



APRIL 15-16  
**2024**

# TEAM SPORTS CONFERENCE

## EVENT AGENDA

### DAY 1 MONDAY, APRIL 15

**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

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

### DAY 2 TUESDAY, APRIL 16

**7:30 AM**

**REGISTRATION OPENS**

**8:00-8:15 AM**

**WELCOME: OPENING REMARKS**

**TOM COVE:** President & CEO, Sports & Fitness Industry Association (SFIA)

**8:15-8:45 AM**

**TACKLING THE CHALLENGES AND OPPORTUNITIES IN HIGH SCHOOL SPORTS**

Dive into the intricate landscape of high school sports, where significant challenges stemming from cultural shifts, societal dynamics, and technological advancements are currently unfolding. These challenges encompass critical aspects such as participation, student well-being, the shortage of sports officials, the impact of social media, the emergence of NIL issues, and concerns surrounding fan behavior during athletic events. Gain valuable insights as the CEO of NFHS shares how the organization is proactively addressing these pressing challenges within the realm of high school sports.

**SPEAKER:**

**KARISSA NIEHOFF:** Chief Executive Officer, National Federation of State High School Associations (NFHS)

**8:45-9:30 AM**

**THE INFLUENCE OF STATE ASSOCIATIONS ON HIGH SCHOOL ATHLETICS**

State Associations serve as the backbone of high school sports, wielding significant influence as the primary market for team sports equipment. Hear directly from NFHS State Association Directors in a compelling exploration of state-level initiatives on crucial topics, including coaching and officiating development, school partnerships, funding strategies, athlete safety, the separation of team sports from high schools, and community integration efforts. This session offers a unique opportunity to glean insights into the evolving environment of high school athletics.

**SPEAKERS:**

**KARISSA NIEHOFF:** (Moderator) Chief Executive Officer, NFHS

**DAVID HINES:** Executive Director, Arizona Interscholastic Association

**JENNIFER RUKSTAD:** Executive Director, Missouri State High School Activities Association

**MARK UYL:** Executive Director, Michigan High School Athletic Association (MHSAA)

**2:45-4:15 PM**

SFIA Baseball/Softball Business Council Meeting  
SFIA Volleyball Council Meeting  
All Things Running Meeting

**4:30-6:00 PM**

SFIA Lacrosse Business Council Meeting  
SFIA Wrestling Category Meeting

**6:00-7:00 PM**

**WELCOME MEET UP:** Plat 99, Alexander Hotel

**9:30-10:15 AM**

**NAVIGATING THE CURRENT DYNAMICS IN GRASSROOTS SPORTS PARTICIPATION**

The grassroots sports landscape is undergoing a transformative shift, working to transition from casual pickup play to more organized involvement in recreational and travel leagues. This evolution can be propelled by the proactive engagement of professional leagues, governing bodies, and prominent youth sports organizations. From addressing challenges, such as accessibility and affordability, to exploring strategic approaches for sustained growth, this session offers valuable insights into the changing dynamics of youth sports programs.

**SPEAKERS:**

**AMY HALPENNY:** (Moderator) CEO, FlipGive

**CANDICE HAYNES:** Director, Youth Basketball Development, National Basketball Association (NBA)

**MEGHAN WATSON:** Chief Operating Officer, USSSA

**10:15-10:45 AM**

**NETWORKING BREAK**

**10:45-11:30 AM**

**THE RISE AND INFLUENCE OF WOMEN IN SPORTS AND FITNESS**

College athletics remain a cornerstone resource and opportunity for female athletes to excel and inspire future generations. Sporting goods and fitness brands, along with governing bodies at all levels, elevate the visibility of women's sports. Our discussion will highlight the profound impact of high-profile female athletes and the investment in media and marketing for women's sports. Additionally, the panel will explore crucial facets of engaging women and girls in sports and fitness, including the drivers behind the rise in female participation, effective strategies for further growth, and the increasing demand for innovative products tailored specifically for women.

**SPEAKERS:**

**REBECCA HENDEL:** (Moderator) Vice President, Valuation, Endeavor Analytics

**IAN FITZPATRICK:** Sr. Director, Global Performance Marketing, New Balance

**CHERI KEMPF:** Senior Vice President and Executive Producer, Broadcast; Director of Softball, Athletes Unlimited

**AMANDA LAMB:** VP, Global Brand, Wilson Sporting Goods



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### DAY 2 TUESDAY, APRIL 16

#### 11:30-12:15 PM

##### STATE OF THE INDUSTRY FIRST LOOK

Following years of unprecedented disruption and growth, the equipment industry faced uncertainties in 2023, marked by challenges such as inflation, excess inventory, promotional pricing, athlete safety concerns, and worldwide economic instability. Gain an exclusive preview into insights, data, and trend analysis featured in SFIA's highly anticipated 2024 State of the Industry report, which examines the industry's alignment with the broader economy throughout 2023. The discussion will also delve into participation trends across 124 sports and fitness activities, with a focus on team sports, offering valuable insights for informed decision-making in your business.

##### SPEAKER:

**TOM COVE:** President & CEO, SFIA

#### 12:15-1:00 PM

##### LUNCH

#### 1:00-1:45 PM

##### TECHNOLOGY'S REVOLUTIONARY EFFECT ON THE TEAM SPORTS EXPERIENCE

In the digital ecosystem, the imperative to seamlessly share information and gameplay intersects, and a fusion of scheduling apps, game streaming solutions, and coaching tools have emerged. This discussion will guide equipment brands on how to leverage these converging technologies and amplify brand awareness, boost product usage, and capture an expanded market share. Unlock the potential of how to leverage these digital tools in elevating your brand's presence and competitiveness.

##### SPEAKERS:

**MARK KOSKI:** (Moderator) Chief Marketing Officer, NFHS

**MICHAEL HUGHES:** Senior Director, Digital Strategy & Innovation, United States Tennis Association (USTA)

**DAVID SHAPIRO:** President, North America, Pixellot

**JOHN WEINERTH:** Vice President, Sport & Enterprise Sales, NBC Sports Next

#### 1:45-2:30 PM

##### THE LEGACY POTENTIAL OF GLOBAL SPORTING EVENTS FOR US SPORTS

Multiple global sporting events, including the Olympics, Paralympic Games, and international soccer tournaments are coming to America and will present major opportunities to increase participation in the U.S. market. Upcoming soccer events in the U.S. over the next five years are poised to elevate the sport to new heights. The inclusion of "optional" sports like baseball/softball, cricket, flag football, lacrosse, and squash in the LA28 games will generate heightened interest, media coverage, and increased participation in these sports. Hear how this convergence of global events presents a unique opportunity for governing bodies and brands to capitalize on unprecedented exposure over the next five years.

##### SPEAKERS:

**LINDSEY NABER:** (Moderator) Senior Director, Brand Marketing, Rawlings Sporting Goods

**SKIP GILBERT:** CEO, US Youth Soccer

**JAMIE RILEY:** Chief Operating Officer, USA Football

**PAUL SEILER:** Executive Director/CEO, USA Baseball

#### 2:30-3:15 PM

##### UNLOCKING THE POTENTIAL OF NIL FOR TEAM SPORTS BRANDS

NIL is driving a fundamental evolution and expansion of athlete rights. Institutions, industry, athletes, and oftentimes the government, are in a constant state of figuring out new rules and options. Our expert panel will examine the opportunities, value, and pitfalls of incorporating NIL programs into your brand strategy, especially as these concepts now extend into select high school programs. Our panel will bring a 360-perspective on NIL opportunities from college and high school athletics, brands, and student-athlete representation.

##### SPEAKERS:

**KRISTINA MINOR:** (Moderator) Senior Athletic Consultant, Husch Blackwell

**KAM COX:** Assistant AD, Strategic Initiatives, University of Illinois Athletics

**DANNY MORRISSEY:** Co-Founder, Postgame, LLC

**DREW RUSSELL:** Executive Vice President, Properties & Media Assets, Intersport

#### 3:15-3:30 PM

##### CLOSING REMARKS

[SFIA.ORG/RESOURCE/TSC](https://sfia.org/resource/tsc)