



TEAM SPORTS CONFERENCE

20th Annual

2026

April 27-28, 2026

Indianapolis, IN

NOW AVAILABLE!
FREE for Members



TOPLINE PARTICIPATION 2026 *REPORT*

Sports, Fitness
& Leisure Activities



NOW AVAILABLE!
FREE for Members



MANUFACTURERS' SALES BY CATEGORY 2026 *REPORT*



COMING SOON!
FREE for Members



THE STATE OF THE INDUSTRY 2026 *REPORT*



COMING SOON!
Discounted for Members



PICKLEBALL

2026 Single
Sport Report

**91 Single
Sport Reports!**



2034WARD

INSPIRING THE NEXT GENERATION TO PLAY

A National Youth Sports Clinic Series Powered by SFIA

A ONCE-IN-A-GENERATION OPPORTUNITY

Over the next decade, the U.S. will host the world's biggest sporting events, from the World Cup to the Summer and Winter Olympic and Paralympic Games. The question is: Will more kids play because of it?

THE REALITY MANY YOUNG PEOPLE FACE

Millions of kids in communities around the U.S. never try a sport – not because they do not want to, but because they lack access. Without exposure at a young age, the window to build healthy lifelong habits closes before it can be opened.

WHERE YOU COME IN – NATIONAL CLINIC SPONSORSHIP

As the National Clinic sponsor, you fund **free, high-quality sports experiences** for kids who need them most, helping break down the accessibility and affordability barriers. In Atlanta, kids spent an afternoon with coaches from the Premier Lacrosse League, USA Baseball, and USA Ultimate, rotating through lacrosse, baseball, and ultimate frisbee. Every child left with gear, snacks, and a clear path to keep playing locally. Help bring this program to communities across the country – in the places that matter most to you.

“ The true legacy of this decade will be measured by how many young people we inspire to get in the game.”

– Todd Smith, President & CEO, SFIA

BENEFITS OF NATIONAL CLINIC SPONSORSHIP:

- ✓ Brand recognition at every clinic event nationwide
- ✓ Logo on participant gear and all promotional materials
- ✓ Social media and press coverage at each activation
- ✓ Speaking opportunities at SFIA events
- ✓ A meaningful partnership with measurable impact over the next decade

LET US TURN MOMENTUM INTO IMPACT – TOGETHER

This moment will shape the health and well-being of communities across the country. Together, we can ensure more kids do not just watch. They play. Help expand access to movement and create lasting impact through improved physical health, mental well-being, and stronger community connections.

Get in touch to explore sponsorship opportunities:

Bonnie McLaughlin
bmclaughlin@sfia.org
sfia.org/2034ward



REAL IMPACT: ATLANTA CLINIC

- 40 kids joined the first clinic on March 21, 2026
- Many tried a sport for the first time
- Every child left with equipment and information about how to keep playing
- Overheard during the event: “I think I love baseball now.”

This is about more than sports. It is about **access, confidence, and opportunity.**



Sports & Fitness Industry
Association
Est. 1906
sfia.org



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A square QR code is centered on a white background. In the middle of the QR code is the SFIA logo, which consists of a stylized red figure with arms and legs outstretched, resembling a runner or a person in motion.

Scan for program book,
agenda, attendee list,
event surveys, and more!

AGENDA AT A GLANCE



DAY 1 MONDAY, APRIL 27

**All Day I and Day II Activities will take place in the Marriott Ballroom and Foyer Area.*

9:00 AM Registration Opens: Badge Pick Up: Marriott Foyer

10:00 AM-12:00 PM SFIA Football Business Meeting: Marriott 5
SFIA Soccer Council Meeting: Marriott 1
SFIA Basketball Meeting (10:00-10:30 AM): Marriott 4

12:30-2:30 PM SFIA Baseball/Softball Business Council Meeting: Marriott 5
SFIA Volleyball Council Meeting: Marriott 1

3:00-4:30 PM SFIA Lacrosse Business Council Meeting: Marriott 1
All Things Running Meeting (3:00-3:30 PM): Marriott 5

5:00-6:00 PM Game-Time Reception: Marriott Foyer

**Council Meetings are limited to SFIA Members and invited guests only. All attendees are invited to network in the ballroom foyer of the hotel throughout the day.*

DAY 2 TUESDAY, APRIL 28

7:00 AM Continental Breakfast: Marriott 3-4

7:30 AM Registration Opens: Badge Pick Up: Marriott Foyer

8:00-8:10 AM SFIA Opening Remarks

8:10-8:15 AM NFHS Opening Remarks

8:15-8:45 AM The State of the Industry

8:45-9:30 AM Leveling the Playing Field: Breaking Barriers for Women in Sports

9:30-10:20 AM The Winning Decade: Leveraging Global Events in the U.S. for Lasting Impact

10:20-10:35 AM Networking Break

10:35-11:05 AM Inside the High School Sports Arena: Top Initiatives Shaping the Path Forward

11:05-11:35 AM Rising to the Spotlight: The Evolution and Elevation of NCAA Women's Sports

11:35 AM-12:45 PM Lunch & Networking: Marriott 1-4

12:45-1:30 PM From Service to Sports: Engaging and Empowering Veteran Talent
Across the Sports Industry

1:30-2:15 PM E-Commerce Chalk Talk: Excelling in Today's Digital Consumer Landscape

2:15-3:00 PM The AI Playbook: How Technology and Innovation Is Reshaping Team Sports

3:00-3:05 PM Closing Remarks

FRIENDS OF SFIA





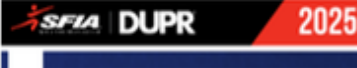
Team Sports Parents' Insights

Understanding Key Factors That Go into the Equipment Purchase Decisions for Parents



Pickleball Market Playbook:

Consumer Spending, Gear Preferences & Play Habits



MANUFACTURERS' SALES BY CATEGORY 2026 REPORT



TOPLINE PARTICIPATION 2026 REPORT

Sports, Fitness & Leisure Activities



SFIA RESEARCH + INSIGHTS

Stronger Decisions Start Here

WHEN YOU DON'T HAVE THE RIGHT DATA, EVERY DECISION IS A RISK

You're expected to make smart, strategic decisions: what to invest in, where participation is growing, how consumer behavior is shifting. But without reliable, industry-wide data, you're left piecing together incomplete information, relying on assumptions, or reacting too late. The result? Missed opportunities. Misaligned strategies. Unnecessary risk.

YOU DON'T NEED TO GUESS. YOU NEED A TRUSTED PARTNER.

For more than 100 years, the Sports & Fitness Industry Association (SFIA) has helped organizations navigate change with confidence. Our participation research has used a consistent, proven methodology for nearly two decades. **Our members consistently rank our research as one of the most valuable benefits we provide, and media outlets regularly publish the data to report on the sports and fitness industry.**

TRUSTED BY LEADING MEDIA OUTLETS

The Washington Post



THE WALL STREET JOURNAL



"Great work on the new study your team just released! Wow, very valuable. The industry needs more of this reliable data."

– Virna Filippini, Head of Operations, Gearbox

RESEARCH SUPPORT WE OFFER

- Trended participation data for 126 sports fitness, & leisure activities
- Industry sentiment & stakeholder research
- Participation crossover & correlation analysis
- Participation growth driver studies
- Market entry & expansion strategy research
- Brand awareness & baseline studies
- Consumer insights & perception research

STRONGER DECISIONS START HERE

Explore SFIA research, access the participation dashboard, or connect with our team to build custom insights tailored to your business.



sfia.org/research
sfia.org/custom-insights

Alex Kerman
akerman@sfia.org

Jenny Karn
jkarn@sfia.org

ACCESS THE INDUSTRY'S MOST TRUSTED DATA

Tap into SFIA's comprehensive research library, including:

- Topline Participation Report
- State of the Industry Report
- Manufacturers' Sales by Category Report
- Tracking the Fitness Movement Report
- U.S. Trends in Team Sports

→ **Available free for members**

Plus 90+ sport-specific participation reports (for purchase at member discounted rates)

TURN INSIGHTS INTO ACTION

Go beyond the numbers with tools designed to help you apply what you learn:

- Participation Dashboard for dynamic analysis, trends, and comparison
- Trend tracking across sports, demographics, and behaviors
- Data you can use to support planning, forecasting, and strategy

GET ANSWERS BUILT FOR YOUR BUSINESS

Through the SFIA Research & Insights Lab, we work with you to solve your specific challenges:

- Custom market sizing & segmentation
- Demographic and generational deep dives
- White-label research & executive-ready reports
- Strategic advisory and board-level presentations

FULL EVENT AGENDA



DAY 1 MONDAY, APRIL 27

**All Day I and Day II Activities will take place in the Marriott Ballroom and Foyer Area.*

9:00 AM Registration Opens: Badge Pick Up: Marriott Ballroom Foyer

10:00 AM-12:00 PM

SFIA Football Business Council Meeting: Marriott 5

SFIA Soccer Council Meeting: Marriott 1

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SFIA Lacrosse Business Council Meeting: Marriott 1

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5:00-6:00 PM Game-Time Reception: Marriott Foyer

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

DAY 2 TUESDAY, APRIL 28

**All sessions will take place in Marriott Ballroom 5*

7:00 AM Continental Breakfast: Marriott 3-4

7:30 AM Registration Opens: Badge Pick Up

8:00-8:15 AM

Welcome Remarks

Todd Smith: President & CEO, Sports & Fitness Industry Association (SFIA)

Davis Whitfield: Chief Operating Officer, NFHS

8:15-9:45 AM

State of the Industry First Look

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, SFIA

FULL EVENT AGENDA



DAY 2 TUESDAY, APRIL 28

**All sessions will take place in Marriott Ballroom 5*

8:45-9:30 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

9:30-10:20 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

10:20-10:35 AM Networking Break



FULL EVENT AGENDA



DAY 2 TUESDAY, APRIL 28

10:35-11:05 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.

Speakers:

- **Mark Koski:** Chief Marketing Officer, NFHS
- **Phil Rison:** Executive Director, NIAAA
- **Davis Whitfield:** Chief Operating Officer, NFHS

11:05-11:35 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 panel, you will 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:

- [Moderator] **Rachel Seewald:** Director of Championships and Alliances, Playing Rules and Officiating, NCAA
- **Julie Kimmons:** Managing Director, Multimedia Strategy and Partnerships
- **Lynda Tealer:** Senior Vice President, Championships and Alliances

11:35 AM-12:45 PM Lunch & Networking: Marriott 1-4

FULL EVENT AGENDA



DAY 2 TUESDAY, APRIL 29

12:45-1:30 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

1:30-2:15 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





DAY 2 TUESDAY, APRIL 28

2:15-3:00 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

3:00-3:05 PM

Closing Remarks

Todd Smith: President & CEO, SFIA

Headshot & Photo Booth Station



Stop by the station located in the foyer outside the Marriott Ballroom at any time throughout the event and get a memento from the Team Sports Conference!

You can also repurpose the photo for a new headshot!

Follow the instructions located at the station, take your pictures, and then enter your information to have the photos sent directly to your device!



JOIN THE **2034WARD** COALITION

LEAD THE NEXT DECADE OF SPORTS & FITNESS

WHY THE 2034WARD COALITION

At the Sports & Fitness Industry Association (SFIA), we're building momentum:

- Advancing policy on Capitol Hill
- Expanding industry-leading research and insights
- Investing in grassroots activation and youth engagement

No single organization can move this industry forward alone. It takes leaders – across brands, leagues, retailers, and communities – showing up together.

WHAT IT MEANS TO JOIN

The 2034WARD Coalition is a growing group of industry leaders committed to:

- ✓ **Showing Up**
Engage with policymakers, participate in Hill Days, and help elevate the voice of our industry.
- ✓ **Shaping the Future**
Contribute insights, perspectives, and leadership to help guide industry priorities.
- ✓ **Expanding Access**
Support efforts that build pathways into sports and fitness – especially for underserved communities.
- ✓ **Leading Together**
Align with peers across brands, leagues, retailers, and organizations to move the industry 2034WARD as one.

THIS IS THE MOMENT

For the first time in history, the United States will host a decade of the world's most influential sporting events – from World Cups to the Olympic and Paralympic Games. This is more than a spotlight. It's our opportunity to transform sports and fitness participation in America.

We have made progress: More Americans are active today than ever before, but over 60 million are still on the sidelines. And key gaps – across age, gender, and access – remain.

The work is not done, and this moment will not wait.

A DECADE OF OPPORTUNITY ON HOME SOIL

2026	Soccer World Cup World Baseball Classic
2028	LA Summer Olympics & Paralympics
2029	FISU World University Games
2031	Women's Soccer World Cup Men's Rugby World Cup
2033	Women's Rugby World Cup
2034	Salt Lake City Winter Olympics & Paralympics

This decade will define the future of our industry. Be part of the group that leads it.

Join the **2034WARD** Coalition.

sfia.org/2034ward

2034WARD

SPEAKER PROFILES

Kyle Albrecht | President & Chief Executive Officer, USA Gymnastics



Kyle Albrecht began his tenure as USA Gymnastics President and CEO on January 1, 2026. A seasoned sports executive, his experience includes leadership in commercial and partnership development, grassroots participation programs, fan engagement, event management, and brand growth. Albrecht previously served as an executive at Major League Soccer starting in 2019. In 2023, he was tapped to be Vice President of MLS GO, where he was responsible for the launch of MLS's grassroots, youth participation platform. In 2024, he was named General Manager of MLS NEXT, leading the top youth soccer development program in America while delivering record growth. His MLS duties also included oversight of commercial strategy for the organization's marquee events, including the MLS All-Star Game and MLS Cup, and developing partner solutions with major corporate brands. He previously spent nine years with Under Armour, launching the brand's soccer category and leading European sports marketing.

Brooke Austin | Director, Digital Business Development, USTA



Brooke Austin is the Director of Digital Business Development at the United States Tennis Association (USTA), where she leads strategic partnerships, data integrations, and the growth of the USTA Connect program, now spanning 40+ industry partners across the tennis ecosystem. She focuses on driving innovation that enhances the experience for players, coaches, parents, and industry stakeholders. A former NCAA Team and Doubles National Champion, Austin brings a unique athlete-to-executive perspective to her work. Her decorated collegiate and international playing career continues to shape her athlete-centric leadership style. At USTA, she has led high-impact initiatives including Adult Red Ball expansion, cross-functional digital integrations, and national partner activations at the US Open. Austin thrives at the intersection of sport, technology, and community, building scalable systems that strengthen the future of American tennis.

Ryan Baise | Co-Founder and CEO, Youth Inc.



Ryan Baise is the Co-founder and CEO of Youth Inc., a technology company at the intersection of commerce and media for youth and high school sports. Prior to founding Youth Inc., Baise held various leadership roles at Fanatics, where he helped grow the enterprise from \$600M to more than \$8B during his tenure. Youth Inc.'s media platform, anchored by its flagship podcast hosted by co-founder Greg Olsen, reaches tens of millions of youth sports families annually and is regarded as a leading voice in the youth sports community. Baise lives in Nashville with his wife, Lindsey, and their three young children.

SPEAKER PROFILES

Allison Boersma | CEO, Riddell



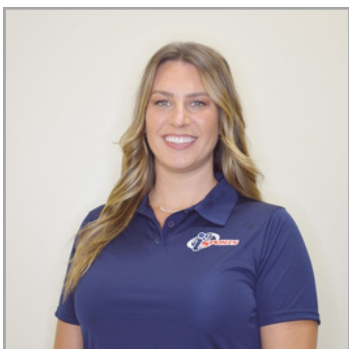
Allison Boersma was appointed President and CEO of Riddell and BRG Sports in January 2024. She joined Riddell in 2009 as VP of Finance and was promoted to CFO and COO in 2014, later assuming the same roles for both Riddell and BRG Sports in 2016. In addition to leading the company's financial strategy, she oversaw key facilities, shared services, and the assembly and automated distribution center in Rantoul, Illinois. Under her leadership, Riddell has achieved significant financial growth, expanded market share, and optimized operations. She played a critical role in advancing the company's acquisition strategy, particularly strengthening its leadership in reconditioning. She also led the team that launched Riddell InSite in 2013, earning an Edison Award for Innovation, and advised on the development of Riddell's head impact monitoring platform. Prior to Riddell, Boersma spent 17 years at Kraft Foods in progressive finance leadership roles, including Senior Director of Procurement Finance, overseeing \$20 billion in spend and commodity risk management. She began her career at PricewaterhouseCoopers and holds an accounting degree from the University of Illinois and an MBA from Kellogg in Marketing and Finance.

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



Jackie Chang currently serves as Vice President, Content Distribution at the National Hockey League. She has spent the majority of her career in sports media, leading the growth of digital lines of business as fan consumption habits have evolved. Prior to joining the NHL, Chang worked in media strategy and business development for the National Football League, managing the distribution of NFL live game content and related licensing across various media platforms. Before that, Chang was at Comcast NBCUniversal, where she held a variety of strategy and operations roles, including launching sports on NBC's streaming service, Peacock. She began her career in the U.S. Army, serving seven years on active duty as an intelligence officer, including deployments overseas to Iraq and Afghanistan. Chang holds a B.S. in Spanish and Chinese from the United States Military Academy at West Point and an MBA from Harvard Business School. She lives in Stamford, Connecticut, with her spouse, son, and two rescue pups.

Madison Gates | Vice President of Marketing, i9 Sports



Madison Gates is the Vice President of Marketing at i9 Sports, the nation's largest youth sports league franchise. A former Division I soccer goalkeeper at the University of Michigan, Gates brings a lifelong perspective on how sports shape leadership, confidence, and character. She spent over a decade leading marketing and growth initiatives across franchise systems in automotive, home services, fitness, and youth sports before joining i9 Sports. Today, she leads national brand strategy and initiatives like Gains for the Girls, focused on expanding opportunities and long-term participation for girls in sports. Gates is passionate about building youth sports environments that prioritize confidence, belonging, and lifelong development.

SPEAKER PROFILES

Gary Goldberg | CEO, SquadLocker



Gary Goldberg is the Founder and CEO of SquadLocker, a technology-driven e-commerce platform that is transforming how sports organizations and schools manage custom apparel. By replacing the traditional hassles of order forms and inventory with an always-open online store and a proprietary single-unit fulfillment engine, SquadLocker is modernizing team gear. A multiple patent holder and textile engineer, Goldberg brings a deep passion for innovation to everything he does.

Kurt Hagen | Chief Innovation Officer, BSN Sports



Kurt Hagen is Chief Innovation Officer at Varsity Brands, where he leads enterprise-wide technology and digital commerce strategy. With more than 30 years of experience driving transformative technology solutions, Hagen focuses on building scalable, consumer-centric platforms that strengthen connections between brands, athletes, families, and teams. Throughout his career within the Varsity Brands organization, Hagen has played a pivotal role in modernizing and expanding team sports e-commerce. He helped launch and scale industry-leading platforms such as My Team Shop and Team Art Locker, redefining how teams access customized apparel and equipment through seamless, personalized digital experiences. His work has centered on simplifying the purchasing journey for coaches and families while enabling brands to better serve and engage their communities. Today, Hagen continues to champion innovation across the team sports ecosystem, leveraging emerging technologies, data-driven insights, and integrated commerce strategies to support sustainable growth, deepen customer relationships, and expand participation in team sports.

Scott Hallenbeck | CEO, USA Football



Scott Hallenbeck has led USA Football as CEO & Executive Director since 2005, shepherding the organization from its early stages to being designated as a Recognized Sports Organization by the U.S. Olympic & Paralympic Committee (USOPC) in November 2015 and ultimately to its official certification as the sport's National Governing Body (NGB) by the USOPC in April 2025. USA Football is American football's first NGB, marking a significant milestone for the sport ahead of the debut of men's and women's flag football at the Olympic Games in 2028. Hallenbeck directs all of USA Football's efforts, guiding its mission to lead, strengthen, and grow the sport. Under his guidance, USA Football oversees all aspects of American football in the U.S, including selecting, training, and leading the U.S. Men's and Women's National Teams in tackle and flag football, including for the upcoming Olympics. He developed USA Football's relationship with the USOPC and the International Federation of American Football (IFAF) to secure involvement in international events as football's global footprint expands. In addition to his current role, he has worked to expand the game on an international level as a Board Member, Treasurer, and Vice President of IFAF. Hallenbeck served on the U.S. Olympic Committee from 1991-1994 before joining Reebok in Global Sports Marketing capacities. Hallenbeck established his own business, Links Marketing LLC, in 2002, developing marketing programs for Boys & Girls Clubs of America, Easter Seals, Major League Baseball, and others.

SPEAKER PROFILES

Glenn Horine | Chief Operating Officer, SFIA



A veteran sports business executive, Glenn Horine has built a career spanning licensing, sponsorships, marketing, executive search, and academia. He has worked with or for some of the most recognizable organizations in sports and entertainment – including the NFL, NHL, FIFA World Cup, Madison Square Garden, EA Sports, NBC Sports, PGA of America, WWE, John McLendon Foundation, USA Hockey, Excel Sports Management, Basketball Travelers, Endeavor, Ironman, and the Arena Football League. Among his career highlights, Horine founded Iona University's Sports, Entertainment & Media Business program – built around an industry-led faculty including former ESPN Chairman George Bodenheimer and Emmy Award-winning producer Ross Greenburg, former president of HBO Sports. The program blended a career-focused curriculum, hands-on experience, and mentorship. Several of his former students work in the industry today. He also co-led the launch of the Hynes Institute for Entrepreneurship and Innovation. Horine created the SFIA Exceleator Program, a professional development initiative to identify and grow the next generation of industry leaders, which inspired the launch of VetsEXCEL, dedicated to helping transitioning military veterans pursue careers in sports

Alex Kerman | Senior Director, Research Operations & Business Development, SFIA



Alex Kerman directs research programs at SFIA, which is widely recognized as America's leading authority on sports participation research. He oversees the Physical Activity Council survey, which tracks 126 sports and activities nationwide, and the comprehensive State of the Industry survey, which analyzes market performance and trends. He leads the Soccer Industry Council of America and the Pickleball Council, collaborating with major brands and governing bodies to address challenges and expand participation. As Research Committee Chair, Kerman guides SFIA's research strategy and oversees business development initiatives spanning event registration, research revenue, and membership growth. He regularly presents insights and participation data to SFIA members, industry stakeholders, and the media. Kerman joined SFIA in 2015, bringing expertise from his M.P.S. in Sports Industry Management from Georgetown University and B.S. in Business Administration from American University.

Daniel Kidera | Senior Director and Head of Federal Government Relations, Fanatics



Daniel Kidera is the Senior Director and Head of Federal Government Relations at Fanatics, where he leads the company's engagement with Congress and the Executive Branch. Prior to joining Fanatics, he spent almost six years on the Public Policy team at Meta as part of the House Democratic lobbying team. In addition to his private sector work, Kidera has worked inside government, first in the Senate for current Senate Majority Leader Chuck Schumer and then as a political appointee in the Obama Administration. He is a graduate of the University of Connecticut and Villanova University School of Law.

SPEAKER PROFILES

Julie Kimmons | Managing Director, Multimedia Strategy and Partnerships, NCAA



Julie Kimmons is a seasoned media executive with more than 20 years of experience in broadcast across collegiate and professional sports. She currently serves as Managing Director of Multimedia Strategy and Partnerships at the NCAA, where she oversees media partnerships, negotiates high-impact broadcast agreements, and drives brand engagement through innovative storytelling. Known for her strategic leadership and collaborative approach, Kimmons fosters inclusive decision-making and strong relationships with internal and external stakeholders. She leads the development of new strategic partnerships to expand NCAA championship exposure, strengthen the NCAA brand, and support long-term business objectives.

Mark Koski | Chief Marketing Officer, NFHS



Mark Koski, CMAA, serves as chief marketing officer of the NFHS and vice president of the NFHS Network. Since joining the NFHS staff in 2007, Koski has directed all major NFHS events and meetings. He has also led all NFHS marketing initiatives and public relations campaigns since 2012 and has been staff liaison with the NFHS Network since its formation in 2013. Prior to joining the NFHS staff in 2007, Koski was assistant director of the New Mexico Activities Association (NMAA) for four years, where he served as director for baseball, cross country, swimming and diving, track and field, and corporate development. Prior to his work at the NMAA, Koski was a teacher and football/track & field coach at Manzano High School in Albuquerque.

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



Colonel Jon M. Lauder (USMC ret.) is the Deputy Assistant Secretary for Congressional and Legislative Affairs at the U.S. Department of Veterans Affairs. He serves as a liaison and resource to the U.S. Senate, House of Representatives, and other government agencies regarding the complex needs of military veterans and their families and current efforts to support them. He works closely with VA leadership to facilitate and advance proactive engagements with Congress that further policy and legislation in alignment with the Secretary's strategic priorities. To support these aims, his team provides in-depth briefs, expert analyses, and insights to leadership and members that can help inform decision-making and consensus-building. Col Lauder's background includes leadership positions with the Wounded Warrior Project and Warrior For Life Fund, and General Dynamics as its Director of Business Development for Marine Corps and Navy contracts. He is a combat veteran of Iraq and Afghanistan and served in numerous command billets over nearly three decades. Among them: Chief of Staff and Senate Liaison Director for the Marine Corps Office of Legislative Affairs, Logistics Plans Chief for U.S. Forces Korea, Commanding Officer of Second Tank Battalion in North Carolina, and Recruiting Station Commanding Officer in Texas.

SPEAKER PROFILES

Lindsey Naber | Sr. Director, Partnership Marketing, Rawlings Sporting Goods



A native St. Louisian and life-long baseball enthusiast, Lindsey Naber joined Rawlings 20 years ago out of the University of Missouri's well-known Journalism program, starting as an Assistant Brand Manager and progressing to the Brand Manager role a short time later. In this role, she managed the various marketing activities for the Rawlings brand, including advertising, digital marketing, social media, in-store merchandising, and public and community relations. In subsequent years, Naber was promoted to her current role, assuming responsibility for all of Rawlings' national marketing efforts with a heavy focus on the B2B segment. Naber primarily works with team dealers, national retailers, and strategic partners such as MLB, Sony, Fanatics, and ESPN, to ensure that the Rawlings brand is well-represented both online and on-field. In addition to her role as a marketer, Naber has served as an adjunct professor teaching sports marketing in the 'Rawlings Sport Business Management Program' at Maryville University since 2013.

Mark O'Brien | President, CEO, and Board Member, LakePoint Sports



As the President and CEO of LakePoint since 2019, O'Brien has transformed LakePoint Sports through a commitment to culture, the launch of an unrivaled media and tech platform, and a relentless focus on excellence in the guest experience, which has led to significant top-line revenue and operating EBITDA growth, the launch of numerous real estate projects, over 2.5 million visitors annually, an economic impact of +\$100m, and recognition as a finalist for the 2021 SBJ Sports Facility of the Year. O'Brien, who led a significant business turnaround for Mizuno North America, where he served as President and CEO of Mizuno USA and Chairman and Officer of Mizuno Canada, is pursuing opportunities to consolidate critical segments within the travel and youth sports industry, scaling LakePoint's successes and partnering with industry leaders to create a best-in-class, vertically integrated, national travel and youth sports ecosystem. Previously, O'Brien spent more than two decades in executive leadership positions for some of the most recognizable brands, including the Boys & Girls Club of America, The Original Honey Baked Ham Company, Johnsonville Sausage, and Miller Brewing Company. He is a graduate of St. Norbert College and has a Master's in Sports Management from Georgia Southern University. He serves on numerous national and statewide Boards supporting the tourism and sports industry. O'Brien was recognized by SBJ as a 2023 "Youth Sports: Ones to Watch" and has been featured in Sportico and other national industry media.

Brian Page | Manager, MLB & Key Accounts, Rapsodo



Brian Page is the MLB and Key Accounts Manager at Rapsodo, where he works closely with Major League Baseball organizations and strategic partners to support the adoption and success of advanced ball-tracking and player development technologies. He joined Rapsodo in 2016 as the company's second U.S. employee and has helped build relationships across professional baseball. Originally from Indianapolis, Page attended Anderson University, where he played baseball. He earned both his undergraduate degree in Marketing and an MBA with a concentration in Sports Business from Anderson. His background as a player, combined with his experience in sports technology and relationship management, allows him to work closely with teams to integrate data and technology into player development and performance strategies.

SPEAKER PROFILES

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



Donald Remy's career spans the highest levels of law, sports, business, and government. Confirmed by the U.S. Senate in a 91-8 bipartisan vote, he served as the Deputy Secretary of the U.S. Department of Veterans Affairs. As COO and Chief Legal Officer of the NCAA, he oversaw legal affairs and operations for the billion-dollar organization of over 1,200 institutions and half a million student-athletes. He negotiated innovative media rights agreements, managed landmark legal cases, and championed reforms expanding student-athlete opportunities. As a partner at Latham & Watkins, he handled high-stakes investigations and complex compliance matters, and at O'Melveny & Myers, substantial class action litigation. His career also includes service as an executive at Fannie Mae, as a Deputy Assistant Attorney General at the Department of Justice, as an Assistant to the General Counsel of the U.S. Army, and as a law clerk to the 6th Circuit U.S. Court of Appeals. He remains active in sports as an owner and investor in the DC Power Football Club and anticipates investment in an expansion professional volleyball team.

Marc Riccio | CEO, USA Lacrosse



Marc Riccio is the CEO of USA Lacrosse, a 425,000-member organization that serves as the governing body of the sport in the U.S. Under Riccio's leadership, USA Lacrosse has focused on three core principles – Fuel the Growth, Enrich the Experience, and Field the Best National Teams – while generating record revenue to help support investment in the game ahead of the 2028 LA Olympics. USA Lacrosse has seen a robust expansion of its national team program and has won five World Lacrosse championships in the last four years. USA Lacrosse was recognized by the U.S. Olympic & Paralympic Committee (USOPC) as part of its Affiliate Organizations Council in 2023 and is on the pathway to becoming an official National Governing Body of the USOPC. Riccio spent 17 years leading business operations and development for the NFL's New York Jets before spending seven years ahead of his USA Lacrosse appointment working in roles focused on strategy, growth, and organizational change for major sports brands and events. Riccio is a member of the New York State Bar, has a Juris Doctor degree from St. John's University School of Law, and an M.B.A. in Marketing and a B.A. in Communications from Hofstra University.

Susan Riley | Vice President, Brand Marketing & Campaigns, BSN Sports



Susan Riley is a strategic marketing executive, a former two-sport collegiate athlete, and a dedicated advocate for girls and women in sports. She is Vice President of Brand Marketing & Campaigns at BSN Sports, the largest team sports supplier in the U.S., where she leads integrated B2B and D2C marketing to drive engagement and growth across youth, high school, club, and collegiate sports. At BSN Sports, Riley spearheaded the creation of SURGE – a free, nationwide program offering tools, coaching curriculum, and leadership resources to help female athletes stay in sport, build confidence, and develop resilience. SURGE was founded to address a critical data point: by age 14, girls drop out of sports at twice the rate of boys. Designed to provide tailored support and resources for girls, SURGE – standing for Strength, Unity, Resilience, Growth, and Empowerment – has grown to more than 9,000 members in under two years, impacting over 600,000 female athletes across 21 sports in all 50 states. Riley also serves as Co-Chair of the Female Athlete Empowerment Committee for the Sports & Fitness Industry Association (SFIA), where she contributes to industry efforts that elevate opportunities for female athletes and leaders.

SPEAKER PROFILES

Phil Rison | Executive Director, National Interscholastic Athletic Administrators Association (NIAAA)



Phil Rison is currently completing his tenth year with the NIAAA, serving the past three years as executive director of the NIAAA after a 30-year administrator, teaching, and coaching career. Rison's association with the NIAAA has included the full span of his athletic administration career. Rison retired from Montgomery County Schools (Kentucky) in 2015 after 20 years serving various roles in the athletic department – including athletic administrator, assistant principal, director of operations, and assistant superintendent/director of student services. The first 10 years of Rison's career were spent teaching and coaching basketball and baseball. Rison has received the NIAAA Award of Merit, NIAAA Distinguished Service Award, NIAAA Commendation, and the NIAAA State Award of Merit. He was the KHSADA Athletic Director of the Year in 2003, the Jim Watkins Award of Excellence recipient in 2019, the Bob Miller Outstanding Achievement/Service award recipient by the KHSCA in 2017, and selected as 2015 District Level Administrator of the Year by the Kentucky School Resources Officers. He was inducted into the 10th Region Coaches Hall of Fame in 2006.

Rachel Seewald | Director of Championships and Alliances, Playing Rules and Officiating, NCAA



Rachel Seewald has 33 years of experience in athletic administration at both the high school and collegiate levels. For the past 17 years, she has worked at the NCAA, where she currently serves as Director of Championships and Alliances, Playing Rules and Officiating. Prior to that, Seewald worked for the University Interscholastic League (UIL) in Austin for 16 years. The UIL is the governing body for high school sports and extracurricular activities in Texas. In her role at the NCAA, Seewald manages and leads a playing rules team of seven staff members and directly oversees the playing rules process for the sports of women's basketball and women's volleyball. Rachel attended the University of Texas at Austin, where she received her Bachelor's degree in Journalism and Master's degree in Educational Administration.

Todd Smith | President & CEO, SFIA



Todd Smith is the President & CEO of SFIA, the leading trade association for the sports and fitness industry, representing over 700 brands, manufacturers, retailers, and governing bodies who collectively employ more than 375,000 people and generate \$150 billion in domestic sales. With a mission of increasing sports and fitness participation and promoting industry vitality, SFIA provides thought leadership, advocacy, research, and membership services that empower its members and drive industry growth. Smith joined SFIA in 2024 and brings a strong knowledge and passion for sports, fitness, and the communities they serve. Smith's extensive industry experience includes roles with the Sacramento Kings, LA Kings, and LA Galaxy as a leader in sponsorship sales, marketing, and fan development. Smith previously served as SVP at the U.S. Chamber of Commerce, where he was a leader in expanding the association's membership network, creating new programs and resources for members, and advancing the advocacy and policy priorities of the business community. Smith's career experience provides him with a deep understanding of the needs of SFIA's members. He has a master's in sports management from LSU and a bachelor's from UCLA.

SPEAKER PROFILES

Lynda Tealer | Senior Vice President, Championships and Alliances, NCAA



Lynda Tealer oversees 87 NCAA championships, including functions in event operations, media coordination and statistics, playing rules, ticket operations and marketing, merchandise and licensing, and social and digital media. Tealer started at the NCAA in May 2024 after 29 years in college athletics administration. Most recently, she worked for 21 years at Florida as deputy athletics director, overseeing the women's programs and men's basketball. She was a University Athletic Association board member at Florida and the athletics department's deputy Title IX coordinator. Tealer has served in several leadership positions in the NCAA governance structure, including chair of the Division I Council and a member of the Division I Board of Directors and NCAA Board of Governors. She served on the council's Competition Oversight Committee, NIL Working Group, and Council Coordination Committee. She also held roles on the Division I Transformation Committee and the Southeastern Conference/ESPN Content Board. A former college basketball player, Tealer received her bachelor's in business administration from San Diego and earned her law degree from Texas.

Melissa Thompson | VP, Bids & External Affairs, Indiana Sports Corp



Melissa Thompson is the VP of Bids and External Affairs at Indiana Sports Corp and is responsible for board affairs, community initiatives, event bids, and strategic planning for Team Indiana, in addition to handling government relations. A native of Indianapolis, her roots and networks run deep in the city. Previously a Project Manager at Hathaway Strategies, she offered extensive experience in event and logistics planning as well as public space management. Prior to Hathaway Strategies, Thompson served as the first-ever venue manager for Georgia Street, one of downtown Indianapolis' premier outdoor event spaces, handling day-to-day operations and maintenance of the venue as well as event coordination and planning. Before that, Thompson occupied various roles for the City of Indianapolis. Beginning in 1999, she served in the Marion County Auditor's Office and the Prosecutor's Office before becoming clerk of the City County Council from 2008-2011. She serves on the board of WISE Indy, Sports ETA, the Indy Public Safety Foundation, and Playworks, Indiana.

Dr. Liz Wanless | Director of the Sport Innovation Institute, Indiana University Indianapolis



Dr. Liz Wanless is an Associate Professor of Sport Analytics at Indiana University Indianapolis and Director of the Sports Innovation Institute, where she leads the development of AI-driven analytics solutions for the sports industry. An accomplished researcher and educator in sport analytics, she specializes in designing technical systems that transform complex data into actionable insights. Her work sits at the intersection of artificial intelligence, data engineering, and sport business strategy. Wanless develops and deploys custom data pipelines, machine learning-informed analytics, and dashboarding tools using technologies such as Python, R, Tableau, and cloud platforms. She built and taught a sport analytics curriculum that integrates AI and advanced computational methods, preparing students to operate in modern data ecosystems. Through the Sports Innovation Institute, she collaborates with professional sports organizations and industry partners to deliver applied AI solutions, from ticketing intelligence to performance and business analytics. Her research, published in leading journals and presented internationally, advances the use of AI and quantitative methods in sport. Wanless is recognized for bridging technical innovation with real-world application, driving data-centric decision-making across the sports landscape.

SPEAKER PROFILES

Davis Whitfield | Chief Operating Officer, NFHS



Davis Whitfield has been chief operating officer of the NFHS since July 1, 2015, after serving five years as commissioner of the North Carolina High School Athletic Association (NCHSAA). Among his many duties as chief operating officer, Whitfield guides the work of the NFHS Rules Review Committee, the NFHS Foundation, NFHS Center for Officials Services, NFHS Network Holdings Company, June Scholastic Events, the committee nominations process, and NFHS professional organizations. Prior to his appointment as NCHSAA commissioner, Whitfield was on the administrative staff of the Atlantic Coast Conference for 7½ years, including the final 2½ years as associate commissioner. Before his move to the ACC office, Whitfield served in the athletic department at Wake Forest University in Winston-Salem, North Carolina, including two years as director of operations and facilities management and two years as assistant athletic director for operations and facilities. He began his career in sports administration in 1995 at Campbell University in Buies Creek, North Carolina, where he was assistant athletic director for operations and facilities for three years.



WHERE MEMBERS COME TOGETHER

SFIA Councils

- Baseball/Softball Business Council
- Football Business Council
- Lacrosse Business Council
- Pickleball Council
- Soccer Industry Council of America
- US Golf Manufacturers Council
- Volleyball Council

SFIA Committees

- Female Athlete Empowerment Committee
- Legal Task Force
- MarComm & Events Committee
- People & Culture Committee
- Research Committee
- Technology & Innovation Committee

FIND YOUR SEAT AT THE TABLE

Join a council or committee to connect with peers, share your perspective, and help shape the future of sports and fitness.

sfia.org/about/committees

CONTACT: committees@sfia.org



FROM SERVICE TO SUCCESS

Unlocking Leadership Talent for the Sports Industry

The sports and fitness industry is evolving, and the need for strong, adaptable leaders has never been greater. Veterans bring exactly what the industry needs: leadership, discipline, teamwork, and the ability to perform under pressure. VetsEXCEL connects this proven leadership to opportunity.

THE CHALLENGE

Each year, thousands of service members transition to civilian life – many seeking purpose-driven careers. But too often:

- The industry does not always know how to fully leverage their experience
- Access to the right networks remains limited
- The sports industry misses out on exceptional leadership

This is not a talent problem. It is a connection problem.

YOUR OPPORTUNITY: POWER FUTURE INDUSTRY LEADERS

VetsEXCEL is SFIA's career development and mentorship program designed to prepare veterans leaving military service for careers in sports and fitness. With your sponsorship, you help translate proven leadership into industry impact through:

- 1:1 mentorship from industry executives
- Targeted career coaching aligned to sports pathways
- Workshops with real-world industry exposure
- Access to a powerful professional network

Built from SFIA's proven Excelerator model, VetsEXCEL extends SFIA's leadership pipeline into a new, high-impact talent pool.

WHY SPONSORSHIP MATTERS

To expand VetsEXCEL, additional industry support is needed. Sponsorship enables:

- In-person opportunities for future cohorts
- Deeper mentorship and training experiences
- Stronger connections between veterans and employers
- A scalable pipeline of leadership talent

This is an opportunity to invest in the people who will help shape the future of sports and fitness and ensure your organization is part of building that future.

MEET OUR FIRST COHORT

REGGIE BROWN



Veteran
Master Sergeant
U.S. Air Force

GREG CUMMINS



Veteran
Lieutenant Commander
U.S. Navy

NATASHA
FULTZ-CASTRO



Veteran
Major
U.S. Army

NICK KILCOURSE



Veteran
Sergeant
U.S. Army

SEAN MONSEES



Veteran
Captain
U.S. Army

TUCKER PRYOYR



Veteran
Captain
U.S. Air Force

CARRIE REILLY



Veteran
Captain
U.S. Army

JASON SCAGLIONE



Veteran
Captain
U.S. Army

LUCY STOCKETT



Veteran
Master Sergeant
U.S. Air Force

ZACH WILSON



Veteran
Captain
U.S. Army

sfia.org/sfia-vetsexcel-program

JOIN THE INDUSTRY LEADERS SUPPORTING VetsEXCEL



STRENGTHEN THE FUTURE OF THE INDUSTRY

Sponsor the next cohort and help connect proven leaders with meaningful careers in sports and fitness. Limited opportunities available for upcoming cohorts.



Get in touch to discuss
sponsorship opportunities

Glenn Horine
ghorine@sfia.org
sfia.org

WHAT THESE LEADERS BRING

- Deep expertise across **operations, logistics, intelligence, legal, and command** roles
- Service in the **Army, Air Force, and Navy**
- Advanced education including **MBAs, JDs, and sports-focused** degrees
- Experience **leading** teams, **managing** complex systems, and **executing** under pressure



2026 POLICY PRIORITIES

The Sports & Fitness Industry Association (SFIA) is committed to promoting sports and fitness participation and working closely with legislators and public policy stakeholders to represent and advance the industry’s voice.

Increase Sports & Fitness Participation, Accessibility & Affordability

- Invest in Sports, Fitness, and Recreation Infrastructure
- Increase Youth Sports and Fitness Participation
- Improve Affordability and Accessibility of Sports and Fitness
- Advocate for Sports and Fitness Safety, Health, and Wellness Practices

Drive Economic Empowerment & Innovation

- Demonstrate the Positive Impacts of the Sports and Fitness Industry in Driving Economic Growth at the Local and National Levels
- Lead Legislative Initiatives that Drive Job Creation and New Business Growth
- Drive Innovation in the Sports and Fitness Industry

Implement Effective Trade Policies to Reduce Barriers to Sports & Fitness Participation

- Support Effective and Collaborative Trade Policies to Make Sports and Fitness Participation Affordable and Accessible
- Support Investment in Port and Domestic Shipping Infrastructure to Improve U.S. Supply Chains
- Protect U.S. Intellectual Property from Overseas Fraud or Theft

Looking 2034WARD to Promote Collaboration & Community-Building

- Drive Female Empowerment Across All Sports
- Collaborate with Partners and Advocates to Increase Sports and Fitness Participation, Industry Growth, Advocacy, and Community Engagement
- Cultivate Public-Private Partnership Across the Industry for Increased Youth Sports & Fitness Participation
- Partner with Policymakers and Leaders to Uplift and Promote Sports and Fitness Participation

2026

FIFA Men’s World Cup

World Baseball Classic

2028

LA Summer Olympics & Paralympics

2029

FISU World University Games

2031

Men’s Rugby World Cup

FIFA Women’s World Cup

2033

Women’s Rugby World Cup

2034

SLC Winter Olympics & Paralympics

2034WARD →



Bonnie McLaughlin
Vice President, External Affairs & Industry Relations
bmclaughlin@sfia.org

Aneysha Bhat
Director, Government Affairs & Strategic Advocacy
abhat@sfia.org



TEAM SPORTS CONFERENCE

20th Annual

2026

Indianapolis Marriott Downtown