



MARCH 31 - APRIL 1

2025

TEAM SPORTS CONFERENCE

EVENT AGENDA

DAY 1 MONDAY, MARCH 31

9:00 AM

CONTINENTAL BREAKFAST: Market Table

10:00 AM

REGISTRATION OPENS: Badge Pick-Up Begins

11:00 AM-1:00 PM

SFIA Football Business Council Meeting

SFIA Basketball Council (11-11:30 AM)

All Things Running Meeting (12:30-1:00 PM)

SFIA Soccer Council Meeting

1:30-3:30 PM

SFIA Baseball/Softball Business Council Meeting

SFIA Volleyball Council Meeting

4:00-5:30 PM

SFIA Lacrosse Business Council Meeting

6:00-7:30 PM

WELCOME RECEPTION: CityWay Gallery, Alexander Hotel

9:00-10:00 PM

LAST CALL: Plat 99, Alexander Hotel

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

All attendees are invited to network and engage in the lobby area of the hotel throughout the day.

DAY 2 TUESDAY, APRIL 1

7:00 AM

CONTINENTAL BREAKFAST: Market Table

7:30 AM

REGISTRATION OPENS

8:00-8:30 AM

WELCOME: OPENING REMARKS

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

8:30-9:00 AM

STATE OF THE INDUSTRY FIRST LOOK

The team sports industry enters 2025 amid significant market shifts, with emerging challenges in inventory management, pricing strategies, and economic pressures. This session provides exclusive insights from SFIA's 2025 State of the Industry report, analyzing market performance, participation trends across 124 sports activities, and key growth indicators. Learn how industry leaders navigate supply chain dynamics, address athlete safety innovations, and respond to evolving consumer behaviors in team sports sectors.

SPEAKER:

ALEX KERMAN: Senior Director, Research Operations, Sports & Fitness Industry Association (SFIA)

9:00-9:45 AM

YOUTH TEAM SPORTS: NEW INVESTMENTS, NEW GROWTH, NEW OPPORTUNITIES

The youth team sports landscape is experiencing unprecedented change through emerging investments, sports growth and innovative program delivery models.

9:00-9:45 AM

YOUTH TEAM SPORTS: NEW INVESTMENTS, NEW GROWTH, NEW OPPORTUNITIES CONT.

Flag football leads to new participation patterns, while traditional sports evolve through multi-sport approaches and school partnerships.

Industry experts will examine how emerging sports, access innovation, and program development create new opportunities for youth team sports growth and engagement.

SPEAKERS:

MEGAN HUNT (Moderator): Product Safety and Compliance Manager, Champro Sports

JUSTIN BROWN: Chief Revenue Officer, Score Sports

STEPHANIE KWOK: VP, Head of Flag Football, NFL

JIM REYNOLDS: CEO, Football and Lacrosse, Unrivaled Sports

9:45-10:30 AM

NFHS STATE ADMINISTRATORS: NAVIGATING CHANGE IN HIGH SCHOOL ATHLETICS

Join NFHS State Association Directors for an in-depth discussion of emerging challenges and opportunities in high school sports. This session examines critical initiatives reshaping athletics programs, from innovative funding models and safety protocols to evolving school-community partnerships. Leaders will share strategies addressing coaching shortages, officiating recruitment, and alternative program structures while exploring how these changes impact equipment needs and market dynamics.

SPEAKERS:

KARISSA NIEHOFF (Moderator): Chief Executive Officer, NFHS

DR. BOB LOMBARDI: Executive Director, Pennsylvania Interscholastic Athletics Association (PIAA)

DR. JENNIFER RUKSTAD: Executive Director, Missouri State High School Activities Association (MSHSAA)

DR. JEROME SINGLETON: Commissioner, South Carolina High School League (SCHSL)



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DAY 2 TUESDAY, APRIL 1

10:30-11:15 AM

FROM FRIDAY NIGHTS TO FINAL FOURS: NEW SOLUTIONS FOR SPORTS OFFICIATING

This panel examines how the NCAA and NFHS tackle critical sports officiating challenges through innovative recruitment, training, and retention strategies. The NFHS, with its network of over 300,000 high school sports officials, plays a vital role in developing the officiating pipeline and implementing best practices at the grassroots level. The discussion will spotlight NFHS programs and NCAA President Charlie Baker's officiating initiatives aimed at significantly expanding the officiating ranks, aiming to increase registered officials from about 23,000 to 35,000. Panelists will address pressing challenges, including rising sports participation, travel demands, and fan behavior management, while sharing proven strategies for building a sustainable officiating pipeline for the future of team sports.

SPEAKER:

BEN BROWNLEE (Moderator): Associate Director of Officiating, NCAA

11:15-11:45 AM

NETWORKING BREAK

11:45 AM-12:00 PM

DEEP DIVE INTO THE NEXT DECADE OF GLOBAL SPORTING EVENTS HOSTED IN THE U.S.

Over the next ten years, the United States will host the world's highest-profile sporting events, including summer and winter Olympic games and world championships in soccer, rugby, and baseball. This synchronization of events on our home soil is unprecedented, but it is more than just an athlete spectacle. It's a once-in-lifetime opportunity to showcase the transformative power of sports and fitness in our communities. It is an opportunity to rally the industry and drive industry growth, highlight economic impact, and champion physical health.

SPEAKER:

TODD SMITH: President & CEO, SFIA

12:00-12:45 PM

TEAM RESPONSE: SPORTS INDUSTRY DISASTER RELIEF

When disaster strikes - from the recent LA fires to the 2023 Maui wildfires to annual hurricanes and tornados in the southeast - the sports industry rapidly mobilizes its manufacturing, retail, and organizational networks to support affected communities. This session shares frameworks for coordinated relief efforts, including rapid mobilization protocols, resource deployment, and sustainable program management. Learn how partnerships between amateur (youth, high school, and college) and professional sports organizations and their equipment providers strengthen community resilience through structured response programs. Discover best practices for organizing resources, building relief partnerships, and creating lasting community impact through collaborative industry support.

SPEAKERS:

JOHN LYNCH (Moderator): Vice President, Marketing, Franklin Sports

MELISSA HARPER: Co-Founder and CEO, Good Sports

RICK JORDAN: Vice President, DICK's Sporting Goods Foundation

12:45-1:30 PM

BEYOND THE GAME: BUILDING AN ECOSYSTEM FOR GIRLS AND WOMEN'S SPORTS EMPOWERMENT

The landscape of girls' and women's sports is experiencing unprecedented growth, driven by record-breaking viewership, increased investment, and expanding opportunities from youth to professional levels. New initiatives in accessibility and affordability are breaking down traditional barriers to participation, while emerging sports, professional leagues, and collegiate programs are creating visible pathways for young female athletes. This session brings together leaders in girls' and women's sports to examine how investment, awareness, and development programs transform opportunities for the next generation of female athletes.

SPEAKERS:

ERIN GRIFFIN (Moderator): Senior Vice President of Marketing and Communications, Riddell

JANELLE ANDERSON: CEO, RIP-IT Sports

SUSAN RILEY: Vice President, Brand Marketing and Campaigns, BSN Sports

1:30-1:45 PM

CLOSING REMARKS

KARISSA NIEHOFF: Chief Executive Officer, NFHS

TODD SMITH: President & CEO, SFIA

1:45-3:00 PM

LUNCH & NETWORKING: Market Table

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

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THE ALEXANDER HOTEL
INDIANAPOLIS, IN