

ATTENDEE LIST

FIRST NAME	LAST NAME	COMPANY	TITLE
Paul	Alarcon	Buchalter APC	Attorney
Rob	Arluna	ENI-JR286 Inc.	Vice President of Product
Dan	Arment	Riddell All American Sports Inc.	President & CEO
Terry	Babilla	BSN Sports	President
Mark	Bachman	FlipGive	CEO
Bobby	Basham	Chicago Cubs	Director of Special Projects & Assistant Director of Player
Jennifer	Bendall	Nike, Inc.	Vice President, Government and Public Affairs
Rebeka	Beteivaz	SCORE Sports	Director of Business Development
Kim	Bradell	Applied Safety and Ergonomics	Senior Business Development Manager
Miles	Brazil	Credova Financial, LLC	Director of Growth Marketing
Ken	Caldwell	The NPD Group	Senior Account Executive, Business Development,
Marcia	Caporn	Credenza	Head of Revenue
Katie	Carlson	Brooks Sports Inc.	Vice President, Human Resources
Bill	Carter	Student Athlete Insights	Founder
Jim	Chandley	Nations Best Sports	President
Kyle	Charters	Inner Circle Sports	Managing Director
Art	Chou	Rapsodo, Inc.	General Manager- North America
Ishwara	Chrein	Chicago Fire FC	President
Chris	Circo	Battle Sports	CEO
Chris	Clawson	Sports & Fitness Industry Association (SFIA)	Former Board Member
Benjamin	Conway	VNTANA	Co-Founder/COO
Charlie	Cook	The Cook Political Report	Founder & Contributor
Isabel	Coscia	Technogym USA	Vice President Marketing, North America
Tom	Cove	Sports & Fitness Industry Association (SFIA)	President & CEO
Tony	Dabbs	ENI-JR286 Inc.	Category Director- Nike Field/Court Sports
Vicki	Dallas	Dallas Innovation Law	Shareholder
Rustom	Dastoor	Mastercard	Executive Vice President, Integrated Marketing &
Kamron	Davis	Credova Financial, LLC	Chief Revenue Officer
Kim	Davis	National Hockey League (NHL)	Senior Executive Vice President

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FIRST NAME	LAST NAME	COMPANY	TITLE
Richard	Davis	Spark Inc	President
Melissa	Dawson Ricketts	Molten USA, Inc.	President
Joe	Dudy	Wilson Sporting Goods Company	President
David	Elliott	Augusta Sportswear	President
Anne Marie	Ellis	Buchalter APC	Shareholder
Derek	Ernst	Augusta Sportswear	Chief Commercial Officer
Jeff	Fiorini	NEVCO Sports	President & CEO
Tyler	Fisher	Credova Financial, LLC	National Sales Manager
Matt	Ford	ExpertVoice	Vice President, Sales
Torrey	Foster	Korn Ferry	Vice Chairman
Patrick	Gilbertson	Wilson Sporting Goods Company	Vice President of Finance
Todd	Grant	OWN IT	Chief Revenue Officer
Adam	Gray	Re:Build Manufacturing	Director of Product Development
Erin	Griffin	Riddell All American Sports Inc.	VP of Marketing and Communications
Dawn	Grove	Ping Inc.	Corporate Counsel
Rawleigh	Grove	Ping Inc.	Vice President & General Counsel
Julie	Hammer	Mettle+Rise	Partner, Chief Engagement Officer
Adrien	Harraway	National Association of Collegiate Directors of Athletics	Vice President/Director of the John McLendon Minority
James	Hartford	SGB Media	CEO & Publisher
Glenn	Horine	Mettle+Rise	Co-Founder, Managing Director
Mike	Hoyer	U.S. Soccer Federation	Consultant
Megan	Hughes Allison	underdog venture team	Managing Director, Brand Consulting and Experiences
Ryan	Hunt	Champro Sports	President
Bridget	Hunter-Jones	Impact Biosystems	CEO
Vince	Iacopella	Alba Wheels Up International LLC	Executive Vice President Growth & Strategy
JJ	Jelks	Weiden & Kennedy	Head of People & Culture
Colt	Johnson	Nations Best Sports	Executive Vice President
Christopher	Jordan	Maxim Partners	Vice President
Dave	Josserand	Spark Inc	Chief Strategic Officer

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FIRST NAME	LAST NAME	COMPANY	TITLE
Kerry	Keating	TaskHuman	Head of Business Development
Shaun	Kelley	Franklin Retail Solutions	General Manager
Christy	Keswick	Good Sports	Co-Founder and Chief Operating Officer
Brian	Kopp	Riddell All American Sports Inc.	Strategic Advisor - InSite Smart Helmet Technology
Nik	Kumar	underdog partnerships	Co-Founder, Managing Director
Peggy	Kusinski	ESPN 1000	Sportscaster & Podcast Host
Blake	Lawrence	Opendorse	CEO & Co-Founder
Chloe	Lee	Wilson Sporting Goods Company	Principal Engineer, Advanced Materials
Ginny	Levine	USTA	Managing Director, Marketing USTA
Jake	Licht	Baden Sports Inc.	CEO
TC	Lien	USA Sports Inc. (Troy Barbell & Fitness)	Sales & Marketing
Marty	Lillis	Franklin Retail Solutions	CEO
Thomas	Logue	Applied Safety and Ergonomics	Associate Consultant
Patrick	MacLellan	Merchant Cost Consulting	Director of Business Development
Kevin	Mahoney	SCORE Sports	CEO/President
Rachelle	Manning	SanMar	Director, Sporting Goods
Dan	Mannix	underdog venture team	Co-Founder
Mark	Marovich	FlipGive	Senior Manager, Sports, Outdoors & Fitness
Kevin	Mayer	Logan Mayer LLP	Partner
Rob	McCutcheon	Gatorade	Director, Digital Innovation & Ecosystems
Scott	McDonald	Body-Solid Inc.	CEO
Katie	McGlew	National Football League (NFL)	Football Operations
Michael	McSwain	Nike, Inc.	Director, Government and Public Affairs
Kevin	McTernan	Wilson Sporting Goods Company	Vice President, Chief of Operations
Kristina	Minor	Northwestern University Athletics	Senior Associate Athletic Director, Compliance &
Chris	Minor	Ludis Capital	Managing Partner
Dan	Moriarty	Chicago Bulls	Vice President, Marketing
Ross	Moses	U.S. Soccer Federation	Senior Director of Analytics & Insights
Allison	Murdock	NFL Guest- ID Venture	ID Venture

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FIRST NAME	LAST NAME	COMPANY	TITLE
Kevin	Murphy	Wilson Sporting Goods Company	Vice President & General Manager, Football
Jackie	Murray	Sports & Fitness Industry Association (SFIA)	Chief Financial Officer
Ali	Natale	International Trade Administration, USDOC	International Trade Specialist
Roman	Oben	National Football League (NFL)	Vice President, Football Development & Strategy
Colin	O'Keefe	Merchant Cost Consulting	Co-Founder
Nkeiruka	Okororie	NFL Guest- Hines Real Estate	Hines Real Estate
Marty	Ostendorf	Gildan	Vice President, Sales
Ron	Ostrowski	Rawlings Sporting Goods	President
Dan	Palac	Exponent, Inc.	Senior Scientist, Human Factors
Aaron	Parker	Finnegan, Henderson, Farabow, Garrett & Dunner, LLP	Partner
Amara	Phillips	NFL Guest- AWS	AWS
Kelsey	Ping	Riddell All American Sports Inc.	Marketing Operations Manager
Heather	Porter	The NPD Group	Executive Director
Matt	Powell	The NPD Group	Senior Industry Advisor, Sports
Kyle	Ragsdale	Buffalo Groupe	CEO
Jon	Ram	Clarks	CEO
Sarah	Ray	Volt Athletics	Head of Business Development
Izell	Reese	RCX Sports	President & CEO
Marc	Riccio	USA Lacrosse	President & CEO
Tina	Rooks	Saranac	Chief Financial Officer
Ben	Sandhu	Ida Sports	Co-Founder
Jochen	Schaefer	Law Office Dr. Schaefer	Legal Counsel World Federation of the Sporting
Michael	Schroeder	Gildan	Senior Vice President, Sales - North America
Bill	Sells	Sports & Fitness Industry Association (SFIA)	Senior Vice President, Government & Public Affairs
Dev	Sethi	Meta	Director, Student Athletes & Sports Creators
Mike	Shapiro	Major League Baseball (MLB)	Director of Innovation
Dan	Sheridan	Brooks Sports Inc.	President & Chief Operating Officer
Jen	Short	IDA Sports	Head of Growth
Dan	Small	Saranac	President & CEO

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FIRST NAME	LAST NAME	COMPANY	TITLE
Alysse	Soll	underdog venture team	CEO Advisory
Ron	Sorini	Sorini Samet & Associates LLC	Principal
Bridget	Sponsky	Ally Financial	Executive Director, Brand & Sponsorship Marketing
Laura	St. George	GARED	Vice President of Sales & Marketing
Tom	Stockham	ExpertVoice	Former CEO & Current Advisor
Keith	Storey	Sports Marketing Surveys	President
Carolyn	Suna	underdog partnerships	Coordinator
Kurt	Tandan	adidas America	Associate General Counsel & Senior Director of Corporate
Melissa	Tatro Harper	Good Sports	Co-Founder and CEO
Neal	Taylor	Ida Sports	CEO
Rodney	Tesh	Gildan	VP Sales, Licensed Brands
Matt	Tingler	Baird	Managing Director
Megan	Toney-Bolger	Exponent, Inc.	Managing Engineer
Cynthia	Torres	U.S. Commercial Service	U.S. Department of Commerce/International
Molly	Tucker	Moolah Kicks	Guest
Partha	Unnava	Lasso	Founder & CEO
Steve	Vogelsang	Litania Sports Group, DBA Gill Athletics and Porter Athletic	Vice President of Sales and Mktg--Team Sports
Ella	Voss	Moolah Kicks	Guest
Matt	Wagman	Miles & Stockbridge	Partner (Attorney)
Michael	Wall	Foley & Lardner LLP	Of Counsel
Madeline	Wehrle	Re:Build Manufacturing	Director, Business Development, Industrial &
Steve	Westover	Digsbury	Co-Founder - Managing Partner
Michael	White	Riddell All American Sports Inc.	General Manager, Apparel
Natalie	White	Moolah Kicks	Founder & CEO
Davis	Whitfield	National Federation of High Schools (NFHS)	Chief Operating Officer
Wendy	Yang	HOKA	Former President
Marco	Zambianchi	Technogym USA	President, North America
Jessica	Zendler	Rimkus Consulting Group	Special Consultant & Forensic Engineer in Sports
Mike	Zlaket	Rawlings Sporting Goods	CEO