

# WC20

## Agenda

### Monday, September 21

#### Secrets to Successful Doubles for Your Teams

10 - 10:45 a.m. ET

Join 17x Grand Slam champion Gigi Fernandez as she discusses the key ingredients to playing successful doubles. Get tips and ideas to help your adult teams improve their doubles tactics and strategy.



Gigi Fernandez

#### Lessons From Coaching WTA vs. ATP Players and Winning Grand Slams

11:15 a.m. - Noon ET

Sven Groeneveld shares his experiences over the past 30 years working with both female and male players on the pro tours. Tune in to learn his secrets for leading players to win Grand Slams and how these concepts can apply to you and your professional development and the players you work with.



Sven Groeneveld

#### Trade Show — Noon - 1:30 p.m. ET

#### Spanish Drills

1:30 - 2:15 p.m. ET

Former Spain Davis Cup captain Emilio Sanchez Vicario showcases some of his favorite drills working on improving the contact point for more controlled and effective shots. Use these progressions to help your players improve the point of contact, ball placement as well as movement & footwork. Get ready for a session filled with lots of movement and fun!



Emilio Sánchez Vicario

#### How Point Score Dictates Strategy

2:45 - 3:30 p.m. ET

Should we be teaching different strategies based on the point score in a game? How important is it to win the first point of the game, and what are the best patterns to play at point scores, such as love-all and break point? Join ATP strategy analyst Craig O'Shannessy to learn all about the different strategies.



Craig O'Shannessy

#### USTA's American Development Model: A Framework for Success

4 - 4:45 p.m. ET

The ADM represents a philosophy – Discover, Develop, and Play – that speaks to having fun, developing skills, and playing your way to promote a lifelong love of tennis, and how you and the USTA can work together to grow the game of tennis. See how your tennis player's experience can be enhanced as a result of applying ADM principles.



Johnny Parkes



Dr. Karl Davies

#### D&I Committee Zoom Meeting — 6 - 7 p.m. ET

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### Tuesday, September 22

#### Wilson Advisory Staff Meeting — 9 - 9:45 a.m. ET

#### Injury Prevention for Juniors and Adults

10 - 10:45 a.m. ET

Learn about key injury prevention strategies for tennis players for all levels from Todd Ellenbecker, VP of ATP Medical Services. Identify the key movement patterns and body characteristics that may signal increased risk for injury, as well as the tennis mechanics that can increase stress and loading on the player's body.



Todd Ellenbecker

#### A Chat with Mats on Adult Programming, Events, & Facility Management

11:15 a.m. - Noon ET

Join 7x Grand Slam champion Mats Wilander for a discussion about adult programming, events and facility management, as well as the future of tennis. Mats is the owner and director of Gravity Fitness & Tennis in Hailey, Idaho. The session will be moderated by USPTA Intermountain President Andy Zodin.



Mats Wilander

Moderated by Andy Zodin

#### Lunch Break — Noon - 1:00 p.m. ET

#### Controlled Chaos: Manage Large Groups and Various Levels

1 - 1:45 p.m. ET

Regardless of the age of players, teaching pros encounter chaotic situations with large numbers, lopsided playing levels and oftentimes court and equipment shortages. Learn how to control the chaos with tips to manage your space more effectively, empower your players and implement more dynamic live ball play.



Rita Gladstone



Ellen Miller

#### Mental Toughness and the Journey to Success

2:15 - 3 p.m. ET

Don't miss 14x Grand Slam champion Arantxa Sánchez Vicario as she discusses mental toughness and the keys for success. The session will be led by her brother, former World No. 1 in doubles, Emilio Sánchez Vicario.



Arantxa Sánchez Vicario

Moderated by Emilio Sánchez Vicario

#### Take Control of Your Career with the Help of USPTA DirectorSearch

3:30 - 4:15 p.m. ET

Are you interested in taking your career to the next level? Join USPTA Master Professional Mark McMahon as he walks you through career planning and discusses the necessary skills to compete more successfully for Director of Tennis / Director of Racquet Sports Jobs. Learn how the new USPTA DirectorSearch services can help you find the job you've been looking for.



Mark McMahon

#### Trade Show — 4:15 - 5:15 p.m. ET

#### Wilson Advisory Staff Meeting — 5 - 5:45 p.m. ET

#### Women's Virtual Cocktail Hour — 6 - 7 p.m. ET

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### Wednesday, September 23

#### Trade Show — 9 - 10 a.m. ET

#### Women in Coaching: Why Tennis Needs More Female Teaching Pros & Coaches

10 - 10:45 a.m. ET

Join WTCA President Ann Grossman-Wunderlich, WTCA CEO Sarah Stone and Zina Garrison, 3x Grand Slam mixed doubles champion and Olympic doubles gold medalist, as they discuss the importance of having more female teaching pros and coaches in our sport and at your facility. During this session, you will also gain insights about teaching and coaching female athletes and the strategies to help them achieve their ultimate potential.



Zina Garrison



Ann Grossman-Wunderlich



Sarah Stone

#### The Future of Tennis in a Post Pandemic World

11:15 a.m. - Noon ET

Join USPTA CEO John Embree and Chanda Rubin, former World No. 6 and current Tennis Channel commentator, for a discussion about the future of our sport after COVID-19, coaches that make a difference, the importance of diversity and inclusion and more.



Chanda Rubin

Moderated by John Embree

#### Lunch Break — Noon - 1:00 p.m. ET

#### Integrative Approach to Holistic Development of Players

1 - 1:45 p.m. ET

USTA Player Development believes in a person-first approach to development. This means not just considering the technical and tactical, but the physical, mental and social components of the game as well. In this session, Player Development U15 national coaches Lori Riffice and Jon Glover will show you how to integrate a holistic approach and apply all components of development to benefit your players.



Lori Riffice



Jon Glover

#### Digital Marketing for You and Your Business

2:15 - 3 p.m. ET

Join Tracy Almeda-Singian, former WTA Tour player and current Director of Product Marketing for the NBA's New Orleans Pelicans, as she discusses the best practices across the digital landscape and the current marketing trends of today. Find out how to leverage the various digital platforms such as LinkedIn to create success for your brand and business.



Tracy Almeda Singian

#### Annual Awards Presentation and General Membership Meeting

3:30 - 5 p.m. ET

Join us for the Awards Presentation as we recognize those members who have contributed so much to the industry and our Association over the last year and throughout their careers, to be followed by the General Membership Meeting.



John Embree

#### Elevate Committee Zoom Meeting — 6 - 7 p.m. ET

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