



ALLIANCE FOR
SPORT BUSINESS

2026 Conference Program

March 1–3, 2026

SUNDAY | March 1

5:30–7:00 PM | Welcome Social

Cheers Boston (*84 Beacon Street*)

MONDAY | March 2

8:00–8:45 AM | Continental Breakfast & Conversation (*Alumni Hall*)

8:45–9:00 AM | Conference Welcome (*Alumni Hall*)

9:00–10:00 AM | Keynote Address (*Alumni Hall*)

Thomas Grilk, CEO (*Retired*) – Boston Athletic Association (Boston Marathon)

David Grilk, Founder/Entrepreneur – Artificial Intelligence + Robotics

10:00–10:15 AM | Refreshments Break (*Alumni Hall*)

10:15 AM–12:15 PM | Concurrent Sessions

Student Case Study Competition (*Trustees Reading Room*)

Boston Legacy FC

Research & Teaching Oral Presentations (*Alumni Hall*)

10:15–10:35

Listening to Student Workers: A WIL × SCCT Framework for Understanding Sports Business Undergraduates' Industry Work While Enrolled

Sean Daly, Tim Sullivan, Emily Nuñez, Claire Sheerman, & John Dillard (University of Oklahoma)

10:40–11:00

The Influence of Athletic Identity and Experience on Entrepreneurial Outcomes Among College Athletes and Sport Management Majors

Umar Muhammad (Ohio University)

11:05–11:25

Sport Fandom and Physical Health Orientation: The Roles of Group Norms and Team Identification

Aaron C. Mansfield, (Merrimack College), Yuhei Inoue (University of Illinois Champaign-Urbana), Daniel Lock (Bournemouth University), & Jonathan Grix, (Manchester Metropolitan University)

11:30–11:50

Finding the Strike Zone: A Review of Salary Caps in American Sports and Work Stoppages in Major League Baseball

Rebekah Ansbro (St. John's University)

12:15–1:00 PM | Networking Lunch (Alumni Hall)

1:00–2:00 PM | Industry Panel (Alumni Hall)

The Women's Sport Playbook: What's Working, What's Next

- Jess Enos (Director of Business Development & External Affairs, New England Patriots)
- Andrea LaPointe (Senior Associate Director of Athletics, Harvard University)
- Rick Nadeau (Managing Director, Nadeau Sports)
- Jammy Torres Millet (Manager - Fan Experience, Boston Legacy FC)

2:00–3:00 PM | Concurrent Sessions

Roundtable Symposium (Alumni Hall)

Preparing the Next Generation: A Symposium on Essential Competencies for Entry-Level Sport Business Professionals

Sean Daly (University of Oklahoma) & Patrick Leary (Dean College)

Poster Presentations (Trustees Reading Room)

How Does Sociality Impact the Relationship Between Sport Fandom and Physical Health? An Examination of Iso, Duo, and Social Fans

Aaron C. Mansfield (Merrimack College) & Matthew Katz (UMass Amherst)

Turning Chapters into Conversations: CDL as a Sport Management Teaching Best Practice

Kunsoo Shim, Ph.D. & Jesse Mala (University of Mary Hardin-Baylor)

3:00-3:15 | Refreshments Break (Alumni Hall)

4:15 PM | Tour of Fenway Park

TUESDAY | March 3

8:00–8:45 AM | Continental Breakfast & Conversation (Alumni Hall)

9:00–9:45 AM | ASB Annual Meeting (Alumni Hall)

10:00–11:00 AM | Industry Panel (Alumni Hall)

Data as Strategy: The Next Era of Sport Decision-Making

- Caitlin Weigel (Senior Analyst, DraftKings)
- John McMahon (Founder, Needle & Thread)
- Fabio Gagnon (Scouting Assistant, New England Patriots)

11:00–11:30 AM | Case Study Awards & Conference Closing (Alumni Hall)