



INDUSTRY LEADERS
SFIA **SUMMIT**

2014 Registration List
(Listed alphabetically by company)

Company	Name	Title
ACTIVEx Company Wellness	Arch Fuston	Creator & Executive Director
Active Brands Company	Chris Circo	CEO
Academy Sports + Outdoors	Robert Frennea	Chief Merchant Officer
Academy Sports + Outdoors	Michael Linford	Vice President, Merchant Strategy
adidas America- FILS	Kurt Tandan	Director, Corporate Affairs & Associate General Counsel
Agency Won Inc	Cindy Sisson Hensley	CEO
American College of Sports Medicine	Paul Giese	Vice President, Strategic Partnerships
American Public University	Jay Richardson	Senior Manager, Corporate & Strategic Partnerships
Anytime Fitness	Chuck Runyon	CEO
The Antigua Group	Ron McPherson	President & CEO
Arent Fox LLP- FILS	Gary Wolensky	Partner
ASICS America- FILS	Kevin Wulff	CEO
Augusta Sportswear	Deanna Leonard	Vice President, Marketing
Augusta Sportswear	Jon Letzler	President & CEO
Bauer Performance Sports	Kevin Davis	CEO
BBDO Atlanta	Drew Panayiotou	CEO & President
BigTeams LLC	Clay Walker	CEO
Bite Tech, Inc.	Jeff Padovan	CEO
BOKS	Dianne Hayes	Head of Business Development
Booth School of Business, University of Chicago	Marvin Zonis	Professor Emeritus
Brooks Sports, Inc.	Jim Weber	CEO
Brooks Sports, Inc.	Dan Sheridan	Vice President & General Manager, North America
Company	Name	Title

Calvin Klein	Jeanne Ross	National Sales Manager, Men's Underwear
Calvin Klein	Brian Michel	Director of Marketing
Century Inc.	Sarah Fields	President
CHAMPRO Sports	Ryan Hunt	Vice President, Marketing
Competitor Group	Doug Kaplan	Senior Vice President
Concepts Sports	John Staton	President
Considine Management Advisors	Chris Considine	President
Consumer Electronics Association	Dr. Shawn DuBravac PhD	Chief Economist & Senior Director of Research
CrowdStrike Services	Shawn Henry	President
Crowell & Moring LLP	Kevin Mayer	Partner
Crowell & Moring LLP	Cliff Zatz	Partner
Cybex International Inc.	Pete Sturmfels	Director, Quality & Product Compliance
Diamond Sports Co, Inc.	Andrea Gordon	President
DidgeBridge	John McNulty	CEO
DRK Consulting Associates LLC	Doug Kelly	CEO
Duane Morris LLP	Paul Rosenlund	Partner
Dunham's Sports	Jeff Lynn	Chairman & CEO
Dunham's Sports	Ken Meehan	President
Dunlop Sports Group Americas	Kai Nitsche	Vice President & General Manager
Easton-Bell	Jim Darby	Vice President, Promotions; Vice President, Corporate Affairs
Easton-Bell	Keenan Long	R&D Engineer, Past Scholar
ElliptiGO Inc	Bryce Whiting	Vice President, Sales
Eric Maddox	Eric Maddox	Author & U.S. Army Veteran
Escalade Sports	Dave Fetherman	President
Escalade Sports	David Vogrin	Director, Marketing
Everlast Worldwide Inc.	Mark Hunter	Executive Vice President

Everlast Worldwide Inc.	Neil Morton	CEO
Company	Name	Title
EvoShield, LLC	Bob Pinckney	CEO
EvoShield LLC	David Shinn	Vice President, Operations
Facebook	Nat Hampson	Head, Sports Brands & Sports Retailers
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP	Aaron Parker	Patent Attorney
Fitneff Inc.	Laurel Walzak	Senior Vice President
Fitness EM	Michael Savage	CEO
Fleet Feet, Inc.	Jeff Phillips	President & CEO
Florida State University Foundation	Matthew Taylor	Corporate Foundation Development Officer
Franklin Sports Inc.- FILS	Larry Franklin	President
Freedom Golf Association	Edmund Sylvester	Chairman
Fruit of the Loom	Bill Newton	EVP Chief Sales and Business Officer
Game Gear	Clayton Osborn	CEO
Gared Sports	Laura St. George	Vice President, Sales & Marketing
Gatorade	Katherine Montiel	Senior Manager, Communications
Gildan Activewear	Michael Schroeder	Vice President, Licensed Brands
Gildan Activewear	Keith Whitaker	Director of Marketing
Glenview Capital	Anthony Aiello	Proprietary Research Analyst
Global Golf Advisors	Henry DeLozier	Principal
Good Sports	Christy Keswick	COO
Good Sports	Melissa Harper	CEO
Granger Legal Consulting- FILS	Mark Granger	Principal
Hanson Dodge Creative	Dave Denor	Vice President, Business Development
Hanson Dodge Creative	Tom Flierl	Vice President, Sales & Marketing
Harbinger Fitness	David McCrane	President
HEAD Penn Racquet Sports	Greg Mason	Senior Vice President

Hillerich & Bradsby Co.	Bill Clark	President
Company	Name	Title
Holloway Sportswear Inc.	Ray Ziolkowski	Senior Vice President
Howe & Hutton LTD	Jon Howe	Founding Partner & President
ICON Health & Fitness, Inc.	Kurt Facer	Vice President, National Accounts, Canada
ICON Health & Fitness, Inc.	Scott Watterson	Chairman & CEO
Innovative Sports & Entertainment	Howard Kahn	Partner
Intertek-Product Performance	Mark Flickinger	Director-Retail Consulting
Intradeco	Jaime Miguel Siman	Vice President, Operations
Intradeco	Lora Murphy	Vice President, Merchandising
Jarden Team Sports	Robert Parish	President & CEO
Johnson Health Tech North America	Mike Olson	Executive Vice President, Consumer Sales
Johnson Health Tech North America	Nathan Pyles	President
Jordan Brand	Larry Miller	President
KaBOOM!	Ben Clausen	Senior Manager, Corporate Partnerships
KemperLesnik	Amy Littleton	Senior Vice President
KemperLesnik	Tom Valdiserri	Executive Vice President
Kids In The Game	John Ballantine	Founder
Law Office of Dr. Schaefer	Jochen Schaefer	Legal Counsel, WFSGI
League Apps	Jeremy Goldberg	President
Life Fitness Inc.	Chris Clawson	President
Life Fitness Inc.	Gary Hirschel	Vice President, Global Operations
Life Fitness Inc.	Lauren Kamm	Senior Brand Manager
Life Fitness Inc.	Dan Wille	Vice President, Global Marketing & Product Development
Markwort Sporting Goods Co.	Herbert Markwort	President
McDavid Inc.	Terry Fee	Vice President

MC10 Inc.	Isaiah Kacyvenski	Head, Sports Segment, Past Scholar
Company	Name	Title
Miles & Stockbridge- <i>FILS</i>	Timothy Mullin	Principal
Miller Matthias & Hull LLP	Scott Baxendale	Member
MISSION Athletecare	Josh Shaw	CEO
MISSION Athletecare	Matt Cowan	Senior Vice President, Product
Mizuno USA Inc.- <i>FILS</i>	Ahmet Abaci	Vice President, Brand Marketing
Mizuno USA Inc.- <i>FILS</i>	Bob Puccini	President
Modell's Sporting Goods	Charles Castaneda	CMO
Modell's Sporting Goods	Mitchell Modell	CEO
Molten USA, Inc.	Melissa Dawson Ricketts	President
NASCAR	Chad Seigler	Managing Director, Team Marketing Services
Nathan Sports	Bridgit Lombard	CEO
National Association of Sports Commissions	Donald Schumacher	CEO
National Recreation & Park Association (NRPA)	Travis Smith	Director, Research
National Recreation & Park Association (NRPA)	Rebecca Wickline	Vice President, Partnership & Business Development
National Sporting Goods Association	Matt Carlson	President & CEO
Nautilus Inc.	Bruce Cazenave	CEO
NCAA	Mark Emmert	President
NCAA	Cari Klecka	Director of Executive Affairs
New Balance- <i>FILS</i>	Matt LeBretton	Vice President of Public Affairs
New Balance- <i>FILS</i>	Christine Madigan	Vice President, Responsible Leadership
Nichols College	Timothy Liptrap	Associate Professor of Sport Management
Nike, Inc.- <i>FILS</i>	Jennifer Bendall	Senior Director, Government & Public Affairs
Nike, Inc.- <i>FILS</i>	Sean O'Hollaren	Senior Vice President, Government & Public Affairs
Nike, Inc.- <i>FILS</i>	Caitlin Morris	North America Executive Director, Access to Sport
Notogroup Executive Search	Candie Fisher	Principal & Account Director

Norwest Equity Partners	Taylor Moore	Director
Company	Name	Title
Partnership for a Healthier America	Lisa Creighton	Director, Strategic Initiatives
PHIT America	Jim Baugh	Founder & President
PHIT America	Mike May	Director of Communications
PORON XRD- <i>FILS</i>	Joe Blair	Senior Marketer
Prism Fitness Group	Bill Sotis	President
Profitero Inc.	Keith Anderson	Vice President, Strategy & Insights
PUMA International Sports Marketing B.V.	Christian Voigt	Vice President, Senior Head of Global Sports Marketing
RAGE Fitness/ Gibson Athletic	Brian Smith	CEO
Rawlings Sporting Goods	Greg Bialis	Vice President, Sales
Riddell Inc.	Dan Arment	President
Ripon Athletic	Peter Derleth	CEO
Riverbank Associates, LLC	Dick Schaeffer	President
Robert W. Baird & Co.	Matt Tingler	Executive Director
Robert Wood Johnson Foundation	Marjorie Paloma	Director
Robert Wood Johnson Foundation	Dr. Risa Lavizzo-Mourey	President & CEO
Rollerblade	Jeremy Stonier	Co-President
SanMar	Barb Herman	LAS Director
SanMar	Rachelle Manning	Sporting Goods Channel Director
Sears Holdings- <i>FILS</i>	Hugo Malan	Senior Vice President; President of Fitness, Sporting Goods & Toys
Sears Holdings- <i>FILS</i>	Michael O'Connor	General Merchandise Manager Toys & Sporting Goods
Sears Holdings- <i>FILS</i>	Thomas Zielecki	Business Unit CFO
SFIA	Tom Cove	President & CEO
SFIA Board	Brian Anderson	Former CEO, Madd Gear & Former President, Sportline
SHAPE America	Cassandra Isidro	Senior Director, Development & Outreach

SKLZ/ Pro Performance Sports	Brian Enge	President
SKLZ/ Pro Performance Sports	Laura Wolf Stein	Vice President, Marketing
Company	Name	Title
Speedo USA- FILS	Tom Delaney	Vice President, Marketing
Speedo USA- FILS	Jim Gerson	President
Speedo USA- FILS	Doug Gordon	Vice President, Sales
Spira Footwear Inc.	Andy Krafur	CEO
The Sports Facilities Advisory & Management LLC	Eric Sullivan	Executive Vice President
Sports Sensors Inc.	Al Dilz	President
Sporting Goods Intelligence	John Horan	Founder
SPRI Products Inc.	Patrick Miles	Director, Sales
STX, LLC- FILS	Jason Goger	President
Technogym USA	Federico Foli	President & COO
Technogym	Isabel Coscia	Vice President, Marketing
Tennis Industry Association (TIA)	Jolyn de Boer	Executive Director
The Golf Warehouse	Susan Shade	Vice President, Merchandising
Under Armour	Steve Sommers	Vice President, Brand Marketing
USA Football	Scott Hallenbeck	Executive Director
VERT	Dan Kissell	Vice President, Sales
VERT	Martin Matak	President
VF Corporation- FILS	Scott Baxter	Vice President & Group President, Jeanswear, Imagewear and Central & South America
VF Imagewear Inc.- FILS	Jim Pisani	President
Whistle Sports	Brian Selander	Executive Vice President
Whiteford Taylor Preston	Philip Niedermair	Managing Director, Strategic Alliances
Wilson Sporting Goods- FILS	Mike Kuehne	General Manager, Basketball, Soccer, Volleyball
Wilson Sporting Goods- FILS	Kevin McTernan	Vice President, Operations & Information Technology

Xenith LLC	Chuck Huggins	CFO
Xenith LLC	Kerry Hughes	Vice President, Controller
Company	Name	Title
ETS Corp.*	Jill Hall	National Sales Manager
ETS Corp.*	Tahir Khan	Chief Information Security Officer
ETS Corp.*	Chris Rowe	CTO
ETS Corp.*	Ed Vaughan	President & CEO
Exponent*	Dr. Haskell Beckham	Senior Managing Scientist
Exponent*	Angela Meyer, Ph.D., P.E.	Vice President
Stericycle ExpertSolutions*	Kevin McAteer	Recall Consultant
Adidas Group**	Mike Gugat	Senior Sales Manager
Evoshield**	John Bodin	Outbound Logistics Manager
Johnson Health Tech, Inc.**	Jocelyn Vande Velde	Director of Education & Sales Training
MC10, Inc.**	Elyse Winer	Senior Manager of Marketing & Communications
Rawlings**	Ryan Farrar	Director of Fall Products
Formula4Media***	Mark Sullivan	Editor in Chief
Running Insight***	Troy Leonard	Vice President & Publisher
Sports Business Journal***	Terry Lefton	Editor-at-Large
Sporting Goods Intelligence***	John Horan	Founder
SportsOneSource***	Jim Hartford	President & CEO
SportsOneSource***	Barry Schrimsher	Vice President, Business Development
SportsOneSource***	Neil Schwartz	Vice President, Business Development & Market Insights
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