



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
adidas America- FILS	Kurt Tandan	Director, Corporate Affairs & Associate General Counsel
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
BigTeams LLC	Clay Walker	CEO
Bite Tech, Inc.	Jeff Padovan	CEO
Booth School of Business, University of Chicago	Marvin Zonis	Professor Emeritus
Bowman & Brooke LLP	Michelle Gilboe	Partner
Bowman & Brooke LLP	Carli Pearson	Senior Counsel
Brooks Running Co.	Jim Weber	CEO
Brooks Sports Inc.	Dan Sheridan	Vice President & General Manager, North America
Century Inc.	Sarah Fields	President
CHAMPRO Sports	Ryan Hunt	Vice President, Marketing
Concepts Sports	John Staton	President
Consumer Electronics Association	Shawn DuBravac	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 Sturfels	Director, Quality & Product Compliance
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
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
Evoshield, LLC	Bob Pinckney	CEO
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP	Aaron Parker	Patent Attorney
Fitneff Inc.	Laurel Walzak	Senior Vice President
Fitness EM	Michael Savage	CEO
Florida State University Foundation	Matthew Taylor	Corporate Foundation Development Officer
Franklin Sports Inc.- FILS	Larry Franklin	President
Freedom Golf Association	Edmund Sylvester	Chairman
Game Gear	Clayton Osborn	CEO
Gared Sports	Laura St. George	Vice President, Sales & Marketing
Gatorade	Lauren Burns	Communications Director
Gildan Activewear	Michael Schroeder	Vice President, Licensed Brands

Gildan Activewear	Rodney Tesh	Vice President, Sales-Sports Specialty
Glenview Capital	Anthony Aiello	Proprietary Research Analyst
Global Golf Advisors	Henry DeLozier	Principal
Good Sports	Christy Keswick	COO
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
Hillerich & Bradsby Co.	Bill Clark	President
Holloway Sportswear Inc.	Ray Ziolkowski	Senior Vice President
Implus	Todd Vore	President
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
KaBOOM!	Mike Albers	Vice President, Corporate Partnerships
KaBOOM!	Sally McConnell	Vice President, External Affairs
Life Fitness Inc.	Chris Clawson	President
Life Fitness Inc.	Dan Wille	Vice President, Global Marketing & Product Development
Louisville Slugger	Bill Clark	President
Madd Gear	Brian Anderson	President & CEO
Markwort Sporting Goods Co.	Herbert Markwort	President
MC10 Inc.	Isaiah Kacyvenski	Head, Sports Segment
Miles & Stockbridge- FILS	Timothy Mullin	Principal
MISSION Athletecare	Josh Shaw	CEO
MISSION Athletecare	Adam Geisler	COO
MISSION Athletecare	Matt Cowan	Senior Vice President, Product

Mizuno USA Inc.- FILS	Ahmet Abaci	Vice President, Brand Marketing
Mizuno USA Inc.- FILS	Bob Puccini	President
Modell's Sporting Goods	Charles Castaneda	CMO
Modell's Sporting Goods	Mitchell Modell	CEO
Moji Inc.	Jonathan Harris	Director, Sales
Molten USA, Inc.	Melissa Dawson Ricketts	President
NASCAR	Chad Seigler	Managing Director, Team Marketing Services
National Association of Sports Commissions	Donald Schumacher	CEO
National Basketball Association (NBA)- FILS	Salvatore LaRocca	President, Global Operations & Merchandising
National Hockey League (NHL)	Brian Jennings	Executive Vice President, Marketing
National Recreation & Park Association (NRPA)	Travis Smith	Director, Research
National Recreation & Park Association (NRPA)	Rebecca Wickline	Vice President, Partnership & Business Development
Nautilus Inc.	Bruce Cazenave	CEO
New Balance- FILS	Matt LeBretton	Vice President, Public Policy
Nichols College	Timothy Liptrap	Associate Professor of Sport Management
Nike, Inc.- FILS	Jennifer Bendall	Senior Director, Government & Public Affairs
Nike, Inc.- FILS	Caitlin Morris	North America Executive Director, Access to Sport
North Castle Partners	Alison Minter	Managing Director
PORON- FILS	Joe Blair	Senior Marketer
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	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- FILS	Hugo Malan	Senior Vice President; President of Fitness, Sporting Goods & Toys
Sears Holdings- FILS	Michael O'Connor	General Merchandise Manager Toys & Sporting Goods
Sears Holdings- FILS	Thomas Zielecki	Business Unit CFO
SFIA	Tom Cove	President & CEO
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
Speedo USA- FILS	Tom Delaney	Vice President, Marketing
Speedo USA- FILS	Jim Gerson	President
Speedo USA- FILS	Nikki Hart	General Counsel, Speedo North America
Spira Footwear Inc.	Andy Krafzur	CEO
Sports Authority Inc.- FILS	Stephen Binkley	CMO
The Sports Facilities Advisory & Management LLC	Eric Sullivan	Executive Vice President
The Sports Facilities Advisory & Management LLC	Dev Pathik	CEO
Sports Sensors Inc.	Al Dilz	President
SPRI Products Inc.	Patrick Miles	Director, Sales
Stamina Products Inc.	Bob McBride	Vice President
Stamina Products Inc.	Brent Swanson	Vice President
STX, LLC- FILS	Jason Goger	President
Technogym USA	Federico Foli	President & COO
Tennis Industry Association (TIA)	Jolyn de Boer	Executive Director
Under Armour- FILS	Matt Mirchin	Executive Vice President, Global Marketing
USA Football	Scott Hallenbeck	Executive Director
USA Football	Garrett Shea	Senior Director, Sponsorship & National Teams
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
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
ETS Corp.*	Jill Hall	National Sales Manager
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
Formula4Media**	Mark Sullivan	Editor in Chief
Running Insight**	Troy Leonard	Vice President & Publisher
Sports Business Journal **	Terry Leftons*	Editor-at-Large
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