



## YEAR END REVIEW

The SFIA actively:

- Lobbied Congressional legislators to support and successfully pass the Ocean Shipping Reform Act (HR4996) to give the Federal Maritime Commission greater oversight over unfair ocean carrier practices on demurrage/detention charges.
- Worked to get the Federal Maritime Commission to reconsider onerous dwell fees imposed on our companies at the Ports of Los Angeles and Long Beach.
- Hosted multiple roundtables and webinars with experts on supply chain to highlight strategies to help members manage the current environment.
- Featured Jason Kra, President of Li & Fung North America, to provide a deep dive into the current shipping and logistics situation, followed by an illuminating Q&A at SFIA's Trends & Insights Virtual Conference.

Throughout the year, we leveraged SFIA's longtime expertise in public affairs and research to focus on urgent and practical solutions targeted to helping our industry, including:

- Advocating for Congressional support for the GYMS Act to provide aid to health clubs and related facilities harmed by the pandemic.
- Joining forces with youth sports organizations, advocates, and businesses to be a part of The PLAYSports coalition supporting policies and funding to provide critical assistance to leagues, non-profits and government organizations charged with delivering youth sports in America.
- Working with key baseball vendors and the NOCSAE Board of Directors, SFIA led a successful effort to streamline and improve the baseball certification process, significantly reducing the number of balls required to be destroyed and the associated cost to our members.
- Adding new COVID-specific insight sections into member research reports.

Of special note, SFIA hosted the 2021 Trends & Insights Virtual Conference, attracting 440+ attendees from 268 different companies. The event featured

top executives from Anta Sports, McKinsey & Company, Wilson Sporting Goods, New Balance, Speedo USA and Under Armour, as well as numerous major sports brands, retailers, and The NPD Group.

We presented robust discussions on cutting-edge topics such as industry growth influences, e-commerce and retail insights, sports and fitness participation trends, supply chain, start-up innovations, and recruiting top diverse talent.

We also hosted the first-ever virtual Start-Up Challenge, featuring 10 finalist companies pitching our judge panel of more than 100 leaders from the venture capital, private equity, inventor, manufacturer and retail communities. Congratulations to Bisu, the 2021 Start-Up Challenge winner!

It's my pleasure to announce that we plan to go back to in-person events in 2022, starting with multiple SFIA Council and Committee meetings in January/February, our joint conference with the NCAA and NFHS in April, and the Industry Leaders Summit in October in Chicago. And that's just the beginning -- we are actively exploring additional thought leadership events in 2022. Stay tuned.

Included below you will find a brief description of the many programs SFIA delivered in 2021 to support your investment in your trade association. I urge you and your teammates to access and engage in the various SFIA products, services, events and research we offer. And, if there is something you would like us to do, please contact us. We work for you.

### **Industry & Public Affairs**

*The authoritative voice on Capitol Hill for the sports & fitness industry*

- **Container Dwelling Fees** – Recognizing cost pressures our companies faced with the imposition of “Dwell Fees” charged to importers for offloaded containers still on terminal docks, SFIA pressed the Administration and specifically the Federal Maritime Commission to pull back and reconsider use of increased dwell fees.
- **Ocean Shipping** – SFIA lobbied for critical action by Congressional legislators on the Ocean Shipping Reform Act (HR4996) to give the Federal Maritime Commission greater oversight over unfair ocean carrier practices on demurrage/detention charges, and, addressed biased allocations of vessel space and equipment, unreasonable contracts, and denial of export cargo. SFIA was pleased to hear the White House recently endorsed the OSRA bill to help improve supply chains going forward.
- **China Tariffs** – SFIA worked with business and manufacturing interests on an advocacy campaign to the Administration, including securing more than 100 members of Congress on a letter to re-open the China Section 301 Exclusion process, which has raised many tariffs on sports and fitness products.

- **Vietnam Vaccines** – SFIA urged President Biden to direct additional internationally available vaccines to Vietnam, and, by addressing COVID, would also help to open up the country’s supply chains. With Vietnam being one of the biggest producers of athletic footwear, apparel and equipment imported to the United States, this was a critically important initiative to many SFIA members.
- **Vietnam Tariffs** – When the U.S. Government considered slapping Section 301 tariffs of up to 25 percent on imports from Vietnam, SFIA successfully argued against the use of tariffs in a letter to U.S. Trade Representative Kathryn Tai.
- **Tariff Relief/MTB/GSP** – SFIA continues to press for passage of lapsed tariff relief measures and initiated a grassroots campaign to press Congress for renewal of the Miscellaneous Tariff Bill (MTB) and reauthorization of the Generalized System of Preferences (GSP) program. Combined, these programs will provide millions of dollars in annual tariff relief to SFIA members.
- **E.U./U.K. Tariffs on Fitness Equipment** – In response to 25 percent punitive tariff increases imposed by the European Commission on U.S. fitness equipment imports, SFIA joined IHRSA to press the governments for a change in course on U.S./E.U. tariff policy. The two sides relented and found non-tariff remedies to address the ongoing trade conflicts.
- **Preserve Foreign Sourcing** – SFIA joined a letter to U.S. Trade Representative Katherine Tai encouraging comprehensive trade policy covering imports, exports and foreign investment. SFIA promoted a trade policy that keeps U.S. companies competitive, creates jobs and raises standards of living while offering consumers high quality, affordable products and creating market opportunities abroad.
- **Anti-Counterfeiting** – SFIA’s U.S. Golf Manufacturers Council’s Anti-Counterfeiting Working Group joined with local police agencies in China in a coordinated raid on six counterfeit club operations. The September raids of assembly plants and warehouses in Dongguan, Guangzhou, Longhui, Shanghai and Shaoyang netted 21,281 counterfeit clubs, components and apparel.
- **Youth Sports** – The industry joined forces with youth sports organizations, advocates and businesses that support youth sports to request help from Congress. The PLAYSports coalition has requested grants to assist youth sports organizations harmed by COVID, pressed for the development of new recreation areas, and requested free programming for underserved communities and help for families with youth sports costs.
- **Activity/Health Promotion, The PHIT Act** – SFIA continues to lead on promoting activity as a form of prevention. Congressional support for the PHIT Act was bolstered by the US Conference of Mayors Resolution requesting passage of the bill to improve health in their communities. Similarly, Commissioners from major professional sports leagues have agreed with SFIA to send a letter to Congress requesting the passage of PHIT to help youth sports. On a parallel track, SFIA

engaged Congress and sent a letter to the IRS encouraging the inclusion of activity as a form of prevention.

- **Health Club Relief/GYMS Act** – COVID restrictions hit the health club industry hard and almost 30 percent of clubs shut their doors forever during the pandemic. To help preserve this critical active lifestyle infrastructure, SFIA requested Congressional support for the GYMS Act to provide aid to health clubs harmed by COVID.
- **Outdoor Recreation** – As Congress worked to craft infrastructure bills in 2021, SFIA joined our outdoor recreation partners requesting funding for the rehabilitation of parks and recreational areas damaged by storms and natural disasters, and the creation of trails/active lifestyle infrastructure in and around federal lands to provide safe places to be active.
- **Congressional Sports** – After a year off, Congressional Sports returned in the fall of 2021. The games provided SFIA members an opportunity to get their equipment on Congressional leaders and showcase the unifying power of sports as Republicans and Democrats came together to raise money for good causes. SFIA members provided equipment for the Congressional Football Game, Congressional Baseball Game and Congressional Women’s Softball Game, which involved more than 100 members of Congress playing sports to raise more than \$2.5 million dollars for charity.

### **Thought Leadership**

*Delivering exceptional education and strengthening industry community*

- Hosted SFIA's first-ever virtual Start-Up Challenge, involving 10 finalists and attracting 134 judges from 130 companies. Event sponsors included Spark Inc., Under Armour and OpSec Security. Two of the 10 finalists have already received investment and/or have been acquired by member companies. [Read more here.](#)
- Hosted SFIA's first-ever virtual Team Sports Rules Conference, co-hosted by the NFHS & NCAA, attracting 168 attendees.
- Hosted SFIA's 2021 Trends & Insights Conference, attracting 440+ attendees from 268 different companies. The event featured speakers from Anta, McKinsey & Company, Li & Fung, New Balance, Speedo USA and Under Armour, as well as numerous major sports brands, retailers and The NPD Group, discussing topics such as diversity, youth sports participation, industry trends, supply chain, and start-up success.
- Hosted six interactive discussions at the Trends & Insights Conference, highlighting return to the gym, overcoming barriers in youth sports participation, patterns & trends for start-up success, online brand protection, taking to new markets and trade, and tariffs and supply chain, allowing for all attendees to freely discuss and share thoughts, concerns and questions among peers and subject matter experts.

- Hosted 11 webinars in 2021, covering various pressing industry topics, such as supply chain issues, legal issues, tariffs, sports participation trends and much more.

## **Research**

*Providing information and insight to drive industry decision making*

- Added new COVID-specific insights sections into SFIA member research reports.
- Created a new participation dashboard to allow members to easily compare participation rates of multiple sports and activities.
- SFIA has been recognized as a leading expert on sports and fitness in a COVID-world, with SFIA research and programs frequently cited in major news outlets, including Washington Post, Wall Street Journal, New York Times, Bloomberg, Forbes, WWD, USA Today, MLB, Associated Press, Axios and many more.
- Released five major research reports, available to SFIA members at no cost.
- Published 88 single sport reports, which help members analyze sports participation. Single Sport Reports break down the participation figures by gender, age group, income level, geographic region and education level.
- Continued our partnership with The Aspen Institute's Project Play initiative. SFIA participation and coaching data are used as a benchmark to track the success of the initiative.
- SFIA and SBRNet formed a strategic partnership that will allow SFIA members to access additional research, like fan data.
- Provided data and report insights to member companies to assist with research and development.

## **Member Services**

*Providing a robust menu of member resources, including dedicated sports councils to address specific challenges*

- SFIA.org has been undertaking a massive overhaul in order to more effectively and efficiently service the membership. A new and improved SFIA.org website will be launching in January 2022.
- MemberSuite, SFIA's new association management system, was implemented in August 2021. Though an ongoing configuration continues, member companies will benefit from greater ease of access to SFIA programs and services and streamlined communications.
- Hosted virtual SFIA Council meetings for Baseball/Softball, Football, Soccer, Lacrosse and Golf. Manufacturers, governing bodies, and industry coalitions discussed the impact of the COVID pandemic on their sport, the current landscape, and how all parties involved can work together to grow the sport.

- SFIA continues to function as a conduit between the Council members, sport governing bodies and the standards organization, realizing millions of dollars in savings for SFIA members.
- SFIA will move back to in-person Council meetings in January of 2022 with gatherings at the AFCA, ABCA, United Soccer Coaches Convention, PGA and LaxCon Conventions. Some councils will also meet at the SFIA/NFHS/NCAA Rules Conference on April 18 and 19, 2022.
- In 2021, SFIA welcomed 37 new member companies to its community.
- Presented customized State of the Industry presentations at several member companies' sales and strategy meetings.
- Industry crisis management: addressed industry media and government policies on the decline in sports participation trends, increased regulation on product safety and allegations of deceptive marketing/advertising.
- Continued partnership with Good Sports to provide an excess inventory solution for our members while providing support to kids in underserved communities and giving them the opportunity to be equipped for sports and physical activity.

### **Standards and Compliance**

*SFIA works cooperatively with certification and testing bodies like ASTM, NOCSAE and all sport governing bodies to create equitable and effective standards for sports equipment*

- Continued with the successful SFIA Football Glove Certification program. Currently, there are 28 companies participating in the program covering 100% of the market.
- SFIA leads an ASTM workgroup developing the first standard for defensive face masks for women's softball. Masks are currently mandated by two state high school associations and numerous youth softball leagues. We believe the creation of a standard will influence the number of state associations to mandate the use of masks.
- Working with key baseball vendors and the NOCSAE Board of Directors, SFIA led a successful effort to move baseballs into the level two category for NOCSAE certification, significantly reducing the number of balls that were destroyed in the certification process and the associated cost.
- SFIA continued to work with NOCSAE to improve the NOCSAE Commotio Cordis standard, developing a streamlined testing process and improved sizing guidance, increasing the consistency of the testing process and requiring less product destruction.
- SFIA continues to review and work with NOCSAE to match the QA/QC process required for product certification, reducing the number of products that must be destroyed in the testing procedures and the number of tests required in an effort to manage the testing costs for licensees.
- SFIA maintains relationships with numerous governing bodies and standards-setting organizations including US Lacrosse, NFHS, the

NCAA, USA Baseball, Little League, AFCA, ABCA, USSA, ASA, ASTM, CPSC and NOCSAE.

- Continued to be a voting member and represent industry interests with ASTM.
- Gregg Hartley (SFIA representative) is one of two NOCSAE Vice Presidents and continues to represent the industry on NOCSAE Board of Directors.

SFIA would like to thank its Corporate Partners for their support in 2021.



**Baseball & Softball Council Meeting**  
**January 7, 2022**  
2022 American Baseball Coaches Association Convention  
Chicago, IL  
[SFIA Contact: Gregg Hartley](#)

**Lacrosse Council Meeting**  
**January 15, 2022**  
USA Lacrosse Convention  
Baltimore, MD  
[SFIA Contact: Gregg Hartley](#)

**Football Council Meeting**  
**January 10, 2022**  
2022 AFCA Annual Convention  
San Antonio, TX  
[SFIA Contact: Gregg Hartley](#)

**Soccer Council (SICA) Meeting**  
**January 20, 2022**  
United Soccer Coaches Convention  
Kansas City, MO  
[SFIA Contact: Alex Kerman](#)

**USGMC, Golf Council Meeting**  
**January 25 - 28, 2022**  
Specific date and time TBA  
PGA Merchandise Show



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REPORT SURVEY**

