

Register Now!

Be sure to complete BOTH sides of this form
OR download a form at missourivalley.usta.com

COMMUNITY TENNIS DEVELOPMENT WORKSHOP
Sept. 24-25, 2005 | Overland Park, KS | Sheraton Hotel

Organization: _____

USTA Organization # _____

Attendee Name

Last Name First Name

Address: _____

City: _____

State/Zip: _____

Daytime Phone: (_____) _____

email: _____

List of Other Attendees From This Organization

Last Name First Name

Last Name First Name

Last Name First Name

Last Name First Name

Last Name First Name

**Registration Deadline
SEPT. 6, 2005**

SPEAKERS

AJAY PANT

National Tennis Director | Tennis Corporation of America (TCA)

The Professional Tennis Registry (PTR) honored Ajay as the Tester of the Year in 1993, Clinician of the Year in 2000 and Professional of the Year in 2004.

Ajay has worked with beginning and world-ranked players at the Nick Bollettieri Tennis Academy in Florida, and he coordinated the Arthur Ashe/Nick Bollettieri "Cities" Tennis Programs in New York, New Jersey, Kansas and Missouri. He is currently chair of the USTA/Missouri Valley Community Tennis Committee.

ERIC M. MORGENSTERN

President & CEO | Morningstar Communications

Eric has earned a number of professional accolades during his 20-plus-year career in public relations, and is an experienced and highly sought-after speaker. Topics he addresses include brand-building, business ethics, media relations and leadership. Eric also provides strategic business counsel to CEOs and other executives at leading companies throughout the nation.

In 1997, Eric created Morningstar Communications Company, which today provides leadership, marketing and communications strategy for companies and organizations nationwide.

ANNE DAVIS

USTA | Recreational Programs Product Manager

Anne, the former Florida State Women's Tennis coach, has vast experience in the area of Community Tennis Associations (CTA), having served as a CTA board member, volunteer and chair of the USTA/Florida Section CTA Council. She also has an array of expertise in non-profit organization, personnel management, community/public relations, parks and recreation, volunteerism, USTA programming, and more.

USTA UNIVERSITY ADJUNCT FACULTY

Faculty members are USTA staff and volunteers experienced in training, facilitation, coaching and community development. They are selected through an extensive application process. They write curriculum and provide hands-on assistance to help start a CTA or enhance an existing one.

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USTA
MISSOURI VALLEY SECTION

8676 West 96th Street | Suite 100
Overland Park, KS 66212

USTA
MISSOURI VALLEY SECTION

Plant The Seeds That Grow The Game!

Register Today!

**COMMUNITY TENNIS
DEVELOPMENT WORKSHOP**
Sept. 24-25, 2005 • Overland Park, Kansas

Together we can make the game grow!

Get your hands on the tools to plant the seeds that will get tennis to bloom big where you live. Register today to attend the USTA/Missouri Valley Community Tennis Development Workshop Sept. 24 & 25 in Overland Park, Kan.

Registration deadline is Sept. 6!

From media relations and utilizing USTA programs to establishing local associations and great customer service, we'll help you cultivate lots of new tennis interest in your own community.

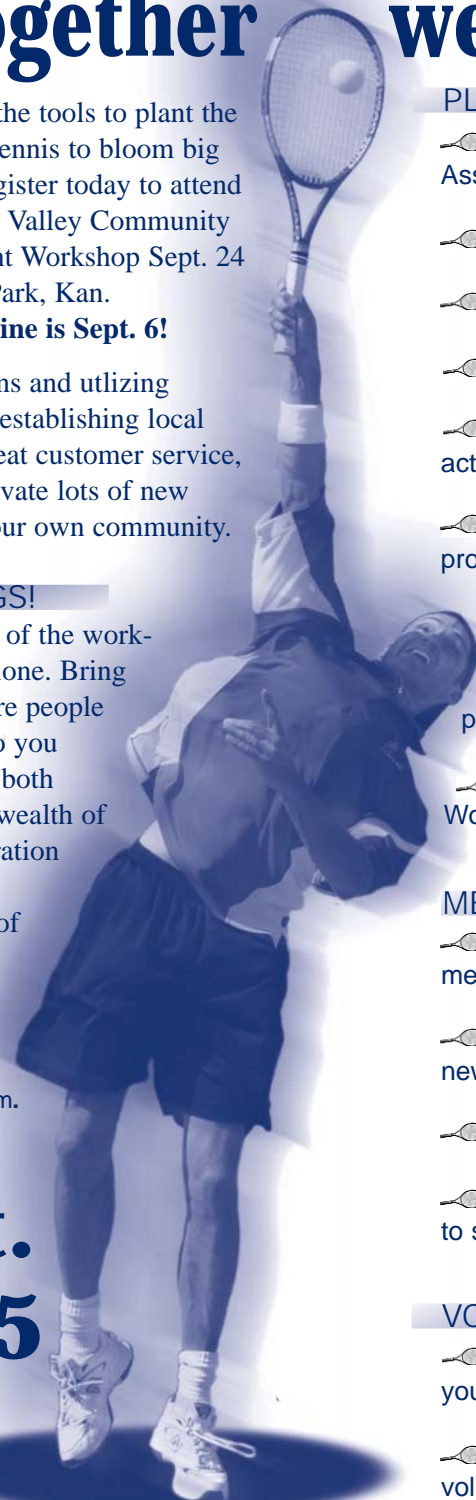
GROUP SAVINGS!

To get the most out of the workshop, don't come alone. Bring three or four or more people from your group, so you can cover all fields both days and harvest a wealth of info. See the registration form for special savings for groups of four or more.

GOTO THE NET

Stay informed at missourivalley.usta.com.

**Sept.
24 & 25
2005**



PLANTING THE SEEDS SEPT. 24 & 25

- 🎾 Start or expand your Community Tennis Association to help the game grow.
- 🎾 Assess the "state of tennis" where you live.
- 🎾 Define clear roles and goals for your CTA.
- 🎾 Identify ways tennis can benefit your town.
- 🎾 Develop strategic goals to jump-start your activities after attending this workshop.
- 🎾 Find other groups and individuals willing to promote tennis to their clients, students, etc.

THE USTA & YOU SEPT. 24

- 🎾 Maximize the benefits of USTA programs for your CTA and community.
- 🎾 Learn more about Recreational Coach Workshops, grants and other resources.

MEDIA RELATIONS SEPT. 24

- 🎾 Establish good relationships with the media members in your community.
- 🎾 Make your community activities truly newsworthy.
- 🎾 Uncover techniques for pitching story ideas.
- 🎾 Be prepared to handle media questions and to stay in control during interviews.

VOLUNTEERISM SEPT. 24

- 🎾 Recruit, reward and retain volunteers for your CTA or other organizations.
- 🎾 Draft complete "job" descriptions for your volunteer positions.

TENNIS ORGANIZERS SEPT. 25

- 🎾 Introduce a new tennis league or expand an already existing one in your community.
- 🎾 Organize events that will draw people in.

USA TENNIS NJTL SEPT. 25

- 🎾 Discover a unique definition of NJTL – New opportunities for Jump starting kids through Tennis, of course, as they Learn and grow.
- 🎾 Explore all the possibilities associated with NJTL (Arthur Ashe Essay Contest, character building, mentor/tutoring, drug education and reading clubs).
- 🎾 Make your new or current NJTL full service to complete Arthur Ashe's vision.

OUTREACH & INCLUSION SEPT. 25

- 🎾 Emphasize that tennis is a game for everyone, and reach out to diverse groups to grow tennis.

CUSTOMER SERVICE SEPT. 25

- 🎾 Listen closely as guest speaker Ajay Pant provides insights to no-nonsense methods to keeping people playing.
- 🎾 Learn the importance of aggressive listening, first and last impressions, dealing with unhappy customers, and "extreme" service.

HOTEL RESERVATIONS SEPT. 9 DEADLINE

Sheraton Overland Park Hotel
6100 College Boulevard • Overland Park, Kan. 66211
(913) 234-2100

The entire workshop will be held here. Prior to the Friday, Sept. 9 deadline, mention the USTA when reserving room(s) for a group rate.

RATES

Registered CTA / NTJL's

- \$50.00 Per Person
OR
- Receive a 20% discount (\$10 less) per person when your organization brings 4 or more representatives!

Non-Registered CTA / NTJL's

- \$65.00 Per Person
OR
- Receive a 20% discount (\$13 less) per person when your organization brings 4 or more representatives!

PAYMENT

Cost Per Person \$ _____
attendees _____ x \$ _____
TOTAL DUE \$ _____

Example: Topspin CTA is bringing 5 people to the workshop at a cost of (with the 20% discount) \$40 per person x 5 people = \$200 Total.

PAYMENT OPTIONS

- Check/Money Order (made payable to **USTA/Missouri Valley Section**)
- Visa MasterCard American Express

Card#: _____

Name as it appears on Card: _____

Expiration Date: _____

Signature: _____

MAIL TO: USTA/Missouri Valley Section
attn: Laura Puryear
8676 W. 96th St. | Suite 100
Overland Park, KS 66212

FAX both sides to (913) 322-4801 OR download registration form at missourivalley.usta.com.

