



EVENT AGENDA

DAY 1 MONDAY, APRIL 17

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

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
All Things Running Meeting

4:30-6:00 PM SFIA Lacrosse Council Meeting
SFIA Marketing & Research Committee Meeting

6:00-7:00 PM Welcome Meet Up: South Foyer | Conrad Indianapolis Hotel

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



EVENT AGENDA

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
- Christian Henze: SVP of Strategy and New Business, Premier League Lacrosse
- Michael Nussa: Associate Director, High Performance Programs, USA Track & Field

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:

- *Moderator:* Laura St. George: President, Hatched
- 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
- Aaron Solender: Director, College Strategy & Operations, OneTeam Partners
- Claire VeNard: Senior Associate Athletics Director, Strategic Initiatives, Notre Dame

4:00 PM Closing Remarks & Thank You

As of: 4/6