

# AGENDA

OCTOBER 6, 2026  
CHICAGO HYATT REGENCY

**CHICAGO**  
**SPORTS SUMMIT**  
Celebrating 10 years  
2026

**7:15am** **Showcase, Registration, Silent Auction, Coffee Services open**

**7:30am** **Crystal Ballroom opens, Breakfast Service begins**

**8:00am** **Welcome Remarks**

Brian Cole, MD, MBA, Acting Chair Department of Orthopedics, + Managing Partner, Midwest Orthopaedics at Rush  
10th Anniversary Celebration + Recap  
Omar Lateef, CEO, Rush University Medical Center

**8:15 – 8:45am** **The power of NIL: How big brands are leveraging college athletes**

*Introduction:* Greg Nicholson, MD  
*Moderator:* Kaitlin Sharkey, WGN-TV  
**Ross Aroyo**, Director, Priority Sports

**8:45 – 9:15am** **Illinois' 2026 Cortina Olympic Athletes: What's next?**

*Introduction:* Nikhil Verma, MD  
*Moderator:* Alex Maragos, NBC5 Chicago  
**Ethan Cepuran**, Silver Medalist, Speed Skater  
**Emery Lehman**, Silver Medalist, Speed Skater  
**Danny O'Shea**, Gold Medalist, Pairs Figure Skater  
**Sarah Warren**, Speed Skater

**9:15- 9:45am**

**B R E A K**

Please enjoy the Showcase and unusual opportunities at the Silent Auction table (details on p. X)

**9:45 – 10:15am**

**Fireside chat with Derrick Rose**

*Introduction/Moderator:* Brian Cole, MD, MBA

**10:15 – 10:45am**

**Pickleball: Who's making money in this rapid growth sport?**

*Introduction:* Brian Forsythe, MD  
*Moderator:* David Kaplan, Host, ESPN Radio and ReKap podcast

**Ross Chaifetz**, Managing Director, The Chaifetz Group

**10:45 - 11:15am**

**Beyond the Bears: Navigating professional stadium builds**

*Introduction:* Shane Nho, MD  
*Moderator:* Robert McCoppin, Reporter, Chicago Tribune  
**Lester Bagley**, Executive VP, Minnesota Vikings

**11:15am**

**Closing Remarks**

Brian Cole, MD, MBA