

For Immediate Release
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LEAD1 Holds 2022 Collegiate Sports Summit

LEAD1 member athletics directors engaged in meaningful discussions with counterparts serving on the NCAA Division I Transformation Committee.

Dallas, TX -- The LEAD1 Association ("LEAD1"), which represents the athletics directors of the 130-member schools of the Football Bowl Subdivision ("FBS"), hosted the 2022 Collegiate Sports Summit, a two-day educational symposium, in conjunction with the Sports Leadership Institute ("SLI"), on April 24-26 at the Gaylord Texan Resort & Convention Center in Dallas, TX.

With approximately 80 athletics directors participating both in-person and virtually, LEAD1 athletics directors received an update, and provided feedback to members of the NCAA's Division I Transformation Committee, including Committee Co-Chair and Director of Athletics at Ohio University, Julie Cromer, Director of Athletics at Tulane University, Troy Dannen, and Director of Athletics at the University of Maryland, Damon Evans.

Following this meeting with the Transformation Committee, LEAD1 and SLI hosted several open panel sessions on some of the most critical issues in college sports. Some specific Summit items included, Learfield President and Chief Executive Officer, Cole Gahagan, sharing data insights on rising industry fan trends. Executive Vice President of Collegiate at Icon Source, Drew Butler, moderated a discussion on NIL and big brands, which featured panelists from Meta, Milner Tech, and Shuckin' Shack Oyster Bar. In addition, Opendorse Co-Founder and CEO, Blake Lawrence, led a panel on novel questions related to NIL Collectives with Director of Athletics at SMU, Rick Hart, Clark Field Collective Founder, Nick Shuley, and former West Virginia University Director of Athletics and Co-Founder of the Country Roads Trust, Oliver Luck.

Gene Smith, SVP & Wolfe Foundation Endowed Athletics Director at the Ohio State University, also received the 2022 David Williams II Leadership Award, presented to an athletics director who personifies exemplary leadership, vision, service, and dedication in intercollegiate athletics.

"The 2022 Collegiate Sports Summit was a tremendous success as our member athletics directors had an opportunity to directly provide feedback to the NCAA's Transformation Committee," said President and CEO of LEAD1, Tom McMillen. "The panel sessions also provided valuable insights to our members on big industry trends. We look forward to more dialogue on key college sports issues in the weeks ahead."

For more information on the Summit, please contact Bart Lambergman (bart@lead1a.com).

About the LEAD1 Association: LEAD1, founded in 1986 and formerly the Division 1A Athletic Directors Association, represents the athletics directors of the 130 member universities of the Football Bowl Subdivision (FBS), that encompasses 42 states, 55,000 student athletes, and more than 25,000 athletic administrators. Key to LEAD1's mission is advocating on policy facing NCAA Division I FBS athletic departments, promoting consensus among FBS athletic directors, and providing valuable services to member schools - all dedicated towards supporting the success of student-athletes and future of college sports. Since 2015, LEAD1 has been led by the Honorable Tom McMillen, a former Congressman, college basketball All-American, Rhodes Scholar, and 11-year NBA player. For more information, please visit www.LEAD1Association.com.

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