

# The Latest from SfIA

May 15, 2024



### 2 WEEKS TO GO: New York Super Regional: State of the Industry - RSVP Today!

**sfia.org** - The New York Super Regional will premiere the highly anticipated 2024 State of the Industry Report, with in-depth...

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### 2024 Manufacturers' Sales by Category Research Report Now Available!

**sfia.org** - SfIA has released the 2024 Manufacturers' Sales by Category Report! The report tracks U.S. wholesale revenues...

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### SfIA Joins Golf Industry to Promote the PHIT Act on National Golf Day

**sfia.org** - The American Golf Industry Council ascended on Capitol Hill on May 9 to promote the PHIT Act on National Golf...

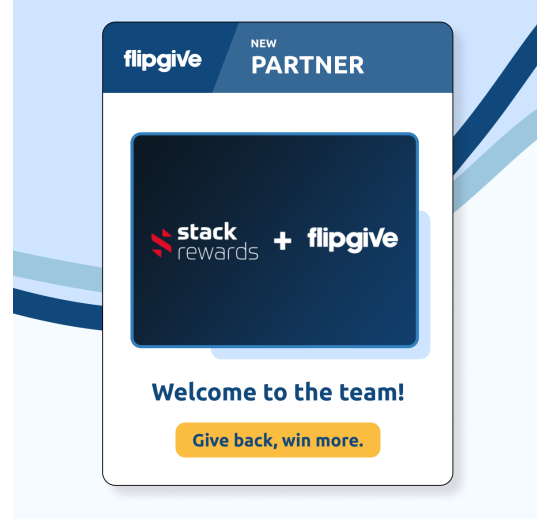
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### SfIA News: Senior Softball Field Test Standard

**sfia.org** - The SfIA Senior Bat Committee, NTS (the official certification lab of SSUSA) and Senior Softball USA (SSUSA)...

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### Stack Sports Introduces Stack Rewards, Powered by FlipGive

**sfia.org** - Stack Sports, a premier provider of sports management software for youth, has unveiled...

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### Apply by 5/21: Members to Serve as Exceleator Program Mentors!

**sfia.org** - SfIA is excited to present our members with the opportunity to serve as a mentor...

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### PHIT Act Fanatics

**gcomline.com** - The PHIT Act could be a hot topic at National Golf Day if supportive lawmakers...

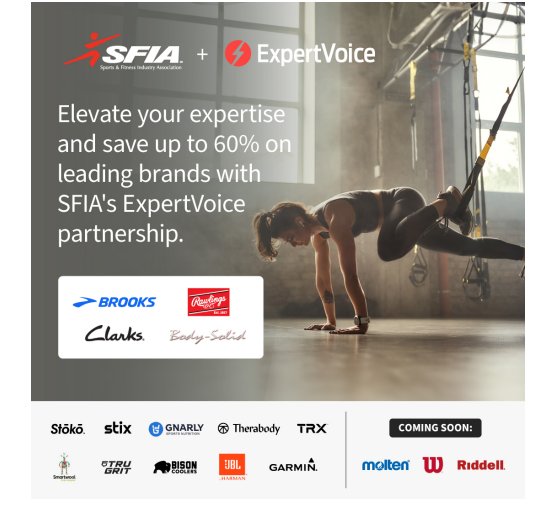
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### Fitness Industry Has \$22B Impact on US Economy

**athletechnews.com** - As fitness industry leaders advocate for the passage of bills like the PHIT...

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### SfIA MEMBERS: Access Deals on Top Brands!

**sfia.org** - SfIA member company employees can access the members-only shopping platform...

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### Administration Announces New China Tariffs: Still Silent on New Exclusion Process

**sfia.org** - SfIA is excited to present our members with the opportunity to serve as a mentor...

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### CNBC/NRF Retail Monitor Shows Growth in April Retail Sales

**sgbonline.com** - Retail sales grew modestly in April, but a shift in the timing of Easter appeared to be...

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### Football: Touching Down

**formula4media.com** - Over the past couple of seasons, tackle football has been regaining its...

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### PWHL: Women's Ice Hockey Finds a Winning Formula With New Pro League

**bbc.com** - At the end of the play-offs, one team will walk away being the first to have won...

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### Caitlin Clark's WNBA Debut Marks the Start of a New Era for Women's Basketball

**frontofficesports.com** - Tuesday, May 14, 2024. Mark the date, as it will go down as the beginning of...

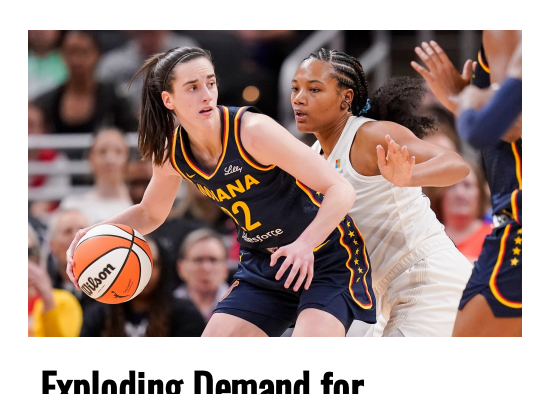
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### Tech CEOs Talk Consumer Trends in Fitness & Wellness

**athletechnews.com** - As fitness and wellness settles into its new normal post-pandemic, some...

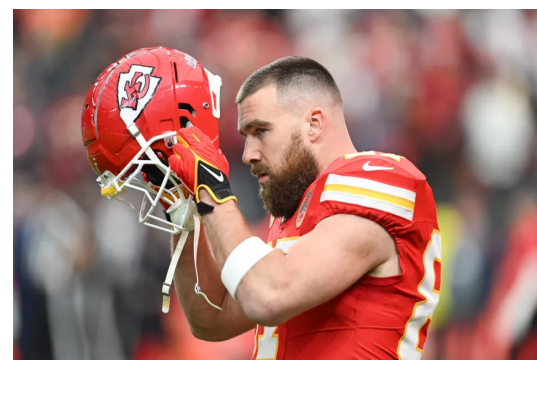
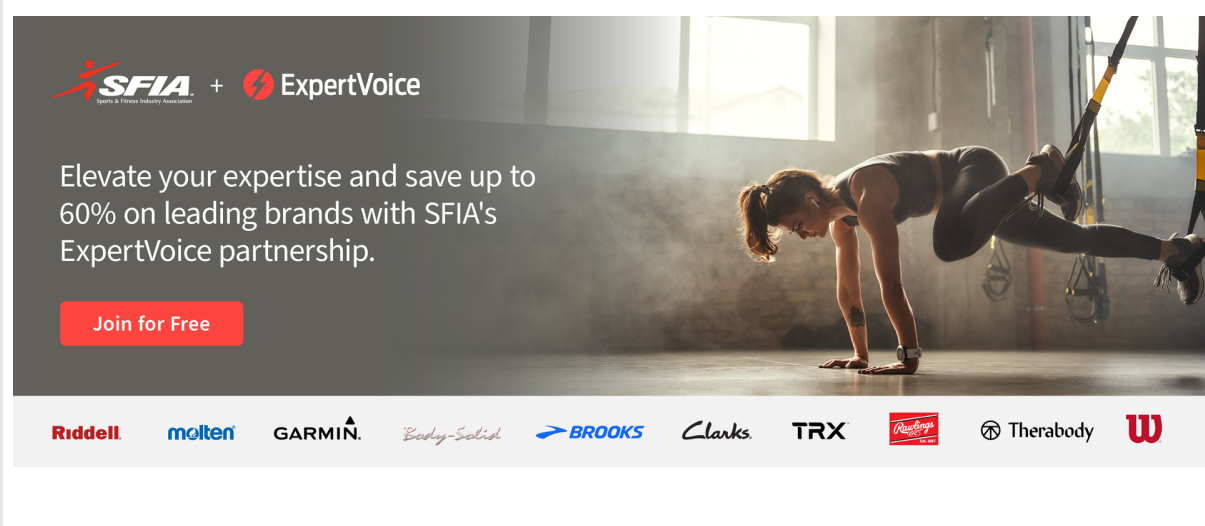
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### Exploding Demand for Preseason Broadcasts Catches WNBA by Surprise

**frontofficesports.com** - Sunday morning Major League Baseball games could be aired on a new...

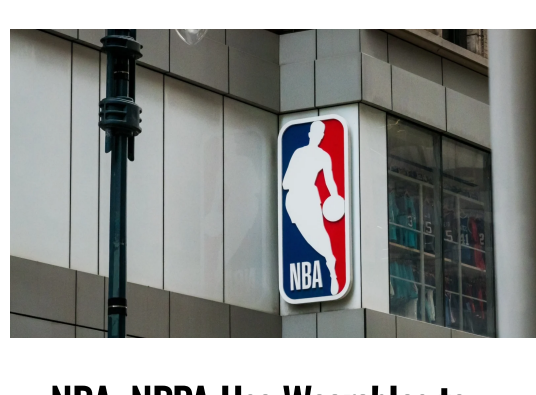
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### NFL Season Schedule: How to Watch Every Football Game of the 2024-25 Season

**sports.yahoo.com** - Football is back (sort of)! While the 2024 NFL preseason won't kick off until...

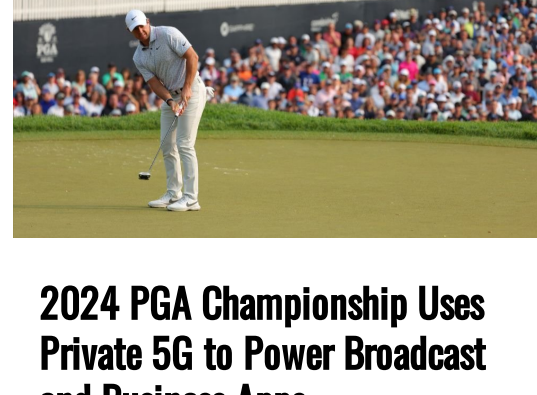
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### NBA, NBPA Use Wearables to Study Player Health & Wellness

**athletechnews.com** - The basketball powers that be are all beginning to bear down on the...

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### 2024 PGA Championship Uses Private 5G to Power Broadcast and Business Apps

**sportspromedia.com** - This week's PGA Championship will be the first golf tournament in the...

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### DICK'S Sporting Goods and Nike Announce Fourth Annual It's Her Shot Tour

**prnewswire.com** - Past and present WNBA players to join the tour and help the next generation...

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