



# EVENT AGENDA

## DAY 1 MONDAY, APRIL 27

**8:30 AM**  
**Continental Breakfast**

**9:30 AM**  
**Registration Opens:** Badge Pick-Up; Networking Space Open

**10:00 AM-12:00 PM**  
SFIA Football Business Council Meeting  
SFIA Soccer Council Meeting  
SFIA Basketball Council Meeting (10-10:30 AM)

**7:00 AM**  
**Continental Breakfast**

**7:30 AM**  
**Registration Opens:** Badge Pick Up

**8:00-8:05 AM**  
**Welcome Remarks**

**8:05-8:10 AM**  
**NFHS Opening Remarks**  
**Dr. Karissa Niehoff:** Chief Executive Officer, NFHS

**8:10-8:40 AM**  
**The State of the Industry**

Team sports leaders are navigating a dynamic environment shaped by economic uncertainty, tariff pressures, and shifting participation behaviors. In this session, SFIA will share exclusive insights from our 2026 State of the Industry Report, grounded in the latest participation data and executive survey benchmarks. Attendees will gain a clearer understanding of participation trends, current industry sentiment, and how organizations are performing relative to their peers. Designed to provide context and clarity, this session offers a data-driven opportunity to assess where the industry stands today and how leaders can position themselves for the remainder of the year.

**Speaker:**  
**Alex Kerman:** Senior Director, Research Operations & Business Development, Sports & Fitness Industry Association (SFIA)

**8:40-9:20 AM**  
**Leveling the Playing Field: Breaking Barriers for Women in Sports**

Indianapolis is on its way to becoming the female sports capital of the country – a city where champions are made and history is written. For many women in sports, the path to success is still riddled with challenges. This session will explore the realities female athletes and business leaders in the industry face, from access and equity to representation and recognition. We will address the impact media coverage has on women's sports and its role in shaping public perception, the financial impact and economic opportunities driving this movement forward, and how industry leaders and manufacturers can help remove barriers to create opportunities and a more inclusive future for women in sports.

**Speakers:**  
[MODERATOR] **Susan Riley:** Vice President, Brand Marketing and Campaigns, BSN Sports  
**Allison Boersma:** President & CEO, Riddell  
**Madison Gates:** Vice President of Marketing, i9 Sports  
**Julie Roe Lach:** Executive Vice President, Pacers Sports & Entertainment

**12:30-3:30 PM**  
SFIA Baseball/Softball Business Council Meeting  
SFIA Volleyball Council Meeting

**3:00-4:30 PM**  
SFIA Lacrosse Business Council Meeting  
All Things Running Meeting

**5:00-6:00 PM**  
**Game Time Reception:** Marriot Ballroom Foyer

## DAY 2 TUESDAY, APRIL 28

**9:20-10:10 AM**  
**The Winning Decade: Leveraging Global Events in the U.S. for Lasting Impact**

Global sporting events serve as a powerful catalyst for increased participation, empowering communities to welcome new sports and stay active. With the 2026 World Cup coming to the U.S. this summer and the 2028 Summer Olympics on the horizon, millions of people of all ages will have a front row seat to be inspired to try new sports and become active. This session will explore how global events can help drive engagement in sports at all levels. We will cover the opportunities these events create, the infrastructure needed to make it easy to welcome new sports participants, and innovative strategies and programs, such as SFIA's 2034WARD campaign, to ensure the industry takes advantage of this global spotlight to increase sports and fitness participation in America.

**Speakers:**  
[MODERATOR] **Melissa Thompson:** Vice President, Bids & External Affairs, Indiana Sports Corp (ISC)  
**Kyle Albrecht:** President & CEO, USA Gymnastics  
**Ryan Baise:** Co-Founder and CEO, Youth Inc.  
**Scott Hallenbeck:** CEO, USA Football  
**Marc Riccio:** CEO, USA Lacrosse

**10:10-10:25 AM**  
**Networking Break**

**10:25-10:40 AM**  
**SFIA Remarks**  
**Todd Smith:** President & CEO, SFIA

**10:40-11:10 AM**  
**Inside the High School Sports Arena: Top Initiatives Shaping the Path Forward**

As high school sports continue to evolve across states and communities, programs are navigating new expectations, shifting participation patterns, and rapidly changing day-to-day realities. In this session, leading voices from the NFHS – the national authority on high school sports and activities – and the National Interscholastic Athletic Administrators Association (NIAAA) – the organization dedicated to supporting and developing athletic administrators – will unpack the top initiatives shaping the future of the high school sports arena. Hear directly from the national organizations influencing policies, setting priorities, and guiding athletic departments across the country. Gain valuable, forward-looking insight into the trends and initiatives redefining high school sports – and what these shifts could mean for the broader team sports ecosystem.



# EVENT AGENDA

## DAY 2 TUESDAY, APRIL 28

**10:40-11:10 AM**

**Inside the High School Sports Arena: Top Initiatives Shaping the Path Forward (Cont.)**

**Speakers:**

[MODERATOR] **Dr. Karissa Niehoff:** Chief Executive Officer, NFHS

**Mark Koski:** Chief Marketing Officer, NFHS

**Phil Rison:** Executive Director, NIAAA

**Davis Whitfield:** Chief Operating Officer, NFHS

**11:10-11:40 AM**

**Rising to the Spotlight: The Evolution and Elevation of NCAA Women's Sports**

Women's sports are experiencing a cultural surge, breaking attendance records, drawing unprecedented viewership, and capturing the national spotlight like never before. That momentum is fueling a transformative era within the NCAA. As engagement reaches new heights, the NCAA is expanding opportunities for women's athletics through new championships, emerging sports, and increased media visibility. In this fireside chat, learn how the NCAA is building on this momentum by elevating women's championships, supporting the growth of emerging sports, and partnering with media to bring women's collegiate athletics to a broader audience, and what this historic rise means for the future of women's collegiate sports.

**Speakers:**

**Julie Kimmons:** Managing Director, Multimedia Strategy and Partnerships

**Lynda Tealer:** Senior Vice President, Championships and Alliances

**11:40 AM-12:50 PM**

**Lunch & Networking**

**12:50 AM-1:20 PM**

**Keynote Address**

**1:20-2:00 PM**

**From Service to Sports: Engaging and Empowering Veteran Talent Across the Sports Industry**

Sports and fitness have the power to unite, inspire, and transform lives – a truth that resonates strongly within the veteran community. Many veterans are drawn to the sports industry because it mirrors the teamwork, discipline, and purpose they value. By intentionally nurturing this talent with support from professional development initiatives such as SFIA's VetsEXCEL programs, we can engage and empower veterans as they transition into new career paths and help open doors. This session will bring together leaders from across the sports and veteran communities to discuss these pathways, share real-world success stories, and highlight how intentional support can accelerate veterans' impact from service to the sports industry.

**Speakers:**

[MODERATOR] **Glenn Horine:** Chief Operating Officer, SFIA

**Jackie Chang:** Vice President, Content Distribution, NHL; Board Member, U.S. Figure Skating; U.S. Army Veteran

**Colonel Jon Lauder:** Deputy Assistant Secretary, Office of Congressional and Legislative Affairs; Advisory Council Member, NHL Foundation; U.S. Marine Corps Veteran

**Donald Remy:** 9th Deputy Secretary of Veterans Affairs; Former Chief Legal and Operating Officer, NCAA

**2:00-2:40 PM**

**E-Commerce Chalk Talk: Excelling in Today's Digital Consumer Landscape**

As the team sports landscape continues to evolve, digital commerce has become an increasingly important connection point between brands and consumers. From shifting expectations around convenience, and personalization to new tools that enhance the online buying experience, e-commerce is playing a critical role in how the industry reaches and engages athletes, families, and teams. This session will bring together e-commerce leaders from across the team sports ecosystem to explore how organizations are adapting their digital strategies to better serve today's consumers. Gain insights from industry leaders on emerging trends, innovative platforms, and practical approaches that support sustainable growth, strengthen customer relationships, and help expand participation across team sports.

**Speakers:**

[MODERATOR] **Lindsey Naber:** Sr. Director, Partnership Marketing, Rawlings Sporting Goods

**Gary Goldberg:** CEO, SquadLocker

**Kurt Hagen:** Chief Innovation Officer, BSN Sports

**Daniel Kidera:** Senior Director and Head of Federal Government, Fanatics

**2:40-3:20 PM**

**The AI Playbook: How Technology and Innovation Are Reshaping Team Sports**

AI is changing the game and reshaping the rules – literally and digitally. From real-time pitch challenges being introduced in baseball, to the many levels of instant replay assist, to advanced analytics and fan data powered by AI, technology is redefining how sports are played, coached, and experienced. This session will explore how AI is being integrated across all levels of competition, including its growing influence on college and high school athletics. We will discuss the benefits and challenges of adopting AI-driven tools, the impact on athlete development, and what these innovations mean for the future playbook of sports and fan interactions.

**Speakers:**

[MODERATOR] **Mark O'Brien:** President, CEO, and Board Director, LakePoint Sports

**Brooke Austin:** Director, Digital Business Development, USTA

**Brian Page:** Manager, MLB & Key Accounts, Rapsodo

**Dr. Liz Wanless:** Director, Sport Innovation Institute, Indiana University Indianapolis

**3:20-3:30 PM**

**Closing Remarks**

**Dr. Karissa Niehoff:** Chief Executive Officer, NFHS

**Todd Smith:** President & CEO, SFIA

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

**APRIL 27 - APRIL 28, 2026**

INDIANAPOLIS MARRIOTT  
DOWNTOWN