Dear Industry Colleague,

As the end of 2022 draws near, I write to thank you for your membership and investment in SFIA. We are proud to have come together to face the challenges of the last year and to navigate the ever-changing landscape of the sports and fitness industry.

Over 150+ members attended in-person SFIA Council meetings for baseball/softball, football, track & field, and fitness industry. SFIA continued to put out its weekly SFIA newsletter to over 20,000 industry contacts. SFIA members and partners convened SFIA’s Industry Leaders Summit (ILS) in person for 2022, for the first time since the pandemic. In addition, we have brought on new strategic partners, including Credova Financial and periodontists, and one supporting partner, a mortgage firm.

We have continued our partnership with The Aspen Institute’s Project Play initiative. SFIA has continued to support and promote PHIT as a critical benefit for American families and individuals looking to increase physical activity. The PHIT Act is gaining momentum on Capitol Hill, and we look forward to your continued support.

Lowering the Cost Barrier:

- SFIA has worked with the USTR and the Director of Trade and Investment Policy to remove product exclusions from the China Section 301 list, which will help to alleviate supply chain costs for our members.
- We advocated on behalf of SFIA companies to prevent rail strikes, and to avert a crippling strike. With West Coast port workers on the job without a new contract since July, SFIA has requested the White House engage to ensure the flow of goods.
- We continue to advocate for targeted tariff relief through Congress and the White House, and we have been successful in getting credits/rebates for almost all licensees for past overcharges.
- We have worked with the U.S. Department of Commerce to update U.S. shipping laws for the first time in 20 years. A key pain point for SFIA companies during the supply chain crisis was “dwelling fees” that were often charged to SFIA companies when their goods were delayed at the ports.
- We have also advocated for continued support of the Generalized System of Preferences (GSP) program, which provides duty-free treatment on products made in designated developing countries. The GSP program is under review and remains stalled in Congress due to the same ideological differences that have slowed the passage of the Bipartisan Infrastructure Bill. This bill includes provisions to provide assistance in navigating Customs and Border Patrol regulations around the world.
- SFIA has been involved in the efforts to facilitate introductions through roundtable discussions. Topics included legal and government affairs, tariffs, sports participation trends, and PHIT.

In conjunction with the National Federation of High Schools and the NCAA, SFIA is associated with SEI certification of NOCSAE standards. This review was to ensure that the standards are up-to-date and that they reflect the latest research and best practices. SFIA has also been working with the U.S. Soccer Federation to reconstitute the annual Team Sports Conference to focus more specifically on data-driven issues and cultural changes affecting team sports – taking place April 17-18, 2023.

Providing information and insight to drive industry decision making:

- SFIA continues to be an active leader of the Physical Activity Council (PAC) partnership, providing SFIA Pickleball research to be used as the benchmark by USA Pickleball. In addition, participation and coaching data are used as a benchmark to track the success of this partnership.
- We have continued our partnership with The Aspen Institute’s Project Play initiative. SFIA has launched the first ever member satisfaction survey to better understand the value of SFIA membership.
- We have continued to promote PHIT as a critical benefit for American families and individuals looking to increase physical activity. PHIT was recently included as a critical benefit in the continued efforts guided by SFIA.
- Implementation of the standard during the period of COVID-19 was an ongoing challenge. SFIA continued to provide a robust menu of member resources, including dedicated sports councils.
- SFIA has worked with the U.S. Trade Representative (USTR) to move slowly on the review of the China Section 301 list, which will help to alleviate supply chain costs for our members.
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- SFIA has continued to publish five major research reports covering participation trends, sport-specific issues, legal issues, tariffs, sports participation trends, and PHIT.

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As we look to 2023, we are excited to announce two very exciting programs to launch:

- The first is a comprehensive sports licensing and tailgate show, which will take place in January 2023, in Las Vegas. This event will be a one-day show and will highlight trends shaping the sports and tailgate industry.
- The second is a sports licensing and tailgate summit, which will take place in February 2023. This summit will bring together the leaders of the sports licensing and tailgate industry to discuss the latest trends and issues affecting the industry.

We want to thank you for your continued support and for being a part of the SFIA community. We look forward to working with you in the future.

Best regards,

Stan Jurga, Jr.
President & CEO
All Star Sports