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January 5, 2021

To all our friends and supporters in this great industry!

If there was ever a year most of us wanted to put in the rearview mirror it is 2020. We were all burdened by spending most of the year under shutdowns, lockdowns and slowdowns as we dealt with the personal and professional challenges caused by the COVID-19 pandemic.

As we start 2021, we see signs of hope amidst almost 10 months of uncertainty. The development of several viable COVID-19 vaccines and treatments provides optimism. We are headed in a better direction and can eventually return to so many aspects of our lives which have been put on hold, such as attending family gatherings, movies, sporting events, and meetings.

After careful consideration by the NSGA staff and Board of Directors, along with feedback we received from a survey of past attendees and members of the industry, we have decided to push back the dates of the 2021 Management Conference & Team Dealer Summit to September 26-28 at The Ritz-Carlton Golf Resort in Naples, Florida.

We are all eager to get back to seeing each other at larger in-person gatherings such as conferences and trade shows. Delaying the Management Conference from its original dates of May 16-18 was the best option to give attendees enough time to receive the vaccine and provide increased confidence before traveling and attending industry events. Fortunately, the Ritz-Carlton has been very accommodating with our request to change the event dates and in developing protocols to provide an environment that will be as safe as possible.

The survey also provided us with valuable information on topics attendees want to see addressed. In the coming months, we will be sharing more information on the plans for the September program and for some virtual programming during the originally scheduled May dates. Details about scholarship applications and conference registration will be announced soon.

The Sporting Goods Industry Hall of Fame induction ceremonies are also scheduled to be held in September for Class of 2020 inductees Peter Capolino (Mitchell & Ness Nostalgia Company), Robert Greenberg (Skechers) and Klaus Obermeyer (Sport Obermeyer) and Class of 2021 inductee Eric Bezanson (Cleve's Source For Sports). We are looking forward to celebrating this significant achievement with the inductees and their families.

Zoom calls and other virtual platforms have been important to helping us stay connected during the pandemic but it is not the same as greeting old friends and meeting new ones in person. Building those in-person relationships has tremendous value and we look forward to providing that when we see you again in September at the 2021 Management Conference & Team Dealer Summit. Thank you for your continued support!

Looking Forward,



Matt Carlson

NSGA President & CEO