



EVENT AGENDA

DAY 1 MONDAY, APRIL 17

- 12:00 PM** **Check-in:** Badge Pick-Up Begins
- 1:00-2:30 PM** SFIA Football Council Meeting
SFIA Basketball Council Meeting
SFIA Soccer Council Meeting
- 2:45-4:15 PM** SFIA Baseball/Softball Council Meeting
SFIA Volleyball Council Meeting
Running/Track & Field/Cross Country Meeting
- 4:30-6:00 PM** SFIA Lacrosse Council Meeting
SFIA Marketing Committee Meeting
Additional Sports Rules Meeting (As Needed)
- 6:00-7:00 PM** **Welcome Meet Up:** Tastings Wine Bar & Bistro, Conrad Indianapolis

**All Council Meetings are limited to SFIA Members and invited guests only*

DAY 2 TUESDAY, APRIL 18

- 7:30 AM** **Registration Opens**
- 8:00-8:15 AM** **Welcome: Opening Remarks**
Speaker: Tom Cove: President & CEO, Sports & Fitness Industry Association (SFIA)
- 8:15-8:45 AM** **State of High School Sports**
Speaker: Karissa Niehoff: CEO, National Federation of State High School Associations (NFHS)
- 8:45-9:15 AM** **Transforming NCAA Athletics**
Speaker: Jenn Fraser: Managing Director, Division I, NCAA
- 9:15-10:00 AM** **Innovations and Opportunities: Grassroots Sports Perspectives**
Speakers:
- *Moderator:* Roman Oben: Vice President, Football Development & Strategy, NFL
 - Nina Johnson-Pitt: Senior Strategy Executive, Little League International
 - Bridget Niland: Director, Cornerstone Sport Initiative, Niagara University
 - Izell Reese: CEO, RCX Sports
- 10:00-10:30 AM** **Networking Break**



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DAY 2 TUESDAY, APRIL 18

10:30-11:15 AM Sports Governing Bodies: Growing Participation

Speakers:

- *Moderator:* Erin Griffin: Vice President of Marketing and Communications, Riddell
- Jamie Davis: President & CEO, USA Volleyball
- Michael Nussa: Associate Director, High Performance Programs, USA Track & Field
- Mike Rabil: Co-Founder & CEO, Premier League Lacrosse

11:15-11:45 AM State of the Industry: Participation Trends & Business Analysis

Speaker: Tom Cove: President & CEO, SFIA

11:45 AM-1:15 PM Lunch

1:15-2:00 PM Marketing and Delivering Team Product in an Evolving Market

Speakers:

- Terry Babilla: President, BSN Sports
- Mark Daniels: VP GMM Team Sports & Licensed Sports, Dick's Sporting Goods

2:00-2:45 PM Protecting Your Intellectual Property and Brand

Speakers:

- *Moderator:* Mike Dunn: President, Chief Brand Officer, Octane5
- Karen Dertinger: Director, Ohio State Licensing Program, The Ohio State University
- Wesley Haynes: CEO, The BrandR Group

2:45-3:15 PM The Move to Transactional Sports Participation

Speaker: Dr. Rich Luker: Founder Emeritus, Luker on Trends and ESPN Sports Poll

3:15-4:00 PM Making Sense of NIL for Athletes, Schools, and Sponsors

Speakers:

- *Moderator:* Michael McCann: Legal Analyst and Writer, Sportico
- Brian Socolow: Co-Chair, Sports Practice Group, Loeb & Loeb LLP
- Claire VeNard: Senior Associate Athletics Director, Strategic Initiatives, Notre Dame

4:00 PM Closing Remarks & Thank You