



February 11, 2026

# The Latest from SFIA

## Member Matters & Research



### 2026 Team Sports Conference: Agenda First Look!

[sfia.org](#) - TSC returns for its 20th annual event, bringing together leaders across youth, school, collegiate, and professional...

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### APPLICATIONS OPEN: 2026 Excelerator Associate Program

[sfia.org](#) - The SFIA Excelerator Program is a young professional development program designed specifically for emerging leaders...

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## Current Industry News



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[sgbonline.com](#) - Import volume at the nation's major container ports is forecast to see a significant...

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### Super Bowl LX Viewership Down 2%, Draws 124.9 Million Viewers

[frontofficesports.com](#) - Super Bowl LX drew an enormous audience—but did not set a new...

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### MLB Media Set to Handle Half of the League's Teams in 2026

[frontofficesports.com](#) - MLB's in-house local media department, which began in emergency...

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### NHL Returns to Winter Olympics in Milan Cortina After Controversial Buildup

[cnn.com](#) - The superstars of the NHL will return to Winter Olympic action later on Wednesday...

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### GameChanger Announces Most Comprehensive Product Update in Its 15-Year History

[prnewswire.com](#) - GameChanger today unveiled the most comprehensive product update...

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### AI Prominence in Super Bowl Ads Ignites Conversation About its Role in Women's Sports

[thegistsports.com](#) - Super Bowl ads are often a pulse check on trends in the year to come, at...

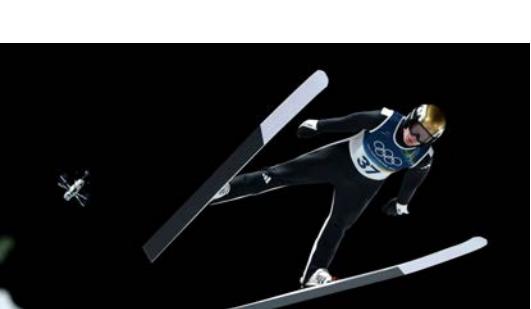
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### Disney Theme Parks, ManningCast, KidsCast: ESPN Super Bowl Plan Starts Now

[frontofficesports.com](#) - Sports media insiders have joked about how long ESPN's pregame show...

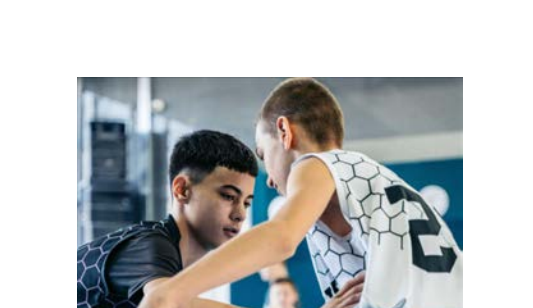
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### Drones Are Giving Fans New Angles on the Olympics

[axios.com](#) - Drones and other tech advances are reshaping how viewers from around the world...

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### Team Basketball: Hoop-La

[teaminsightmagazine.com](#) - It's obvious that basketball is more than a passing fancy. The game's...

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### Wearables Could Become Proactive Mental Health Tools, Study Suggests

[athletechnews.com](#) - A study reveals the untapped potential of wrist-worn devices like the Fitbit...

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### Brands at the Super Bowl are Considering Women's Sports, Women Fans More Than Ever

[thegistsports.com](#) - The Super Bowl is a sporting event that's about so much more than sports...

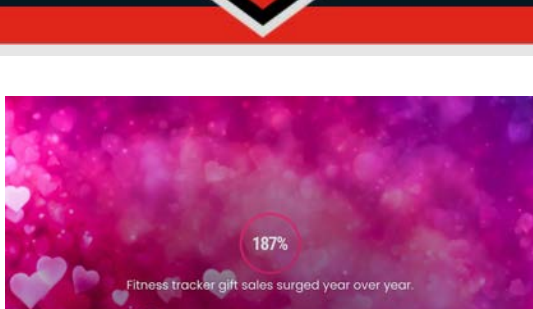
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### EXEC: Top Asia Footwear Factories Start 2026 with Similar Weak Trend Seen in 2025

[sgbonline.com](#) - Three of the largest footwear manufacturers in China and Southeast Asia took it...

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### The Heart of the Matter: How Consumers are Sweet on Valentine's Day

[circana.com](#) - Love is in the air — and in the physical store aisles, restaurant dining rooms, and...

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### Olympic 2026 Medal Count, Final Tally, Winners from Day 4 Events

[bleacherreport.com](#) - Team USA added four medals to its haul at the 2026 Winter Olympics on...

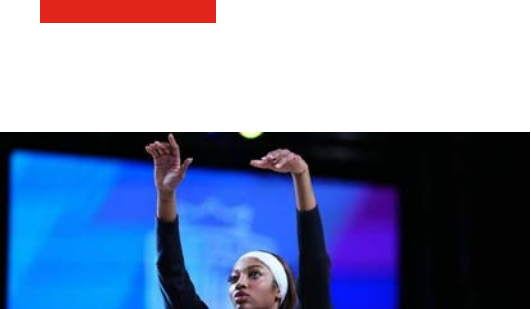
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### NCAA Recognizes Black Participation in Collegiate Sports

[athleticbusiness.com](#) - During Black History Month, the NCAA honors the impact and...

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### Angel Reese Joins Rose BC in 2026 Unrivaled, Updated Roster and Schedule

[bleacherreport.com](#) - As Unrivaled enters the home stretch of the 2026 season, Angel Reese...

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