

# New England Tennis Weekend 2019 Schedule & Agenda



## Friday, November 15

11:30-1:30pm

On-court sessions at Longfellow Wayland

2:00pm

Registration

2:30-3:30pm

If you Build it, Will They Come?  
with USTA New England Marketing Team

3:34-4:45pm

Let Tennis Management Tools Do the Work for You  
Heather Hawkes, Senior Manager of Events & Ratings, USTA National Campus

5:00-6:15pm

Opening Session with Keynote Speaker Renee Tirado

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

Protecting your Business in Today's World  
Lauren Kittelstad Tracy, Director, Strategic Initiatives, USTA

10:45-11:45am

Ask the Experts  
USTA New England and National Staff

12:00-1:30pm

Lunch and USTA NE Awards Ceremony