30am         | NETWORKING BREAK  |  |
| 11:00am-12:30pm | TOM TALK - Connecting & Casihng in on Pickleball & Other Short Court Platforms              | Butch Staples, Seymour Rifkin, Patricio Misitrano, Nancy Ehrola, Doug Cash (Moderator), Greg Lappin (Moderator)  |
| 12:30pm         | LUNCH/NETWORKING/VISIT RACQUET & PADDLE VENDORS   |  |
| 1:30pm-1:50pm   | How to Keep Your Players Engaged & Your Pros Employed                                       | Dr. Greg Rose  |
| 1:50pm-3:00pm   | TOM TALK - Positioning Tennis as a Fitness/Wellness Sport - Become a Tennis Wellness Center | Dr. Mark Kovacs, Dr. Sean Drake, Michele Krause, Merdith Poppler, Mike Mike Woody, Simon Pearson, Greg Lappin (Moderator)  |
| 3:00pm-4:30pm   | “Club Talk”: Model Clubs & the Best Practices They Engage to Stay That Way                  | Len Simard, Tom Wallace  |

# FRIDAY, JANUARY 25

| TIME            | SESSION  | SPEAKER(S)   |
|-----------------|--|--|
| 8:00am          | REGISTRATION   |  |
| 8:30am-9:00am   | Implementing UTR Into Your Business  | Jay Adya, Stephen Armitraj   |
| 9:00am-10:00am  | Your Guide to Onlne Tennis Facility Management Software - What is Best for Your Business | TIA SaaS Partners, Tim Bainton (Moderator)   |
| 10:00am-10:30am | NETWORKING BREAK   |  |
| 10:30am-11:45am | TOM Talk - Winning Digital Marketing Strategies to Grow Your Business                    | Andres Vallejo, Pedro Sostre, Edmée Morin-Kougoucheff, Rod Heckleman, Joe Dinoffer (Moderator) |
| 11:45am-12:00pm | Where We Are Headed  | Open Forum   |
| 1:00pm-3:00pm   | BREAKOUT SESSIONS  |  |
|                 | Perfect Leadership is as Easy as Counting to 10  | Greg Lappin  |
|                 | The Pro Shop Experience - Staying Relevant in an E-Commerce World                        | Dave Emkey   |
|                 | Learn How to Create and Implement a Google Ads Campaign to Increase Sales                | Andres Vallejo   |