

20 22 ADAPTED SPORT LEADERSHIP & BUSINESS SYMPOSIUM

Oct 19-20, 2022
9AM - 1PM MT



Presented by

The annual **ADAPTED SPORT LEADERSHIP AND BUSINESS SYMPOSIUM (LABS)** connects leaders from the adapted sport industry and beyond for progressive sessions and meaningful conversations to advance the adapted sport movement and expand our impact.

Since 2020, the annual LABS conference has drawn hundreds of attendees each day, catalyzed powerful discussions, and empowered industry professionals with practical knowledge and practices they can implement immediately at their own organizations.



“Creating more accessibility and inclusion in sports for athletes with disabilities is critical. LABS is making a difference by fostering connections and creating spaces for important conversations.”

– Jerrine Lee, VP of Sales, Richmond Region Tourism



PASSION, PURPOSE, PROGRESS

Disability is finally breaking through to the mainstream. From commercials to Oscar-winning movies to major awards like the ESPYs, we are seeing more representation, more awareness, and more inclusion. But, this is only the beginning. At LABS, our mission is to spark conversations and ideas to move adapted sport forward toward real equity and opportunity. **Let’s continue the momentum!**

- **PASSION** for equity
- **PURPOSE** to elevate the narrative around adapted sport
- **PROGRESS** for social change

Join the LABS discussion on social media with the hashtag **#LABS2022** & connect with us at:



3 KEY THINGS TO KNOW ABOUT LABS 2022

Get Your CEUs: We heard you! This year we are offering CEUs for two of our sessions through the National Council for Therapeutic Recreation Certification (NCTRC). The last session on each day (noon to 1pm MT - see schedule on following pages) will be CE pre-approved by NCTRC. This NEW offering is based completely on your feedback and we're excited to deliver!

Adapted Sport Economic Impact Study: After a two-year COVID hiatus, the only economic impact study for the adapted sports industry is back. We'll be presenting the findings from this year's study on Day 2 of LABS in the session titled, "Adapted Sport and Economic Impact - Contributing to the Sport Industry Bottom Line" at 11am MT.

Something for Everyone: From coaches and athletes to program leaders, rec therapists, sports tourism professionals, and many others, LABS has speakers and sessions that are valuable and relevant for all. You'll walk away from each session with practical knowledge and practices that will make an impact at your organization!

"I support LABS... I believe that All In Sport Consulting is doing great work and filling a major void in our industry."

- Mike Mushett, CEO, Turnstone

To learn more, visit www.adaptedsportlabs.com.

DAY ONE: WEDNESDAY OCTOBER 19, 2022

[JOIN US!](#)

9:00 - 9:45am MT

KEYNOTE: "Got Game"- Empowering Others to be Consistent Peak Performers

- **Overview:** The last couple of years have been challenging for athletes with disabilities as they have dealt with isolation, disconnection from coaches, teammates, training, and the lasting emotional impacts of the pandemic. As adapted sport leaders and coaches, we want to provide our athletes with effective tools to not only empower them but help them employ strategies for consistent athletic performance. Learn about these mental strategies from one of the nation's top sport psychologists.
- **Speaker:** Roberta Kraus | Center for Sport Psychology [< Read Bio >](#)

10:00 - 10:45am MT

Rest to Win! A Panel Discussion on How Rest and Recovery Can Actually Lead to Victory

This session sponsored by Lakeshore Foundation

- **Overview:** For many years, athletes have struggled to understand when they should push themselves and when it is wise to rest. Understanding this dynamic and how it affects performance is especially critical for athletes with disabilities. Hear from a diverse panel of sport science experts and Paralympic athletes as they discuss how preparation, rest, and recovery will not only lead to victory, but also keep athletes healthy for the long haul.
- **Moderator:** John D. Kemp, CEO Lakeshore Foundation
- **Speakers:** Cheri Blauwet | MD, Paralympian [< Read Bio >](#)
Chuck Aoki | Paralympian, USA Wheelchair Rugby Athlete [< Read Bio >](#)
Johan Latorre | MD, Coach USTA wheelchair tennis team [< Read Bio >](#)
Stephanie Wheeler | Paralympian, Head Coach Women's Wheelchair Basketball at University of Illinois at Urbana-Champaign [< Read Bio >](#)

11:00 - 11:45am MT

Next Gen Leadership – Personal Perspectives, Why Disability Representation Matters in the Movement

- **Overview:** We all know disability representation matters, but how do we shift the paradigm so that adapted sport leadership actually represents the adapted sport community? The panelists will speak to critical aspects of advancing the adapted sport movement by making disability leadership representation a priority.
- **Moderator:** Ashley Thomas, Founder & Executive Director, Bridge II Sports
- **Speakers:** Ryan Martin | Director of Inclusive & Adaptive Sports, CUNY [< Read Bio >](#)
Jill Moore | Paralympian, Inclusive Play Specialist, Landscape Structures [< Read Bio >](#)
Dr. Oluwaferanmi Okanlami (Dr. O) | MD, Director of Student Accessibility and Accommodation Services, University of Michigan [< Read Bio >](#)

12:00 - 1:00pm MT

CEUs WORKSHOP: Best in Class – Building a Deep Athlete Pipeline

This session content is CE Pre-Approved by NCTRC

- **Overview:** This expert panel will discuss the fundamentals of building successful sport programs from grassroots to podium, including identifying talent, recruiting athletes, athlete progression, and competition success.
- **Moderator:** Mary Hodge, High Performance Manager, USA Para Powerlifting
- **Speakers:** Adam Bleakney | Paralympian, Head Coach, University of Illinois Track Team [< Read Bio >](#)
BethAnn Chamberlain | U.S. Paralympics Nordic Skiing Emerging Athlete Coach [< Read Bio >](#)
Keri Serota | Executive Director, Dare2tri [< Read Bio >](#)

Thoughts from today's LABS sessions?

Join the discussion on social media with the hashtag #LABS2022



DAY TWO: THURSDAY OCTOBER 20, 2022

JOIN US!

9:00 - 9:45am MT

KEYNOTE: Building the Brand for Social Change Through Disabled Sport – Strategies to Activate Locally & Nationally

- **Overview:** The disabled community has recently seen positive shifts in awareness through global campaigns such as Wethe15. With LA2028 on the horizon, what can adapted sport leaders do locally and nationally to continue driving social change for equity in disability sport and the disability community?
- **Moderator:** Akilah Carter-Francique, Dean for the School of Education, Health and Human Services, Benedict College
- **Speaker:** Craig Spence | Chief Brand and Communications Officer, International Paralympic Committee [< Read Bio >](#)

10:00 - 10:45am MT

Inclusive Brand and Product Innovation – Disabled Athletes Lead the Way in Expansion

- **Overview:** Big businesses like Nike, Walmart, and Eddie Bauer recognize that disability inclusion positively impacts their bottom line. They know there is an avid market for mainstream adapted sport apparel and gear. Panelists will share how disability inclusion and accessibility is more than just “the right thing to do”...it also leads to brand and product innovation and a loyal following in the disabled community.
- **Moderator:** Victor Calise, Paralympian, Director of Global Diversity, Equity and Inclusion, Walmart
- **Speakers:** Megan Lawrence | Global Director of Accessibility and Disability Inclusion, Nike [< Read Bio >](#)
Anna Johannes | Paralympian, Strategist Inclusive Design, Interbrand [< Read Bio >](#)

11:00 - 11:45am MT

Adapted Sport and Economic Impact – Contributing to the Sport Industry Bottom Line

This session sponsored by Richmond Region Tourism and Tempe Tourism Office

- **Overview:** Sport tourism organizations continue to reference this first-of-its-kind study as they look to enhance the accessibility and the disabled athlete experience in sport venues, events and accommodations. In its second edition, the Adapted Sport Economic Impact Report will highlight how the movement continues to pump dollars into communities. The adapted sport movement is more than a subjective feel good narrative – it is an economic driver that positively impacts communities and their bottom line.
- **Speakers:** Dawna Callahan | Founder & CEO, All In Sport Consulting [< Read Bio >](#)
Julie Chavanu | Stitch Marketing Research [< Read Bio >](#)
Jon Schmieder | Founder & CEO, Huddle Up Group [< Read Bio >](#)

12:00 - 1:00pm MT

CEUs WORKSHOP: Equal Playing Field: Creating Inclusive & Accessible Sport Experiences for Disabled Athletes & Spectators

This session content is CE Pre-Approved by NCTRC

- **Overview:** TLearn from experts in the field of planning accessible sporting events how to create inclusive and accessible opportunities not only for the disabled athlete, but disabled spectators as well. Attendees will gain an understanding of universal design and the specific event planning elements that enhance the experience for all in the disabled community, ensuring both a safe and welcoming environment. Learn from our panelists how they have worked with local and national leadership to fill key disability advocacy positions that can influence access and inclusion policy decisions from the executive level.
- **Moderator:** Dawna Callahan, All In Sport Consulting, Founder & CEO
- **Speakers:** Michelle Dusserre-Farrell | U.S. Olympic & Paralympic Museum, VP, Athlete Engagement [< Read Bio >](#)
Natalie Sparrow | City of Los Angeles, ADA Coordinator for Pedestrian Rights of Way [< Read Bio >](#)

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A SPECIAL THANK YOU to the LABS Advisory Committee

LABS is led by an Advisory Committee of visionary leaders who are innovative in their thinking and actions, bold in their desire to make change, passionate about the power of sport, and truly reflective of our diverse community.

The LABS 2022 Advisory Committee includes:



Victor Calise

[< Read Bio >](#)



Dr. Akilah R. Carter-Francique

[< Read Bio >](#)



Dr. Rory Cooper

[< Read Bio >](#)



Mary Hodge

[< Read Bio >](#)



Cole McKeel

[< Read Bio >](#)



Kari Miller Ortiz

[< Read Bio >](#)



Mike Mushett

[< Read Bio >](#)



Ashley Thomas

[< Read Bio >](#)

ABOUT ALL IN SPORT CONSULTING

No matter your starting point, ALL IN SPORT CONSULTING provides guidance in establishing or improving adapted sport programs, training, events, infrastructure, and policies to help organizations expand access to the power of sport to everyone. Whether your organization is already engaged in the movement or looking to learn more, we can help.

Our Services Include:

- **Program Management and Implementation** – Providing comprehensive adapted sport program support from design to delivery.
- **Strategic Planning** – Providing an organizational roadmap for achieving short and long-term goals.
- **Training and Education** – Creating customized education and training opportunities for program leadership, educators and coaches.
- **Facility and Infrastructure Advisement** – Reviews and recommendations with thorough needs assessments and SWOT analyses focused on both inclusion and accessibility.
- **Competition and Event Planning** – Produce world-class events focused on details and logistics.
- **Technical Expertise** – Offering solutions and understanding between policy and practice.
- **Speaking Engagements** – From panels to keynotes we deliver informed and relevant presentations.



Dawna Callahan

All In Sport Consulting CEO & Founder

[< Read Bio >](#)

All In Sport Consulting is proudly based in Denver, CO, while serving clients nationwide. To learn more, visit www.allinsportconsulting.com.

Contact Us:

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"Always a great informative event."

– Lisa Delpy Neirotti, Sport Management Professor
& Director of Sport Philanthropy Certificate

THANK YOU!

We appreciate you joining us for the Adapted Sport Leadership & Business Symposium (LABS) 2022.

Recorded sessions from LABS 2022 will be available on the [LABS website](#) after the conference. We will notify you once they are posted and encourage you to share with your colleagues and professional network!

Share your feedback and comments on LABS 2022:

Contact Us

(303) 475-7030

dawna@allinsportconsulting.com

- OR -

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And tag [#LABS2022](#) in your conference posts!

Thank you to our LABS 2022 Sponsors



Thanks again for joining us.

