

WEDNESDAY, JANUARY 22

TIME	SESSION	SPEAKERS
9:15am - 9:45am	Impulse Purchases: Using Accessories to Increase Sales	Karen Giberson , President, The Accessories Council
10:00am - 10:30am	Cost-Effective Indoor Tennis Facilities	Geoffrey Ching , Director of Sales, ClearSpan Berhe Serekeberhan , Owner, Blakeney Racquet Club
11:00am - 12:00pm	The Future of Pickleball, Get in on the Fun!	George Bauernfeind , Chief Marketing Officer, USA Pickleball Association Dan Santorum , CEO, PTR, PPR Fred Stringfellow , Executive Director, American Sports Builders Association (ASBA)
12:15pm - 1:00pm	Update on USTA Programming & Pathways	Craig Morris , Chief Executive, Community Tennis, USTA
1:15pm - 2:00pm	In Full Swing: Racquet Sports' Growing Popularity at Private Clubs	Henry Wallmeyer , President & CEO, National Club Association
2:15pm - 3:00pm	Leading with Change & Innovation	Scott Steinberg , CEO, TechSavvy Global
3:15pm - 3:45pm	Revenue Opportunities & The Ease of On-boarding POP Tennis at Your Facility	Peg Connor , Executive Director, USTA Wyoming
4:00pm - 5:00pm	2020 Vision for world teamtennis: Innovation, Expansion and Technology	Carlos Silva , President and CEO, World TeamTennis (WTT)

THURSDAY, JANUARY 23

TIME	SESSION	SPEAKERS
9:15am - 9:45am	Pioneering True Private Pickleball at the Tennis Club at Newport	Sean Bollettieri-Abdal , High Performance Coach and Multi-Private Tennis Club Owner
10:00am - 10:45am	Growing Your Community, While Growing Your Business, Creating Win-Win Partnerships	Delaine Mast , National Director, World TeamTennis (WTT) Community Tennis
11:00am - 11:45am	PLAY IS THE HEART OF EXPERIENCE DESIGN: Creating Environments that Win in Today's Retail Marketplace	Erin Alley , Studio Director, RMW
12:15pm - 1:00pm	What's New in Racquet Venue Development	Virgil Christian , Sr Director, Collegiate Tennis and Facility Development, USTA National Campus

THURSDAY, JANUARY 23 CONTINUED

TIME	SESSION	SPEAKER(S)
1:15pm - 1:45pm	Real Virtual Tennis and the Future of Sport	Victor Bond , Founder & CEO, Virtual Sports Association
2:00pm - 2:30pm	How Technology Drives Engagement	Dent Wilkens , Senior Vice President of Operations, US Squash
2:30pm - 3:00pm	Transitioning from the Pro Tour to the Business of Sport	Dent Wilkens , Senior Vice President of Operations, US Squash Nick Matthew , 3x World Champion Squash Player
3:15pm - 4:15pm	Bridging the Gap Between the Course & the Court	Sean Drake , Vice President, RacquetFit Mike Malaska , Head of Malaska Golf, Malaska Golf
4:30pm - 5:30pm	TIA Innovation Challenge	

FRIDAY, JANUARY 24

TIME	SESSION	SPEAKER(S)
10:00am - 10:30am	Productive Use of Tennis Technology	Alexander Johansson , Director, New England Tennis Academy