



40 YEARS

## Dear members, dear guests,

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Looking into our 40th year of WFSGI, we are facing a world full of great geopolitical volatility and challenge, but also of great opportunity for sport to continue to be a unifying force bringing people together. This year, WFSGI starts with a new leadership structure in place, with the title of President shifting to a permanent monicker and the chairmanship of the Board becoming elected on a three-year rotating term. It is my honor to serve as WFSGI's Chair and to continue in a strategic direction solidly in place, but to add new capability and to leverage the strength of our companies to have a stronger voice in the issues impacting our operating environment. Through the leadership of Frank Dassler, and those who have helped lead before him, WFSGI has never been better positioned for the challenges ahead.

With a strong committee system in place, tapping into the skills and talent of our membership and a team of the most capable professional staff in WFSGI's history, we are well prepared and organized to face the uncertainty and to turn it into opportunity. Our structure better positions us to face trade challenges, deliver sustainability improvements, weigh in on digital policy, and to address a myriad of other issues facing the sporting goods industry. Big global events, including the World Cup and the Olympics, are just around the corner. The retail landscape is rapidly evolving from traditional brick and mortar, to a mobile and connected digital marketplace with consumer expectations growing increasingly more

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demanding. Dot com was once viewed as a disruptive force in retail, but it is now the marketplace. Consumers find products and want to order through mobile devices and expect delivery in shorter cycle times than ever before. To meet these expectations, the way we manufacture, sell, distribute and deliver our products is changing by the day. And innovation will be the driving force to the solutions we deliver.

Our collective brands touch millions of people in millions of ways. Our athletes, employees, customers, professional teams and schools, the venues where we play, our retail partners, supply chain, sourcing base and manufacturing partners create an enormous global presence for the sporting goods industry. While competition is at the heart of sport and what we do, our collective voice in the world has potential yet to be realized. Successfully cataloging the impact of the sporting goods industry will give us a louder voice and a stronger hand to affect change in the issues we face.

As WFSGI looks ahead, we are committed to delivering the benefits of membership that you expect, yet evolving with our industry and the world where we operate. We must build capability to assure we are connecting with those we touch and with those who impact our business. Our collective impact is enormous and we can leverage our footprint to make positive change in the world. The voice of the

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sporting goods industry can drive sustainability goals, embrace diversity and continue to unite a divided world through sport.

Thank you for being a part of WFSGI. Working with you and the WFSGI Board, we will leverage our scope, scale and reach to give you a strong return on your membership investment and to raise the voice of the sporting goods industry and fuel the passion for sport.

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