

USTA NORTHERN

TENNIS WEEKEND

play tennis

Sessions:



Becky Cantellano

USTA Northern Executive Director and Board provide updates throughout the section. Take a look into USTA Northern's goals and growth strategy.



Becky Beaulieu

Improve Your Culture, Winning is the Byproduct: Staff Retention, Satisfaction, and Profit for Tennis Clubs. In this session, you'll discover how to intentionally design and lead a culture that keeps your team engaged, reduces costly turnover, and builds an environment where both staff and members thrive with former psychologist and mental health liaison.



Glen Andresen

Rinks to Courts: How tennis can adopt a more community-rooted model of development-drawing inspiration from Minnesota's youth hockey structure, to be more inclusive, sustainable and accessible with CEO of Porchlight Sports Consulting.



Megan Rose (Keynote Speaker)

USTA Coaching is a bold new initiative designed to transform the way tennis coaches are educated, supported, and connected. In this keynote, Managing Director of USTA Coaching, Megan Rose, will share the vision behind USTA Coaching, how it addresses the evolving needs of coaches at every level, and why it's a game-changer for the future of our sport. **NOTE:** A trip to the 2026 USTA Coaching National Conference to be held during the US Open in New York City will be awarded to a lucky attendee of this session!

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Natalia Pedroza

USTA Sr. Director of Leadership & Development will discuss: Navigating the Multigenerational Workforce- From Constructs to Actionable Strategies. By the end of this session, participants will be able to recognize the realities of today's multigenerational workforce and challenge common stereotypes.



Marc Stingley & Katie Bergmann

Director of Coach & Player Development and Manager of Junior Competition discuss the future of tennis-10 & Under Players and the junior pathway.



Aaron Holland

USTA Northern League Program Outlook: Learn about USTA League offerings, how leagues could benefit facilities, and how to get involved with USTA Leagues as a player or facility with USTA Northern Director of Competition.



Patrick Briaud

USTA Managing Director of Advocacy will discuss USTA's mission to help decision-makers in the public, private, and non-profit sectors embrace advocacy benefits and support for developing and preserving tennis courts and infrastructure.

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Dr. Tommy Valentini

Head Men's Tennis Coach and Steve Wilkinson Endowed Professor of Sports Ethics and Tennis, Gustavus Adolphus College will discuss how we can make the most of our tennis journey as players, parents, coaches, and leaders in the industry. In this keynote, Tommy will share his personal journey and philosophy as a player and coach of championship teams, a parent of young athletes, and a professor of sports ethics.



Neal Hagberg

Director of Tennis & Life Camps will discuss creating belonging in a diverse world and learn the obstacles and opportunities of incorporating DEIB in your organizations.



Tennis In Your Park Coaches Panel

Tennis In Your Park Coaches, Dave Cross, Tammy Anderson, Kelly Meyer, and Steve Werle will share insights and coaching tips and tricks on best practices for teaching adult players in Park and Rec settings.