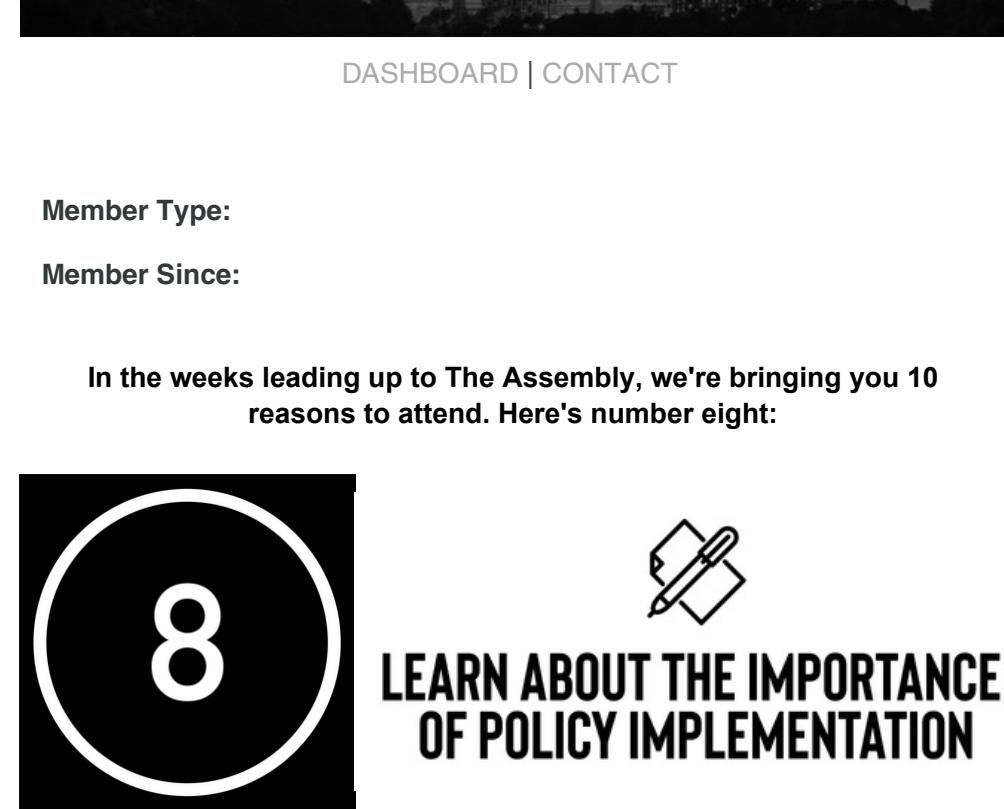


From: Pro Sports Assembly

Tue, Jan 6, 2026 at 2:55 PM

Subject: TEST: CEO + Commissioner + CEO + YOU = The Assembly

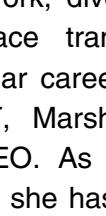
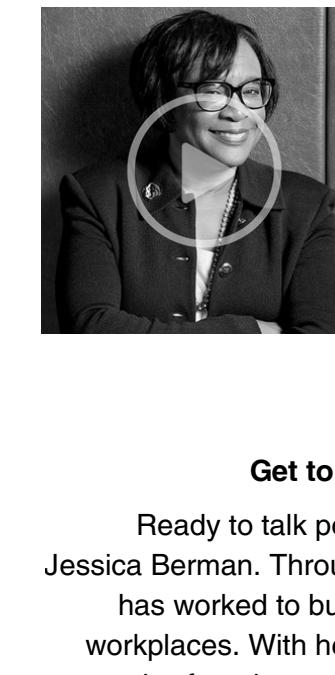


[DASHBOARD](#) | [CONTACT](#)

Member Type:

Member Since:

In the weeks leading up to The Assembly, we're bringing you 10 reasons to attend. Here's number eight:



## LEARN ABOUT THE IMPORTANCE OF POLICY IMPLEMENTATION

It's not every day that we get the opportunity to focus our time on discussing things like policy implementation and its impact on our people. This year, as we embark on our first Leadership Retreat and Workshop we'll focus in on the People (AKA workforce) and Policies in pro sports. June 23rd is when the "work" in our workshop begins - and it also marks the 50th Anniversary of the landmark gender equality legislation Title IX. What better place to be than in a room full of your PRO friends leading the way!

Now is the perfect time to come together with leaders like Cynt Marshall, Jessica Berman and Ken Shropshire to discuss how policy has transformed professional sports, where it's fallen short, and what the future may look like.

Register today and join us on the Anniversary of Title IX to share your perspective, get to know and brainstorm with fellow leaders, and work together to create meaningful change. Get to know a few others who will be at The Assembly!

### Get to Know Cynt Marshall

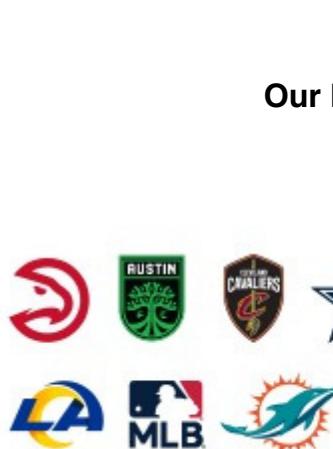


The CEO-turned-author has gained recognition in the sports world for her tireless work promoting teamwork, diversity & inclusion, and valuable workplace transformation. After an astounding 36-year career improving workplace culture at AT&T, Marshall joined the Dallas Mavericks as CEO. As the first Black female CEO in the NBA, she has become a role model for creating an inclusive workplace culture.



### Get to Know Jessica Berman

Ready to talk policy? So is Commissioner Jessica Berman. Throughout her career, Jessica has worked to build equitable and inclusive workplaces. With her experience speaking on topics from league operations and corporate social responsibility to social impact and collective bargaining, she's ready to bring meaningful discussions to the Assembly.



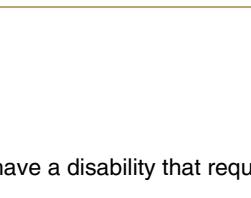
### Get to Know Ken Shropshire

When it comes to policy, we don't always get it right on the first try. Some policies work and some are opportunities to learn and do better. The Assembly attendees will learn more about what works and what doesn't from Kenneth L. Shropshire.

[REGISTER](#)

Register before May 31 to receive first option on limited edition gear and experiences.

## PRO MEMBERS WILL WORK TOGETHER TO



## IDENTIFY

THE MOST CRITICAL ISSUES FACING THE INDUSTRY



## WORKSHOP SOLUTIONS



## DETERMINE

AN AGENDA FOR THE BODY OF PRO SPORTS ASSEMBLY

[LEARN MORE](#)

Accommodations Statement: If you have a disability that requires reasonable accommodation to fully participate in a PRO event, email [membership@prosportsassembly.org](mailto:membership@prosportsassembly.org) at least three (3) business days in advance for arrangements to be made. Your response helps us make all PRO events more inclusive.

UNITED IN GAME PLAN. DIVERSE IN COUNCIL.

LET'S STAY CONNECTED

[LINKEDIN](#) | [YOUTUBE](#)

#PowerOfProSports

Pro Sports Assembly is the association for professional sports business leaders. Together, we develop and foster a strong, healthy and fair workforce for teams, leagues, unions and venues.

Financial performance, capture new markets, and increase customer loyalty. Collectively, PRO members are working to set the standard for leadership in professional sports.

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