



TYREE DILLINGHAM

Tyree Dillingham is a multifaceted author, speaker, entrepreneur, educator, and performance coach who has built a career breaking barriers in traditionally male dominated industries and elevating leaders, athletes, and organizations.

Her entry into the NIL world began when long time friend and NFL Hall of Famer Marshall Faulk brought her into the space and partnered with her to co create the nation's first athlete focused financial literacy curriculum written for athletes by athletes. When Marshall stepped into the coaching world, the two saw firsthand the financial challenges young student athletes were facing, which propelled them to expand their program into the college space. Together, they built a groundbreaking, experiential NIL financial literacy curriculum that empowers student athletes to understand the fundamentals of money, budgeting, taxes, investing, and brand building with confidence and clarity.

What began as education for NBA, NFL, and MLB teams quickly grew into a college movement championed by icons like Deion Sanders, Shaquille O'Neal, and Mike Bibby. Their work has since extended beyond sports, educating community groups, small businesses, Fortune 500 companies, and government organizations on how money works — all while staying rooted in their shared mission to ensure athletes don't go broke and to build a legacy project that creates lasting change across the entire sector.



BRANDON COPELAND

Brandon Copeland (Cope) is a ten-year NFL veteran, University of Pennsylvania graduate, and Co-Founder of Athletes.org, the players' association for college athletes. Through Athletes.org, Copeland helps lead one of the most prominent movements advocating for the rights, protections, and long-term success of collegiate athletes, with a focus on ensuring they have a voice in the policies and systems that shape their collegiate experience.

A nationally recognized leader in financial education, Copeland is the author of *Your Money Playbook* a Amazon bestseller, and has dedicated his career to making financial literacy accessible, practical, and actionable, particularly for young adults navigating high-stakes financial decisions for the first time. His work sits at the intersection of education, advocacy, and real-world application, addressing critical issues such as predatory lending, financial exploitation, and the growing complexities surrounding Name, Image, and Likeness (NIL) opportunities.

Copeland has served on CNBC's Global Financial Wellness Council and teaches a financial literacy course at the University of Pennsylvania. His insights have been sought after by institutions, corporations, and policymakers alike, as he continues to advocate for scalable, systemic solutions that equip the next generation with the tools to build sustainable financial futures.

In addition to his professional work, Copeland is deeply committed to community impact through his family's foundation, Beyond the Basics Inc., which has provided financial education, unique experiences and resources to thousands of individuals nationwide. His contributions have earned him recognition including the NFL's Alan Page Community Award and a place on the Forbes 30 Under 30 list.



ANTHONY J. CARONE, ESQ.

Anthony Carone is the CEO of Oaktree Solutions and a trusted attorney and strategic advisor with deep experience guiding complex development and investment projects. He advises owners, developers, and institutional partners on real estate strategy, deal structuring, and the regulatory and financial dynamics that shape outcomes.

He also brings experience in private equity ventures and public-private partnerships, supporting growth companies and investors across diligence, financing, and execution, including international and cross-border matters.

Anthony fell into the sports world somewhat by accident, initially working with professional athletes as a strategic business advisor. Through those relationships, he became connected with collegiate athletes and saw firsthand the systemic barriers and challenges many face in the NIL era, particularly around financial literacy and access to trusted guidance. This exposure has become a core part of his work and mission. He is a registered athlete agent in New York and Florida and now focuses on connecting athletes with financial advisors, agents, and other professionals, while helping them secure strategic brand partnerships and launch their own ventures, empowering them to take control of their NIL and long-term success.



MIKEY WILLIAMS

Mikey Williams, Student-Athlete & Advocate

Mikey Williams is a sophomore at Sacramento State University, where he studies Ethnic Studies and plays guard for the Hornets men's basketball team. A San Diego native, he represents a new generation of college athletes navigating the intersection of sports, commerce, and identity in real time.

Mikey grew up in San Ysidro, where basketball was both his passion and his path. By high school, he was one of the most watched young players in the country — setting a San Diego Section single-game scoring record of 77 points, averaging nearly 30 points per game as a freshman, and building a social media following of over three million. He was ranked among the top 20 recruits nationally in the class of 2023.

Before his first college game, Mikey signed a multi-year partnership with Puma, becoming the first high school athlete in the United States to sign with a major footwear brand under the new NIL rules — a landmark moment for him and for college athletics. What followed exposed the legal, financial, and institutional gaps that leave young athletes vulnerable in an unregulated marketplace. Mikey navigated those challenges largely without the independent support and legal protection that should have been available to him. Today, he is taking that experience to the highest levels — testifying before the California State Legislature and advocating for the legal and financial protections that college athletes across the country deserve.



ADAM TSCHUOR

Adam Tschuor is the University of the Pacific Director of Athletics. In his current role Tschuor oversees a department of 21 sports programs (4 new programs added in the last two years), over 100 employees, and 450 student-athletes.

He previously worked for the University of Dayton and Ball State University, where he played an integral role in creating a dynamic fan base through strategic recruitment, hiring and development of coaching talent, as well as contributing to Dayton's successful fundraising, ticket-revenue generation, and lucrative media contracts.

He also taught sports management as an adjunct professor at Dayton. Tschuor was a four-year student athlete at Creighton University, earning a degree in Finance.

Like most administrators in college athletics Tschuor became involved in NIL through the changing landscape of NCAA through the courts and numerous legal settlements. His experience has been broad, from helping fostering relationships with third party collectives to transitioning to the current model of revenue sharing through the University.

As an administrator, Tschuor works to curate a positive and supportive environment for student-athletes by strengthening and safeguarding athletic programs.



BRENDEN HILL

Brenden Hill is the Assistant Athletic Director for NIL and oversees student development at San Diego State University. He leads the Aztecs Going Pro program and provides strategic oversight for SDSU's NIL initiatives, including connecting students with NIL deals and supporting them through the process. He also assists students with rev-share logistics and advocates for them with the college in the payment process.

The Aztecs Going Pro program consists of single credit courses focused on personal growth, financial training, career development, and civic engagement. This program is unique across the country as it is comprehensive and offers classes for credit as well as internship opportunities to enhance student athletes' post-college career opportunities. Brenden has also worked with athletes and teams across the NBA, NFL, ACC, and ODAC in coaching, administration, and brand management. His leadership within the NIL department has been instrumental in the success of SDSU's Name, Image and Likeness initiatives.



SLOANE BENSHOOF

Sloane Benshoof is a senior at San Diego State University from Encinitas, California. She has spent the last four years competing as a Division I women's lacrosse player while pursuing a degree in Kinesiology on a pre-med track. Having entered college at the start of the NIL era, she has watched the landscape evolve firsthand. It was through SDSU's Athletes Going Pro program that she began to understand both the possibilities and the limitations of NIL for athletes like herself.