

USTA COMMITTEE MEETING MINUTES

COMMITTEE Adult/Senior Competition I
CHAIRPERSON Kathy Langer
DATE/LOCATION March 20, 2010/Hotel InterContinental Dallas, Dallas, Texas; 10:10-11:35AM

Committee Members in Attendance

Kathy Langer (Chair), Dina Ingersole (Vice Chair), Frank Kelly (Vice Chair), Dan Casey, Carol Clay, Steve Duffel, Susan Habeeb, Steve Hayden, William Kellogg, Roz King, David Mathews, Carolyn Nichols, Richard Perry, Sue-Anne Stuntz, Linda Temple, Lydia de la Rosa (ED Liaison), Laurie Covert (Council Chair), Karin Buchholz (Board Liaison), and Theresa Bowen (Staff).

Absent: Ken Robinson, Kline Sack

Approximate Number of Observers – 10

Decisions Made (and primary rationale)

- Motion to approve minutes from the September 5-6, 2009 Semiannual meeting in New York. **Motion passed.**
- Motion to approve the 2009 Final Ranking lists as posted, with the exception of the Women's 80 Individual Doubles list. **Motion passed.** Theresa Bowen will post later today.
- Motion to distribute the letter drafted by the Multicultural/Diversity Subcommittee by e-mail to all National and Category I and II tournament directors as well as at the Tournament Director's Workshop. **Motion passed.**

Items Discussed Requiring Future Action

- **Integrated Operating Plan** - Kathy Langer reviewed the goals of the committee described in the IOP for January 2010-December 2010. The top priority is to increase participation in all Adult/Senior National tournaments (age division, family, surface). She clarified that player participation numbers are based on frequency rather than unique participants. The projections for 2010 and 2011 are accurate.
- **Category I National Championships** - Dina Ingersole and Frank Kelly reported on data collected from the revised tournament evaluation form, which will be used to determine how best we can assist TDs. Additional tools developed for tournament comparisons cover bids, entry fees, and amenities. Data collected will be used to assist Sanctions & Scheduling Subcommittee in establishing criteria for keeping/adding events. Plan to establish section contacts (adult competition/league) for national TDs to use in promoting & marketing their event. They will continue to monitor all Category I events with respect to ITF issues created by following new ITF regulations with particular focus on seeding.
- **Marketing** - Susan Habeeb and Sue-Anne Stuntz. Susan is researching social network sites as a means to disseminate information about upcoming tournaments. Active.com is interested in helping. Sue-Anne will contact Section/National League Championship personnel about promoting our tournaments during League Championships.
- **Communications** - Sue-Anne Stuntz. A database of National Tournaments is posted to SharePoint. This can be shared with sections for use in publicizing the national events in their section. A short fact sheet (5 bullet points) will be created for marketing to distribute for use on social network sites. Periodic reviews of the Adult/Senior website continue.
- **Family Events** - Linda Temple. Overall participation is up in Family Events. Events are poised for continued growth through ongoing work with sanctioning and bidding as well as innovative

marketing. Husband/wife events are the target for QuickStart demonstrations. Staffing for these promotions remains a challenge.

- **Multicultural/Diversity** - Roz King. The subcommittee requested that this committee recommend to the USTA Diversity Office that each USTA Section post a diversity statement and have a diversity link on their website. After discussion and comments from Jeremiah Yolkut, National Staff, Roz and Kathy decided to meet to determine how best to convey this recommendation.
- **Intersectionals** - Steve Hayden and Steve Duffel. Participation is up for the women, down for the men. They presented a proposal for 2011/2012 Men's event that includes possible cancellation of 2010 event. Discussion followed with many suggestions/comments (change format, funding may be limited, impact on tournament host if 2010 event cancelled). No motion at this time. They will re-evaluate their proposal. A conference call will be scheduled for early June.
- **Proposed Call Items** - Kathy Langer reviewed call items sponsored/co-sponsored by this committee. All items (Rule 3, 5 & 6) will be effective immediately if passed.

New Business & Old Business tabled for Adult/Senior Competition II

Prepared by Sue-Anne Stuntz