



February 25, 2026

# The Latest from SFIA

## Member Matters, Advocacy & Research

**WEBINAR** **SFIA**

**THE SUPREME COURT'S RULING ON TARIFFS AND ITS IMPACT ON THE SPORTS & FITNESS INDUSTRY**

Thursday, February 26  
12:00 PM - 2:00 PM EST  
SFIA Members Only

**NICOLE BRYANT COLLISON**  
Executive Director, Tariffs & Trade Policy

**SFIA Members-Only Tariff Webinar Featuring ST&R -- Tomorrow, Thursday, February 26 @ 12 p.m.**

**sfia.org** - The Supreme Court's Ruling on Tariffs and Its Impact on the Sports and Fitness Industry Webinar will cover the Supreme...

[Register Here](#)

**Excelerator** **APPLY TODAY!**

**EMERGING LEADER DEVELOPMENT PROGRAM**

**MENTOR AND ASSOCIATE APPLICATIONS NOW OPEN!**

**APPLICATIONS OPEN: 2026 Excelerator Program Associates and Mentors -- 2/27 & 3/13 Deadlines**

**sfia.org** - The SFIA Excelerator Program is a young professional development program designed specifically for emerging leaders...

[Learn More & Apply](#)

**TEAM SPORTS CONFERENCE**  
20th Annual  
2026

**2026 Team Sports Conference - Sessions & Speakers Confirmed for April Event!**

**sfia.org** - TSC returns for its 20th annual event, bringing together leaders across youth, school, collegiate, and professional...

[Learn More & Register](#)

**SFIA RESEARCH & INSIGHTS LAB**

**Gain Private Data Intelligence through SFIA's Research & Insights Lab**

**sfia.org** - Did you know SFIA provides custom research and insights? In addition to our published research reports, the...

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# 2034WARD

A GROWTH CAMPAIGN BY SFIA

## Current Industry News



**EXEC: The Supreme Court Kills Trump's IEEPA Tariff Effort but Uncertainty Still Reigns**

**sgbonline.com** - At first glance, the Supreme Court's ruling on Friday morning, February 20...

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**A Run With Mari Thomas-Welland: Founder and Director of Maaree, SFIA Start-Up Challenge Winner**

**runninginsight.com** - The running industry is well known for its innovation in products from all...

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**Everyone is Playing (and Paying) Women's Flag Football**

**thegistsports.com** - While there's still higher male participation in the U.S., flag football is rapidly...

[Read Here](#)



**U.S. Gold-Medal Game Draws 20.7M Viewers for NBC, a Morning Record**

**frontofficesports.com** - Even with a challenging early Sunday morning time slot in the U.S...

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**SFIA TEAMWORKONLINE** **JOB OF THE WEEK**

**capelli SPORT** Sales Executive - Field Hockey | Remote - United States

Several responsibilities include: Meeting revenue goals and profitability targets established by sales leadership; Networking and prospecting within the assigned territory to develop a robust understanding of the Field Hockey landscape (clubs, institutional & rec); get to know all teams and have them know Capelli Sport; Maintaining or acquiring specific data on clubs and/or teams in focused territory to implement into customer relation software (local and/or Seasonal); Participating in events, organized tournaments, industry conferences, and other Field Hockey events that shall involve new business development opportunities, current and non-current partners.

[CLICK HERE TO LEARN MORE & APPLY!](#)



**ESPN to Fill 'Sunday Night Baseball' Void With 'Women's Sports Sundays'**

**frontofficesports.com** - ESPN announced on Thursday that it will fill its former 'Sunday Night...

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**Fanfare Around Team USA Women's Hockey Win Illustrates How Far Game Has Grown Thanks to PWHL**

**thegistsports.com** - We've seen Olympic popularity spark the growth of year-round leagues...

[Read Here](#)



**How Jordan Brand Is Building With Women, Not Around Them**

**boardroom.tv** - Jordan Brand is elevating women in sports and culture through creative control...

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**Amer Sports Names Apparel Retail Exec Carrie Ask President of Wilson Brand**

**sgbonline.com** - Amer Sports has tapped Carrie Ask, a veteran of Helly Hansen, Tailored Brands...

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**SFIA EXCELERATOR**

ASSOCIATE AND MENTOR APPLICATIONS NOW OPEN!



**USTA Officially Taps Tennis Australia Boss as Next CEO**

**sgbonline.com** - The United States Tennis Association appointed Craig Tiley, the CEO...

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**EXEC: FDRA's Matt Priest Talks SCOTUS Tariff Ruling Fallout**

**sgbonline.com** - Matt Priest, president and CEO the Footwear Distributors and Retailers of...

[Read Here](#)



**The Latest on The WNBA's CBA negotiations**

**thegistsports.com** - According to the WNBA, a new collective bargaining agreement (CBA)...

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**Netflix to Use Nielsen Audience Numbers for MLB Games**

**sportsbusinessjournal.com** - MLB games on Netflix this season will be measured by...

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**REGISTER TODAY!**

April 27-April 28, 2026



**Univ of Michigan Consumer Sentiment Index Improves for Third Straight Month**

**sgbonline.com** - Americans' view of the economy improved slightly in February despite...

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**Behind the Iconic Jack Hughes Gold Medal Hockey Photo**

**frontofficesports.com** - Getty Images photographer Elsa captured Jack Hughes's bloody...

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**Women's College Volleyball Gets the College Basketball Treatment with First-of-its-Kind Paradise Invitational**

**thegistsports.com** - Yesterday, GS Sports -- a sports event company that primarily hosts...

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**High School Flag Football Revisions Include Opportunity for Scoring Team to Retain Possession of the Ball if Trailing in Score**

**nfhs.org** - In its first meeting to address rules changes in the sport, the NFHS Flag Football Rules...

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