LET'S SHAPE THE FUTURE OF TENNIS

SCHOOLS
QUESTIONS WE WILL ANSWER TODAY

- Why Net Generation?
- What is Net Generation?
- How does Net Generation work?
- How does Net Generation Benefit My School?
THE NEED FOR A YOUTH TENNIS BRAND

THE CULTURAL LANDSCAPE FOR YOUTH ACTIVITIES HAS CHANGED.

- Millennials Are Now Millennial Parents!
- Customer Expectations Are Evolving
- Youth Sports Today Is Highly Fragmented And There Is A Void
WELCOME TO THE NET GENERATION

A single youth brand that captures the imagination of parents and children ages 5 through 18. One that taps into the adaptability and creativity children and parents seek.

Net Generation Starts With All Of Us And We’re Here To Usher In A New Era Of Tennis In The United States.

- Consumer-first initiative
- Investments supporting all youth tennis providers
- Inspiring youth play by connecting families to local tennis programs

TO LEARN MORE, VISIT NETGENERATION.COM
WHAT DOES NET GENERATION LOOK LIKE

Net Generation is built around the ideals of Empowerment, Unity, and Play. It will make tennis:

- Easy to understand
- Easy to find and engage in play opportunities
- Approachable, accessible, and adaptable
- Tailored to customer expectations
- Fun, relevant, and “cool”
NET GENERATION SCHOOLS

As a central part of thriving communities, teachers always look for new ways to bring subjects to life for students. With Net Generation, the USTA is committed to helping teachers introduce tennis in PE classes and after-school programs.

Net Generation encourages kids to become engaged and challenge themselves with a new standard of play. The easy-to-follow curricula help teachers shape the game for individuals, so they can advance at their own pace. More importantly, it uses tennis as a pathway to personal development beyond the court.
EMPOWERING TEACHERS WITH BENEFITS TO HELP GROW THEIR PROGRAMS

- A print or online suite of teaching materials to help build your tennis plans and education
- For schools with a community partner: an equipment starter kit including racquets, balls, rolls of tape, chalk, and apparel for class leaders (a $1,000 value)
- Free Net Generation Coaching App
- Opportunities to partner with local schools
- Digital communications providing new program information, and support to build Net Generation in your school
- Free online and in-person training
- A quarterly newsletter sharing best practices and success stories of Net Generation school programs

TO LEARN MORE, VISIT NETGENERATION.COM
NET GENERATION COVERAGE

COMMUNITY
- Parent Organized Play
- Intro to Team Tennis Skills Challenge

COACHING
- National Coach Development Program

TOURNAMENTS
- Entry Level Tournament Focus

TEAM TENNIS
- Local Championships

SCHOOLS
- Elementary
- Middle School
- High School
- Summer Camps
Lesson plans under Net Generation were co-created by the USTA and SHAPE America, the leading body for setting physical education standards in the U.S. As a result, every activity within every single lesson meets SHAPE standards and current grade level outcomes.

The east-to-follow teaching tools make it easy to teach and play tennis in all school settings. Easily accessible manuals help teachers guide students at every stage of development.
NET GENERATION SCHOOLS PHYSICAL EDUCATION CURRICULUM
NET GENERATION COACHES APP

How To Register As A Provider

TO LEARN MORE, VISIT NETGENERATION.COM
NET GENERATION SAMPLE ACTIVITY VIDEOS

TAG TEAM SINGLES

FOUR SQUARE
**THE REQUIREMENTS**

**STEP 1**  Schools must commit to including tennis in PE curricula and register at least one teacher account

**STEP 2**  Obtain clearance through Safe Play Program background screening which is complimentary with registration

**STEP 3**  Add school information into the Program Management Center

**STEP 4**  To obtain an equipment starter kit, schools must have a partnership with a community partner and sign an agreement with their partner to be approved by the USTA Section

**STEP 5**  Within 18 months of registering, teachers must complete their training in-person or online

TO LEARN MORE, VISIT NETGENERATION.COM
NET GENERATION PROMOTIONS

Everyone wins with high school tennis

Learn more about high school tennis and how to receive a free adidas pullover!

High school tennis plays an important role in growing the game by allowing students of all abilities to join a team to represent their school. The competition, camaraderie, and connection help create well-rounded student athletes, develop leadership, and allow players to enjoy our game in a team environment.

There are over 140,000 high school players in the United States, and each one of their coaches plays a critical role in shaping their experience. So, in order to say “thank you” for helping students create positive, lifelong memories in tennis, we want to welcome high school coaches into Net Generation with a very special offer...

Become a Net Generation high school coach today and receive a free adidas pullover!

In order to register as a Net Generation high school coach and receive a free adidas pullover, follow these steps:

1. To begin Net Generation Provider registration, go to https://netgeneration.usta.com/usa-en/registration.html
2. Register as “Other Team Tennis Coordinator” and complete the Safe Play Program
3. Go to the Management Center, click “Start now,” select “School,” and register your high school team
4. Receive free adidas pullover! Supply is limited, so register today.
5. For questions, please email Net Generation nogeneration@usta.com
6. The first (150) high school coaches to register will receive an adidas pullover. Men and women sizes are available. Offer expires December 31, 2017.

Step 1. Join Net Generation
Step 2. Safe Play Program
Step 3. Program Management Center

See you at the 2018 US Open

All providers who register on NetGeneration.com, complete the Safe Play Program, AND add a program to the Program Management Center by October 31, 2017, will be entered to win a trip for four to the 2018 US Open! Get in the game today and you could win the tennis trip of a lifetime!

All providers who complete the Safe Play Program will get access to all of these great benefits and much more to come:

- Comprehensive curricula developed deliver the highest-quality instruction
- The Net Generation Coaching App (Available Now!)
- The Net Generation welcome pack including coaching manuals, apparel and more

Click here for official rules and details.

Need assistance? Contact us at netgeneration@usta.com.

To learn more, visit netgeneration.com
OUR GOAL

- One message so that we can break through the clutter and resonate on all levels
- Business integration so that we can leverage our assets and the industry to maintain consistency
- Data on all providers & players so that we can connect and keep people engaged
- Unity for the sport (internal & external) so people understand the power of tennis
- Raise the standards of delivery so our customers have great experiences
- Introduce parents as delivery to compete and intro tennis at a younger age

PROTECT OUR SPORT – PLAYERS & FUTURE FANS
KARA HEIM
TENNIS SERVICE REPRESENTATIVE
NEBRASKA

913-967-9452 Direct Line
913-322-4800 Main Office
heim@movalley.usta.com
missourivalley.usta.com