53RD ANNUAL NATIONAL SPORTING GOODS ASSOCIATION MANAGEMENT CONFERENCE & 19TH ANNUAL TEAM DEALER SUMMIT

THE LONGEST-RUNNING EVENT OF ITS KIND

MAY 21–24, 2017
Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch | Scottsdale, AZ
THE PLACE TO SEE AND BE SEEN
The only premier event in the sporting goods industry where you can casually network and learn with top executives and decision makers from across the whole industry in one place.

REGISTER TODAY
nsga.org/conference
conference@nsga.org
P: (847) 296-NSGA (6742), ext. 1190
F: (847) 391-9827
1601 Feehanville Drive, Suite 300
Mount Prospect, IL 60056

AFTER 53 YEARS, WE KNOW HOW TO PUT ON A GREAT EVENT!

1964 RELAX
1973 GOLF
1984 DINE
1992 CONNECT
2003 LEARN
TODAY EVOLVE
Flex your muscles and represent the strength of your brand and business with other leaders in the industry.

Core conference attendees are the decision makers of their business.

"NSGA is the event at which the industry comes together. Key accounts, manufacturers, sales agents, independent sporting goods stores and team dealers — all the key players can be found there."
— Sean Sullivan, Director of Sports Marketing, Under Armour

Check out who attends at nsga.org/pastattendees
Key Takeaways

“The NSGA Management Conference is by far one of the **greatest conferences** you can attend. You get the opportunity to meet with fellow retailers, vendors and heads of companies; you get to know each other **personally**, but also talk business.”
— Ralph Parks, President, RT Parks, Inc.

“The Management Conference and Team Dealer Summit is a great event. I enjoy getting a **fresh look** into the sporting goods business and learning **new techniques** to apply to my everyday work. The chance for great **interaction** with team dealers from across the country is **invaluable** to the relationship building that our business is built upon.”
— Eric Flowers, Sales & Service Manager, Gared

“The conference provides the **opportunity to interact** with key industry individuals and **make my business better** utilizing their expertise.”
— Bob Fawley, Owner & President, Capitol Varsity Sports

**NETWORK** with thought leaders from across the industry.

**DISCUSS** industry issues with non-competing peers.

**ENHANCE** your business savvy from pioneering experts.

**GAIN** exclusive, first-hand emerging product knowledge.

**LEARN** about upcoming technology to stay cutting-edge.

**DISPLAY** your product directly to the buyers you need.

**SHOW** your support for the sporting goods industry.

A place to focus on your business and not have it feel like work.
2017 Sporting Goods Industry Hall of Fame

Join your industry colleagues at the 62nd Annual Sporting Goods Industry Hall of Fame Induction Ceremony.

Two pioneers in the sporting goods industry will be inducted into the Sporting Goods Industry Hall of Fame on Tuesday evening, May 23, 2017. Larry Aasheim of Universal Athletic and Kevin Plank of Under Armour will join more than 160 innovative leaders in the sporting goods industry who have received this distinguished honor.

“We are pleased to induct two industry leaders who have made, and continue to make, a lasting impact on the industry,” said Sporting Goods Industry Hall of Fame Committee Chairman Cathy Pryor (Hibbett Sports). “Larry and Kevin embody the spirit of innovation and leadership. We look forward to presenting them this honor at the NSGA Management Conference & Team Dealer Summit.”

The evening will kick off with a congratulatory reception, followed by a formal dinner and ceremony to recognize the two industry greats.

Register early to ensure your seats at the table: nsga.org/conference

LARRY AASHEIM
President (1989–2015), Universal Athletic

KEVIN PLANK
Founder and CEO, Under Armour
YOUR VOICE MATTERS
We listened to your feedback and took action! You will see several changes to the Conference & Summit that bring you more value. NSGA is here to serve you.

“Play Ball” — Sunday, May 21, 2017

Noon–4:30 PM
Locker Room Registration & Information Desk Opens

3:30 PM–4:30 PM
NEW THIS YEAR! First Time Attendee Tailgate
Connect with fellow first-timers to break the ice, make networking easier and learn how to get the most out of the conference.

4:30 PM–6:00 PM
MEET THIS YEAR’S CELEBRITY! NSGA Starting Line Up

Welcome remarks from NSGA Chairman David Labbe (middle photo), SVP, Finance & Administration, Kittery Trading Post, and NSGA President & CEO Matt Carlson (bottom photo), followed by an inspirational tee off from Hank Haney (top photo). Haney has instructed more than 200 PGA Tour professionals including Tiger Woods and Mark O’Meara. His students have won every major professional golf tournament including the Masters, U.S. Open, British Open and PGA Championship. He is recognized by Golf Magazine as one of the Top 100 instructors in America since the inception of the list in 1984. He has also been recognized as one of the leading instructors in the world by Golf Digest, one of Golf World’s Top 50 Golf Personalities and PGA Teacher of the Year. Haney maintains the philosophy that golf is a game for everyone to enjoy and he is passionate about accommodating any golfer with the desire to improve.

6:00 PM–7:30 PM
NSGA Welcome Rally Brought to you by Payment Alliance International
Start the festivities with hors d’oeuvres, drinks and local fanfare. Connect smoothly over local tequila tasting and friendly yard games at your leisure.
“Puck Drop” — Monday, May 22, 2017

7:00 AM
Locker Room  Registration & Information Desk Opens

7:30 AM–8:30 AM
Tee Off  Networking Breakfast Buffet

8:30 AM–9:30 AM
KEYNOTE KICKOFF: “Collapse of Distinction,” Competition in the Industry

Scott McKain  CSP, CPAE, bestselling author, business leader and hall of fame speaker, will talk openly about competition, what we can all do to create more compelling connections between suppliers and distributors, and how businesses can stand out among rivals and choices. He is the founder of a consulting and training company that explores the role of ultimate customer experiences in creating enhanced client retention and revenue, and is the author of three Amazon.com #1 business bestsellers; all teaching how to expand profits, increase sales and engage customers. McKain is also a member of the Speakers Roundtable, an elite, invitation-only group of 20 business speakers considered to be the best in the world.

9:30 AM–9:45 AM
Time Out  Networking Break | Sponsored by Akervall Technologies

9:45 AM–10:45 AM
Conference Track: “Digital Diet,” How Technology is Transforming our Lives from Relationships to Business to Identity

Daniel Sieberg  is a senior marketing manager at Google, overseeing media outreach efforts and is an official spokesperson for Google. He is the author of The Digital Diet and is an Emmy-nominated and award-winning reporter, host and writer. His many expert appearances include: NBC, CBS, ABC, CNN, NPR, BBC News, Discovery and Fox News.

“The NSGA Management Conference is an opportunity for you to learn the tools that you need in your tool belt. They make it easy to find information and connect with the people who can help you in your business.”

— Bob McArthur, President & CEO, Johnny Mac’s Sporting Goods
9:45 AM–10:45 AM (continued)

NEW THIS YEAR! Summit Track Speed Round: How to Deal with the Competitive Labor Market

In this session Ken Sundheim, Founder & CEO of KAS Placement, will discuss developing talent from within versus recruiting from others in the industry. He will speak about the ups and downs of salesperson acquisition and what you can do to protect your business from the practice. He is a writer for Forbes, a graduate lecturer at New York University, Syracuse and Pace University and has appeared on MTV, Fox Business News and other media outlets. He also provides marketing and sales recruiting expertise on human resource sites such as Simply Hired, The Ladders, Career Brazen, Business Insider and more.

9:45 AM–10:45 AM

NEW THIS YEAR! Summit Track Speed Round: Generating Additional Sales

How can team dealers manufacture added sales? Hear first-hand new areas that have the potential to produce high profit margins from a panel of experts. NSGA is here to share ideas for growing your business.

10:45 AM–11:00 AM

Time Out Networking Break | Sponsored by D&H Distributing

11:00 AM–NOON

General Session: Emerging Technology and Changes in the Industry

Nick Bilton, Special Correspondent for Vanity Fair and CNBC contributor specializing in technology for businesses, will speak about emerging products, technology advancements, changes in price points and consumer expectations. In addition to being a leading technology journalist, Bilton is also the author of the acclaimed best-seller: I live in the Future & Here's How It Works. Previously, he was the lead technology writer for Bits Blog, design integration editor, user interface specialist and researcher for The New York Times and Company Research and Development Lab. He helped to co-found NYCResistor, a hacker space in Brooklyn offering hardware and programming classes, and promotes collaborative projects such as the development of 3D printing and other innovative technologies.

NOON–1:00 PM

Halftime in the NSGA Innovations Arena Networking Lunch

“[NSGA] keeps the educational sessions moving...they break it up in a nice way and even have fun events.”

— Bruce Ullery, President & CEO, MC Sports
1:00 PM–2:00 PM  
**Conference Track: How to Appeal to the Next Generation through Company Culture**

Robert Richman, author of *The Culture Blueprint*, will provide a systematic guide to building an alluring company culture and high-performance workplace. He was a manager and culture strategist at Zappos.com and co-founded Zappos Insights, an innovative program focused on educating companies on the secrets behind its game-changing employee culture. He took Zappos Insights from an idea to a multimillion dollar business line. Richman has consulted for Google, Toyota, Eli Lilly, Whole Foods, Intuit and many other companies.

1:00 PM–4:00 PM  
**NEW THIS YEAR! Summit Track: Structured Product Networking**

NSGA has eased the process of product distributor and supplier communications by facilitating meetings between top brands and dealers. By registering for the conference, dealers and suppliers will automatically become a part of this select group that will have scheduled meetings arranged for the conference.

4:00 PM–4:45 PM  
**“Mr. Newsome’s Neighborhood Walk”**

We encourage participants to stretch their legs after a long day at the conference and network in a new way with Sporting Goods Industry Hall of Famer Mickey Newsome. Have fun keeping up with Mr. Newsome for this traditional walk on the beautiful trails of Scottsdale, Arizona!

6:00 PM–8:30 PM  
**Monday Night Lights**

Finish the day with delicious hors d’oeuvres, open bar, live entertainment and more. Enjoy the relaxed environment to mix and network with leaders from across the industry.

“The conference feature[s] a great variety of seminars and social events that [are] both interesting and applicable not only to the sporting goods industry as a whole, but specifically to me as a team dealer...NSGA really put[s] on a first-class event and I look forward to attending future conferences.”

— Mike Gonsiewski, Sales Manager, Kampus Klothes
“Tip Off” — Tuesday, May 23, 2017

7:00 AM
Locker Room Registration & Information Desk Opens

7:30 AM–8:30 AM
Tee Off Networking Breakfast Buffet

8:30 AM–10:30 AM
NEW THIS YEAR! The Combine
The Combine will pull together experts from inside and outside of the industry to provide fundamental and practical solutions that make your business more efficient. Together, we will be on the ground going through the ins and outs on how to use everyday applications that leave you with real-world actionable insights.

Speed Session Topics Include:
• How to Be Competitive Without Dropping a Ton of Cash
• Simple Tech Tips to Be More Efficient & Profitable with Your Staff & Customers
• Upcoming Rule Changes that Will Affect Your Inventory
• Barriers of Sports Participation
• Advocacy Issues Affecting Your Business
• How to Advertise and Compete Against Direct Online Sales without Breaking the Bank

Participants Include:

“The very first time you go to a conference, you will be impressed and want to come back. The ability to pick up the phone and talk to somebody that you’ve met — that’s just invaluable, you can’t put a price on that.”

— Don Bates, President, Allen Sports Center
## SCHEDULE OF EVENTS

### 10:30 AM–11:30 AM
**General Session: Deconstructing the Millennial Employee — How to Attract, Engage and Retain the Best and the Brightest Young Talent**

Within the next five years, Millennials — those born between 1981-1996 — will make up the majority of the workforce. By 2025, that number will rise to 75%. From hiring and training to growth and development, this new breed of employee creates a challenge for companies across the industry. **Michael Parrish DuDell**, bestselling author of *Shark Tank Jump Start Your Business*, and host/co-executive producer of The Next Crop, will reveal the most effective ways to gain, train and retain the very best young talent. You may recognize him as a regularly featured commentator on CNN, CNBC, Fox News, Fox Business News, Bloomberg TV, NBC News and other media outlets.

### 11:30 AM–12:30 PM
**Halftime in the NSGA Innovations Arena**
**Networking Lunch**

### 12:30 PM
**NSGA Official Golf Tournament**

Power Swing Longest Drive Contest brought to you by Markwort Sporting Goods

### 6:30 PM
**Sporting Goods Industry Hall of Fame Reception, Dinner, Induction Ceremony & Event Closing**

Honor Larry Aasheim of Universal Athletic and Kevin Plank of Under Armour at the 62nd Annual Sporting Goods Industry Hall of Fame Induction Ceremony.

“The Management Conference is a great place to **build upon new business plans** and to test out potential business strategies with industry leaders.”

— Brett Stahl, VP & GM, Stahls’
“There were a lot of small independents at the NSGA Conference and they really got behind my products. The [Arena] was very intimate, allowing me to have important discussions with key buyers.”
— Tom Newhard, Sales Manager, Incrediwear

“I loved walking down the hallway and seeing all the vendors. It’s intimate, accessible and an incredible opportunity to see what products are out there in the sporting goods industry.”
— Darren DeMarco, Owner, Muddy Locker Sports

FOR RETAILERS & DEALERS
the Innovations Arena is a great place to:

- **FIND** emerging new products to expand your offerings
- **OBTAIN** cutting-edge products that no one else has in your inventory
- **LEARN** about fashionable new trends and how to delight your consumer

FOR MANUFACTURERS
the Innovations Arena is a great place to:

- **SHOWCASE** your product and boost visibility
- **BUILD** relationships and generate leads
- **GET** your product on the shelves and in dealer hands

COME SEE WHAT’S NEXT
Learn more at nsga.org/innovationsarena

NEW THIS YEAR
Sponsors have the opportunity to demonstrate innovative products in the arena. Contact Julie Pitts, Business Development, at (847) 296-NSGA (6742), ext. 1180 or jpitts@nsga.org.
It Doesn’t Have to be All Work and No Play

**Official NSGA Golf Tournament**
Join fellow golf enthusiasts at the Official NSGA Golf Tournament, Tuesday afternoon, May 23, 2017. The highly-anticipated tournament will be held this year at the Gainey Ranch Golf Club. Amid the allure of the Sonoran Desert, Gainey Ranch Golf Club provides panoramic views of the McDowell Mountains. The Club’s three distinctive, championship nine-hole courses — The Lakes, The Dunes and The Arroyo — offer unparalleled golf.

Secure your spot today by utilizing the attached registration form or by going to nsga.org/conference.

**Get Active**
Utilize the tennis courts, private golf lessons, pool-side yoga and numerous other fitness activities the resort has to offer. Visit nsga.org/getactive to learn more.

**Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch**
Immerse yourself in the oasis-like hotel and escape to a stunning desert retreat, exclusively at the NSGA group rate. Enjoy views of shimmering lakes from the patio or balcony of your guestroom, play golf on the championship course only steps away, or dine alfresco as you gaze at the majestic McDowell Mountains from the open-air lobby restaurant and bar.

**Bring your family and friends and extend your stay**
Family and/or guests can relax in a poolside cabana at the 2.5 acre water playground with 10 pools and water features, or rejuvenate with a spa treatment. The Adventure Activity Team is ready to arrange hot air balloon rides, desert adventure tours and exciting family outings in the Scottsdale region.

**Hotel Information**
Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch
7500 E. Doubletree Ranch Road
Scottsdale, Arizona, 85258
(480) 444-1234  |  nsga.org/hotel

**Getting There**
It’s easy! Phoenix Sky Harbor International Airport (PHX) is only 25 minutes away. If you need any travel suggestions NSGA is happy to help, simply call (847) 296-NSGA (6742), ext. 1190.

**Don’t Get Blocked Out!**
Reserve your hotel room today at the Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch and save an average of $120 a night on your lodging. Make your reservation online at nsga.org/hotel or call (480) 444-1234 and mention your deal with NSGA!
**REGISTRANT TYPE:**

<table>
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<tr>
<th>Retailer, Team Dealer or Sales Agent</th>
<th>EARLY BIRD REGISTRATION: Open Until February 10, 2017</th>
<th>STANDARD REGISTRATION: February 11–May 24, 2017</th>
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<th>Significant Other</th>
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| Hall of Fame Dinner Only | $100 | $100 |

Sponsors receive free registrations (number depends on sponsorship level) and $1,100 off additional registrations for the company.

**CONTACT INFORMATION (REGISTRANT 1):**

<table>
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<th>NAME</th>
<th>TITLE</th>
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**COMPANY TYPE (SELECT ONE):**

- ○ RETAILER
- ○ TEAM DEALER
- ○ MANUFACTURER
- ○ WHOLESALER
- ○ SALES AGENT
- ○ SERVICE PROVIDER

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<th>GUEST NAME (IF APPLICABLE)</th>
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PUBLISH BUSINESS CONTACT INFORMATION IN PRE-CONFERENCE ATTENDEE LIST? (SELECT ONE)

- ○ YES
- ○ NO
**CONTACT INFORMATION (REGISTRANT 2):**

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PUBLISH BUSINESS CONTACT INFORMATION IN PRE-CONFERENCE ATTENDEE LIST? (SELECT ONE)  
- [ ] YES  
- [ ] NO

**CONTACT INFORMATION (REGISTRANT 3):**

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PUBLISH BUSINESS CONTACT INFORMATION IN PRE-CONFERENCE ATTENDEE LIST? (SELECT ONE)  
- [ ] YES  
- [ ] NO

**PLEASE INDICATE NAME(S) IF ATTENDING:**

<table>
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<tr>
<th>&quot;MR. NEWSOME'S NEIGHBORHOOD WALK&quot; (5/22)</th>
<th>OFFICIAL NSGA GOLF TOURNAMENT $145 EXTRA (5/23)</th>
<th>HALL OF FAME DINNER (5/23)</th>
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<td>Guest(s)</td>
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**HAVE MORE PEOPLE TO REGISTER?**

No problem! Just go to nsga.org/conference or call us, we can help right away: (847) 296-NSGA (6742), ext. 1190.

**PAYMENT INFORMATION:**

- [ ] Check Payable to NSGA
- [ ] Credit Card (Please select one):  
  - [ ] AMERICAN EXPRESS  
  - [ ] DISCOVER  
  - [ ] MASTER CARD  
  - [ ] VISA

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**BILLING ADDRESS (IF DIFFERENT FROM ABOVE)**

**SIGNATURE**

**CANCELLATIONS:**

Cancellations will be accepted via conference@nsga.org or by calling (847) 296-NSGA (6742) ext. 1190. All cancellations must be received by the stated deadlines.

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<tr>
<th>CANCELLATIONS RECEIVED</th>
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<tr>
<td>Date registration opens until April 21, 2017</td>
<td>50% Refund</td>
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<tr>
<td>Any time on or after April 22, 2017</td>
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**PLEASE NOTE:**

If you register for golf and cancel your registration, you will not receive a refund for that activity during the time period of April 22-May 25, 2017.

Thank you for your support of our event. We look forward to seeing you in May!
Want to get even more from your connections?
Become a sponsor and have your reach go even further. Contact Julie Pitts, Business Development, jpitts@nsga.org or (847) 296-NSGA (6742), ext. 1180.

Platinum Sponsors

![Augusta Sports Wear](image)
![Holloway Sportswear](image)
![Stahls'](image)
![Voit](image)

Team Dealer Summit Co-Sponsors

![Mueller](image)
![Russell Athletic](image)
![InCrediwear](image)
![SOFFE](image)

Silver Sponsors

![iInCrediwear](image)
![Intensity](image)
![OrderMyGear](image)

Payment Alliance International

![payment alliance international](image)
### Bronze Sponsors

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### Scholarship Providers

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<td>Academy Sports &amp; Outdoors</td>
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### Event Sponsor

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### In-Kind Sponsors

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<td>Bob Wood Memorial Scholarship</td>
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THE NATIONAL SPORTING GOODS ASSOCIATION (NSGA) is a non-profit organization that works on behalf of the entire sporting goods industry. NSGA is the only organization that has spent 90 years bringing together a powerful industry-wide coalition for the sole purpose of serving sporting goods businesses.

NSGA’s mission is to support its members’ efforts to grow the business and advocate on their behalf. NSGA makes a true impact on policies that matter, provides meaningful research, industry insights and training, and creates opportunities that drive innovative strategies, deliver practical solutions and develop significant partnerships for their members.

Your attendance at the conference helps to support NSGA and the sporting goods industry. Learn more at nsga.org.

“We’ve always taken pride in being part of the sporting goods industry and always felt that it was important to support the professional organization that supports us.”

— Brad Westrum, President, Gerrells Sports Center

nsga.org/conference