



**2015**  
**Hockey Career Conference**  
**NHL Draft**  
**Ft. Lauderdale, Florida**



**SPORTSMANAGEMENTWORLDWIDE**

# NHL CAREER CONFERENCE AGENDA

## Thursday, June 25

SMWW Welcome Reception (*optional*)

### McSorley's Rooftop Lounge

837 North Fort Lauderdale Beach Blvd.

7:30pm-9:30pm



## Friday, June 26

**DIRECTIONS TO WESTIN BEACH RESORT CONFERENCE ROOM - LAS OLAS III:** Enter through Main Lobby, take elevators up to 3rd floor or take stairs up to third floor (pool area). Take skywalk over to south tower, turn right at the end of the sky walk, you will enter the Las Olas Foyer. Las Olas III will be at the end of the Foyer, registration table will be to the right hand side.

7:55am

### Welcome with Lynn Lashbrook



#### Dr. Lynn Lashbrook, SMWW Founder & President of SMWW

Dr. Lashbrook, President & Founder of Sports Management Worldwide, the first ever online sports management school with a mission to educate sports business executives. Lynn has been working and teaching in Sports Management for over 40 years and has demonstrated a lifelong passion for helping students strategise and reach their career goals in the world of sports. SMWW, under Dr. Lashbrook's guidance, offers a global sports faculty with over 10,000 alumni from 140 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 100 NFL clients including current Miami Dolphins Quarterback Matt Moore as well as other clients. Lynn is President of the SMWW Agency with over 200 Agent Advisors worldwide representing hundreds of athletes including certified hockey agents and their clients.

Dr. Lashbrook continues to spearhead an effort to bring Major League Baseball to Portland, Oregon. He led the lobbying efforts that resulted in a \$150 million construction bill for a new baseball stadium in Portland. Under his leadership, the group secured legislative action to subsidize a new stadium with ballplayers payroll taxes. Due to this campaign, a 25,000-seat stadium in the heart of the city was revitalized rather than torn down, now home to the MLS Portland Timbers. Prior to SMWW, Dr. Lashbrook served at the collegiate level as Athletic Director or Asst AD at University of Missouri, Southern Illinois University at Edwardsville, and the University of Alaska Fairbanks. During his years as the AD at UAF, Dr. Lashbrook brought UAF Hockey into the Central Collegiate Hockey Association. In addition Lashbrook mentored the rising young hockey coach Don Lucia, now University of Minnesota Head Coach, where Don has led the Gophers to the Frozen Four in back-to-back national championships. Dr. Lashbrook is well known for his ethical compass, integrity...and puns! We encourage you to introduce yourself to Dr. Lashbrook. He loves meeting people!

Twitter: @SMWW

8:00am

### Coffee with Brian Burke and Patrick Burke



#### Brian Burke, Calgary Flames President of Hockey Operations

**Brian Burke** brings an impressive resume and reputation to the Flames organization overseeing all hockey operations for the growing sports and entertainment group. His vast experience ranges from his professional playing career to several executive positions both at the league and team level.

Prior to the Calgary Flames, Burke was the President and General Manager of the Toronto Maple Leafs from 2008-13. Burke was Executive VP and General Manager of the Anaheim Ducks from 2005-08. Under his leadership, the Ducks were crowned the 2007 Stanley Cup Champions. He served as president and General Manager of the Vancouver Canucks from 1998 to 2004. With the Canucks, he was credited with reviving the franchise with the drafting and signing of several key players as the team won a playoff series and captured a division title.

From 1993-98, Burke was the Executive Vice President and Director of Hockey Operations at the NHL, where he handled player discipline, ruling on violations for on-ice player conduct. He also worked closely with Commissioner Gary Bettman on collective bargaining matters. Prior to his tenure in the NHL office, he served as the General Manager of the Hartford Whalers in 1992-93. Burke's career on the executive side of the hockey business began as an NHL Player Agent but he was hired in 1987, to be the Director of Hockey Operations for the Vancouver Canucks.

Twitter: @burkie2020

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# SPORTSMANAG



### **Patrick Burke, NHL Director of Safety**

Patrick Burke is currently finishing his second season as Director of Player Safety for the National Hockey League. The DOPS is responsible for many tasks pertaining to the safety of the game, most notably the issuing of Supplemental Discipline for plays that fall far outside the rules of the game. Previously, Burke spent seven years as a Scout for the Philadelphia Flyers, covering the NCAA and New England pro hockey. A 2006 graduate of Notre Dame and a 2013 graduate of New England Law Boston, Burke has also spent time working for the Anaheim Ducks, Vancouver Canucks, Washington Capitals, and New England Patriots (NFL). Burke is also the President of the You Can Play Project, which works to eradicate homophobia in sports.

**Twitter: @BurkieNHL**

**8:30am:**

### **Scouting for an NHL Team**

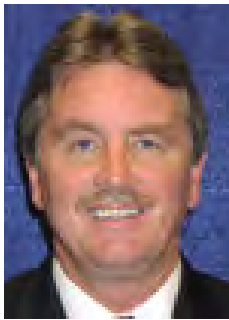


### **Ryan Bowness, Winnipeg Jets, Mgr. of Hockey Operations and Team Services**

Ryan Bowness enters his third season with the Winnipeg Jets as a Professional Scout after having served as the club's Manager of Hockey Operations from 2011-13. He served as the Atlanta Thrashers' Manager of Player Development and Hockey Administration prior to the franchise's relocation to Manitoba. A member of the Ontario Reign (ECHL) during the team's inaugural 2008-09 season, Bowness graduated from Saint Mary's University in his hometown of Halifax, Nova Scotia in 2008 with a degree in business following a four-year collegiate career with the Huskies (CIS/AUS).

Prior to enrolling at Saint Mary's, Bowness spent four seasons in the Ontario Hockey League with the Brampton Battalion and Oshawa Generals. He served as Brampton's captain for the 2003-04 season. Selected by the Columbus Blue Jackets in Round 8 (236th Overall) of the 2001 NHL Entry Draft, Bowness was recognized as the third-youngest individual in The Hockey News' 2011 'Top 40 Under 40; 100 People of Power & Influence' issue.

**Twitter: @NHLJets**



### **Gordie Clark, New York Rangers, Director of Player Personnel**

Gordie Clark enters his 13th season with the New York Rangers, and his eighth as Director of Player Personnel, after being promoted to the post in 2007. In his role, Clark oversees all facets of both the teams professional and amateur scouting operations, including overseeing the amateur draft. He was instrumental in selecting current Rangers Marc Steal, Derek Stephan, and Chris Kreider, as well as top prospects J.T. Miller, and Dylan McIlrath, and Brady Skjel. Before joining the Rangers, Clark spent the previous six seasons with the New York Islanders, most recently as Assistant General Manager and Director of Player Personnel. With the Islanders, he was responsible for overseeing the NHL Draft process, selecting current NHLer's Roberto Luongo, and Raffi Torres, among others. Prior to his stay on Long Island, he spent four seasons with the scouting department of the Boston Bruins, serving as director of scouting in his final two seasons. He served as an assistant coach in Boston from 1989 to 1992 before joining the teams scouting department.

As a player, Gordie was drafted by the Bruins in 1972 and played professional hockey for nine years in the American Hockey League (AHL). He also played college hockey at the University of New Hampshire, becoming the first two-time All-American in school history. He is a member of the UNH Hall of Fame, and was rated in the top 50 ECAC players for the ECAC's 50th Anniversary.

**Twitter: @NYRangers**

**9:15am**

### **Hockey Analytics**



### **Chris Snow, Calgary Flames, Director of Video and Statistical Analysis**

Chris Snow is in his fifth season with the Flames as the director of hockey analytics. In this role he is charged with all data collection, database development, and data-based analysis. Snow supports decision making across several aspects of the hockey operation, including Flames roster decisions, professional and amateur scouting, Flames game preparation, and player contract negotiations. Prior to joining the Flames, Snow spent four seasons as director of hockey operations with the Minnesota Wild. Prior to entering the hockey business, Snow was a staff writer for the Boston Globe, where he worked as the Boston Red Sox beat writer. A graduate of Syracuse University, he has also worked for the Minneapolis Star Tribune as the Minnesota Wild beat writer.

**Twitter: @NHLFlames**



# NHL CAREER CONFERENCE AGENDA



## Michael Schuckers, Co-Founder, Statistical Sports Consulting

Michael Schuckers is a Professor of Statistics at St. Lawrence University in Canton, NY. A graduate of Penn State, he also holds a master's degree from the University of Michigan and a doctorate in Statistics from Iowa State University. Schuckers is an applied statistician who has done work on hockey, baseball, football and tennis. At the MIT Sloan Sports Analytics Conference, he has twice been a finalist in the research paper competition, finishing second in 2013 for his Total Hockey Ratings, or THoR. In 2012 he appeared on the hockey analytics panel at that conference. His work on hockey has appeared in *The Wall Street Journal*, *The Hockey News*, *The Boston Globe* and *ESPN The Magazine*. The American Statistical Association's Section on Statistics in Sports named Schuckers their 2013 Significant Contributor. In 2013 he was a Fulbright Scholar visiting VTT in Finland and working on metabolonomic research. Schuckers has co-founded Statistical Sports Consulting, LLC with Chris Wells, the 2012 NCAA Division I Coach of the Year.

Twitter: @SchuckersM



## Drake Berehowsky, Statstrak Founder, Former NHL Player, Professional Hockey Coach

Drake Berehowsky began his junior hockey career as the #1 overall draft pick to the Kingston Raiders of the OHL. During his time in Junior, he was selected CHL Defensemen of the Year in 1992; as Captain, led the North Bay Centennials to the OHL finals in the 1991-1992 season and was named to the OHL/QMHL All Star team. He was drafted 10th overall by the Toronto Maple Leafs in 1990 and enjoyed a 13 year career in the NHL.

In 2007, Drake began his coaching career with the Barrie Colts of the OHL. He was an assistant coach with the Peoria Rivermen of the AHL, and Head Coach with the Orlando Solar Bears of the ECHL and the WHL's Lethbridge Hurricanes. He has also completed Level II of Hockey Canada's High Performance coaching certification.

Recently, Drake has developed a hockey analytics tool called statstrak, which has been endorsed by the NHL Alumni Association and has begun teaching hockey at the minor hockey league level to give back to the sport which has given him so much.

Twitter: @DrakeBerehowsky

10:15am

## Life of a NHL Agent



## Rick Curran, NHL Player Agent, Orr Hockey Group

Rick Curran has actively represented players since 1978, bringing over 35 years of experience. During that time, he has negotiated several of the industry's precedent setting contracts. Many of the players Curran has represented are now key decision makers in the game today. The familiarity and trust of those strong relationships provide an important level of communication on behalf of Orr Hockey Clients. Rick's initial association with Bobby Orr began in 1969 as a staff member of the Orr Walton Sports Camp. Many of the people he met and the relationships that were forged during those ten summers had a profound impact on his life in hockey.

Following a successful college hockey career at Merrimack College, he was appointed International Hockey Coordinator for Hockey Canada. Rick served as Business Manager for Team Canada for two world championships (1977 - Vienna and 1978 - Prague) and for the Team Canada Juniors (1978 - Montreal). Partnered with Bill Walters, Curran then helped build

Branada Sports Management into one of the business's premier hockey agencies. Having purchased the company and renaming it Representation incorporated, he eventually relocated its offices in Philadelphia PA in 1991. That same year with notable clients including Brendan Shanahan, Adam Graves and Mark Recchi he utilized the then applicable Group 1 free agency and its leverage to create new benchmarks for second contract signing within the NHL. The following summer, Curran continued to make an impact on the salary marketplace when he negotiated the first \$20+ million contract with the Philadelphia Flyers on behalf of client Eric Lindros.

In 2000, Rick renewed his association with Bobby Orr and in 2002, partnered with Orr and Paul Krepelka to form the Orr Hockey Group. As the current longest standing agent in the industry, Curran continues to impact the salary market as he focuses his efforts on ensuring that clients of Orr Hockey are viewed in the highest regard by those associated with the game today.

Twitter: @OrrHockeyGroup



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**SPORTSMANAG**

**11:00am**

## **Life of a NHL GM**



### **Ken Holland, Detroit Red Wings, Executive Vice President & General Manager**

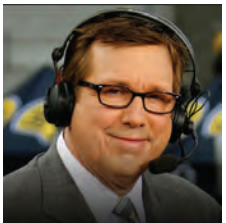
Holland enters his 18th season as general manager of the Red Wings and his 32nd year with the organization. He is arguably the most successful general manager in all of professional sports over the last 16 years. Since Holland was appointed to his current position in 1997, the Red Wings have more wins (821) than any other franchise in the National Hockey League, including 707 regular season wins and 114 playoff victories. Under Holland's watch the Red Wings have won three Stanley Cups ('98, '02, '08), four Presidents' Trophies ('02, '04, '06, '08), ten Central Division titles ('99, '01, '02, '03, '04, '06, '07, '08, '09, '11) and five regular season Western Conference titles ('02, '04, '06, '07, '08). Detroit has qualified for the Stanley Cup Playoffs in all 16 seasons under Holland's tutelage and the team currently holds the longest active streak in all of professional sports with 22 consecutive postseason appearances.

Holland's last eight seasons have perhaps been his most impressive as an NHL general manager. After drastically cutting payroll to comply with the NHL's newly instituted salary cap in 2005-06, he assembled a team that won the second-most games in Red Wings' history (58) and the Presidents' Trophy. The Red Wings followed that with a 50-19-13 regular season and a trip to the Western Conference Finals in 2006-07. In 2007-08, the Red Wings posted a 54-21-7 record and captured the sixth Presidents' Trophy and 11th Stanley Cup championship in franchise history. In 2008-09, Detroit became just the third team in NHL history to record 50-or-more wins in four consecutive seasons, finished with a 51-21-10 mark and made a return trip to the Stanley Cup Final.

**Twitter:** @DetroitRedWings

**11:45am**

## **Sports Media & Communications**



### **EJ Hradek, Host, NHL Live, former SMWW Faculty**

E.J. Hradek joined NHL Network/NHL.com as a Senior Reporter in May 2011, working across the League's multiple media platforms. He serves as the regular co-host for NHL Live (Monday through Friday, 5-7 pm ET), discussing the game's hot topics with players, coaches, executives and fans. He is also featured on various segments within NHL Live including "The EJ 5", "Plus/Minus" and "Fantasy/Reality", a Friday feature in which he discusses Fantasy Hockey with NHL.com Fantasy guru Matt Cubeta. Hradek also pens the "Tuesday 10" column for NHL.com, which covers the top 10 stories from the week in hockey.

Prior to arriving at NHL Network, E.J. spent 13 years as a Senior Writer for ESPN The Magazine. He was part of the original staff that helped launch the magazine in March 1998. During his time at ESPN, Hradek's work appeared across all the company's media platforms. He appeared as an NHL analyst for ESPN on SportsCenter, ESPNNews, First Take and NHL 2Nite, as well as delivering daily columns for ESPN.com. Prior to leaving ESPN, he served as host of the company's hockey webcast, Inside the NHL.

**Twitter:** @EJHradek\_NHL



### **Adelyn Biedenbach, Florida Panthers, Coordinator of Digital Media & Communications**

Adelyn Biedenbach has just completed her second season with the Florida Panthers working in the communications department. Her responsibilities include social media strategy and content creation for the Panthers and BB&T Center's social platforms, PR tasks and serving as the webmaster for FloridaPanthers.com. Originally from Pittsburgh, PA, Adelyn has an undergraduate degree in Journalism from Point Park University and a masters in New Media Management from Syracuse University.

**Twitter:** @adelynlee



### **Rob Rossi, Pittsburgh Tribune-Review, Lead Sports Columnist**

Rob Rossi is the lead sports columnist for the *Pittsburgh Tribune-Review*. Prior to this role, he covered the NHL and Pittsburgh Penguins for that outlet from 2006-14. He has also covered MLB and the Pittsburgh Pirates. Rob won a national award in 2011 for his coverage of youth concussions. He also was honored three times regionally, including a Pennsylvania AP Editors selection for the top sports column in 2014. He is a member of the baseball and hockey writers' associations, serving as Eastern Conference representative for the PHWA.

**Twitter:** @RobRossi\_Trib

**12:30pm**

## **Networking Lunch Provided, Sky Terrace**

Lunch includes: Rosemary Chicken Breast, Green Salad, Artisan Bread, Key Lime Pie, Ice tea and lemonade.

**DIRECTIONS TO THE SKY TERRACE:** Exit meeting room, walk down the foyer towards Las Olas, make a right by escalators and you will see a set of elevators. Take elevators up to 4th floor.

# NHL CAREER CONFERENCE AGENDA

**1:45pm**

## **Hockey Operations at the Junior Level**



### **Dino Caputo, Tri Cities Americans (WHL) Regional Scout, SMWW Faculty**

Dino is the Regional Scout for the Tri City Americans of the Western Hockey League. Based out of Lethbridge, AB, Caputo has been with the Americans for the past eight years and his hockey experience includes working as an assistant coach at the University of Lethbridge and Head WHL Scout for five years with International Scouting Services. He has also been part of Hockey Canada's program of excellence.

As a former college hockey player for the University of Lethbridge, he was an Academic All Canadian and was nominated nationally for the Dr. Randy Gregg Award for leadership, academics and community service. In his 5-year junior hockey career, he played for WHL Victoria Cougars, BCHL Prince George Spruce Kings and captained the Trail Smoke Eaters.

*Dino is also an instructor for SMWW's Hockey GM & Scouting Course.*

**Twitter: @Dcap24**



### **Marc-Andre Dumont, Cape Breton Screaming Eagles, GM & Head Coach**

From 1993 to 2005, Marc-Andre worked in media for Media Transcontinental, taking on various challenges such as sports writer, editor-in-chief of weeklies/business papers, publisher of weekly papers, was first editor-in-chief of daily paper Metro in Montreal, led editorial team in France for prior to the launch of three daily newspapers and worked in the special feature section of weekly prestigious business newspaper Les Affaires. In 2001, Marc-Andre was the assistant coach to Guy Boucher for 2 seasons, and assistant to Benoit Groulx for one season in 2006. He then moved up to Head Coach of midget AAA expansion team, Chateauguay Patriots in 2005-2006; Assistant Coach of Team Quebec for the U17 World Challenge in 2005; Assistant Coach of the Gatineau Olympiques QMJHL from 2006 to 2007. From there, Marc-Andre became Head Coach of Team Quebec for the U17 World Challenge in 2009, Head Coach of Foreurs de Val-d'Or QMJHL from April 2009 to October 2012 and finally has been the General Manager and Head Coach of Cape Breton Screaming Eagles QMJHL since December 2012.

**Twitter: @eaglescoachmad**



### **Barclay Parneta, Tri Cities Americans Head Scout & Prospect Development Coach**

Barclay is currently entering his 6th season with the Tri-City Americans of the Western Hockey League where he holds the Title of Assistant General Manager/ Head Scout /Player Development Coach. Prior to that Barclay Worked 7 Years in the National Hockey League as a Amateur scout. 5 years with the St Louis Blues 2003 to 2008, 2 years with the Phoenix Coyotes 2008 to 2010,

Barclay has spent More than half of his life either playing junior hockey or involved as a scout. Barclay currently 45years old started as a player at 16 in the PIJHL, WHL, and BCHL.

**Twitter: @TCAmericans**

**2:30pm:**

## **The Player Agent Relationship**



### **Neil Glasberg, PBI Sports and Entertainment, President**

As a former Chairman of the Board of Directors of Special Olympics Canada (SOC), Neil has over three decades of business leadership experience in financial services, automotive consumer, corporate finance, consumer marketing and branding. Neil is the President of PBI Sports and Entertainment, a rapidly growing sports representation and personal branding firm that manages and guides the careers of professional and Olympic athletes, professional coaches, musical artists, actors, and broadcasters. In mid-2014, Neil took on the personal branding responsibility for Evander Holyfield, the Five-time World Heavyweight Boxing Champion, and currently leads all of Evander's global business opportunities and branding strategy. PBI Sports and Entertainment works closely with its clients in creating, leveraging, and maximizing their athletic and personal brand value around the world through Contract negotiating, Sponsorships, Endorsements, and by providing a litany of financial services (tax, insurance, wealth) and philanthropic guidance. As a perceptive

business expert, Neil is respected as a very successful, fair and knowledgeable negotiator who is often called upon to consult and participate in investment deals. Neil is also a Certified NBA Player Agent and Certified Contract Advisor in the Canadian Football League.

**Twitter: @pbisports**

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**SPORTSMANAG**





## Serge Payer, NHL Player Agent

Growing up in Rockland, Ontario, a small town close to Ottawa, Serge Payer had a dream to play in the NHL one day. Like many hockey players, Payer's journey included time in the Ontario Hockey League. During that 5 year stint with the Kitchener Rangers, Payer was diagnosed with Guillian-Barre Syndrome. Today, he works as an agent and hockey advisor for elite hockey talent through his company, Unlimited Sports Management. He also created the Serge Payer Foundation. In his fourth year, Payer woke up with severe back pain. He was later diagnosed with Guillian-Barre Syndrome and out of hockey for a year. Guillian-Barre Syndrome is an inflammatory disorder of the peripheral nerves. GBS is characterized by the rapid onset of weakness and, often, paralysis of the legs, arms, breathing muscles and face. It continues to claim thousands of new victims each year, striking any person, at any age, regardless of gender or ethnic background.

After a ten-month battle with the disease and subsequent bout with mononucleosis, he returned to the Rangers before eventually making his NHL debut on November 13, 2000, against the Atlanta Thrashers. Payer played 119 career NHL games with the Florida Panthers and Ottawa Senators, scoring 7 goals and 6 assists for 13 points. Later he played three years of elite pro hockey in Europe (2008-11), including most recently with the Norwegian team Vålerenga of the GET-ligaen.

Twitter: @sergepayer



## Harkie Singh, Uptown Sports, Director of Player Development

Prior to joining Uptown Sports, Harkie worked in the NHL for six-plus seasons. He spent one year working for the Vancouver Canucks as a full-time Professional Scout. Harkie worked under the guidance of then General Manager Dave Nonis, currently the GM of the Toronto Maple Leafs. Before joining the Canucks, Harkie worked for the New York Islanders for five years as a full-time Professional Scout. There he worked under the direction of General Manager Mike Milbury and Assistant GM Gordie Clark. His responsibilities with both organizations included pre-draft player evaluations, input on player personnel decisions, and recommendations on free agent signings at the junior, collegiate and professional levels. Prior to his NHL work, Harkie also served one year as the Assistant GM and Associate Head Coach for the Markham Waxers of the Ontario Junior Hockey League working along side former Oshawa Generals Head Coach Rick Cornacchia. Harkie is a former OHL player (Belleville Bulls, Windsor Spitfires). He also played pro hockey for the Thunder Bay Thunder Cats in the UHL.

Twitter: @ProProspects | Twitter: @CamLizotte

PLAYER BIO	
	<p><b>#3</b> Cameron Lizotte Defenceman</p> <p>SHOOTS: Left            HEIGHT: 6.02            WEIGHT: 200            BIRTHDATE: 1997-08-24            HOMETOWN: Falconbridge, ON</p>

3:15pm

## Hockey Marketing and Business Operations



### Zoran Rajcic, WHL Everett Silvertips Executive VP and Asst. GM

Zoran Rajcic has been a central member of the Silvertips organization since the club's inception in 2002. Always a driving force behind the team's front office success; his performance was recognized with the WHL Marketing/Business Award in 2010. He was promoted from Director of Business Operations to Assistant General Manager in October 2011 and added the title of Executive Vice President in July 2012.

Rajcic's primary responsibilities revolve around the business and marketing affairs of the club, which have seen continued growth and increased visibility over the past 11 seasons. His direction has helped the Silvertips draw over two million fans to XFINITY Arena and build a strong community presence throughout Everett and its surrounding communities. As Executive Vice President of Silvertips parent company CSH International, Inc., he also supports the business operations of other sports franchises within the company.

Hailing from Lethbridge, Alberta, Canada, Rajcic is a graduate of University of Lethbridge with a Bachelor's degree in Management and major in Marketing. Upon graduation, Rajcic was named the school's Director of Athletic Marketing and recognized by the National Association of Collegiate Marketing Administrators as the Marketer of the Year in 2000. Prior to his work with Everett, Rajcic spent three years with the Baton Rouge Kingfish of the ECHL, starting as Director of Sales before being promoted to Vice President/General Manager during his second season.

Twitter: @WHLsilvertips

# NHL CAREER CONFERENCE AGENDA



## Mike Oke, OHL Peterborough Petes GM

Mike Oke is the General Manager of the Peterborough Petes', previously acted as full-time Director of Player Personnel. Prior to his role with the Petes' he worked with International Scouting Services (ISS) as Chief Scout and was promoted to the position of General Manager/Chief Scout in September of 2008. Among his many duties, Oke was responsible for overseeing the day to day operations of ISS as well as the scouting staffs responsible for producing reports on players eligible for the NHL Draft, as well as the WHL, QMJHL, OHL and CHL Import Drafts.

Mike was an Assistant Coach in charge of video with Team Pacific at the 2008 World Under 17 Hockey Challenge, worked as the Director of Player Personnel and Assistant Coach with the Oshawa Generals from 2004-2006 and spent four years as Assistant Coach at Wilfrid Laurier University of the Ontario University Athletic Association, where he played a role in the Hawks trip to the Canadian Interuniversity Sport (CIS) National Hockey Championships in 2001 as well as four years as Full-Time Head Coach/Manager with the Trenton Sting of the Ontario Provincial Junior A Hockey League, winning the OPJHL Eastern Conference Championship in 1998. He is a graduate of the Sports Administration program at Durham College. As SMWW's Hockey GM & Scouting Course instructor, Mike has assisted hundreds of SMWW graduates to acquire jobs in professional and collegiate hockey.

**Twitter:** @JMichaelOke

**4:00pm**

## Hockey Success Stories



## Lisa Hollenbeck, WHL Portland Winterhawks Director of Hockey Administrations

Lisa Hollenbeck is the Director of Hockey Administrations for the Portland Winterhawks of the Western Hockey League where she arranges team and staff travel, oversees the team master schedule, and coordinates immigration. She previously was the Manager of Hockey Administration for the ECHL. While she managed the administration of league's officiating department, including but not limited to printed material, travel and immigration, while also assisting with other league and player matters in conjunction with the hockey operations department. Prior to her graduation from Endicott College (Beverly, MA) with a Sports Management degree, she held internship with the B.C Icemen Hockey (UHL), Binghamton Senators (AHL), Lakeland Tigers (Florida League affiliate of the Detroit Tigers), and in the sports information department at Boston University. Lisa is an alum of SMWW's *Hockey GM & Scouting Course*.

**Twitter:** @pdxwinterhawks



## William Boll, Chief Operations Officer, Quantum Pro Hockey

William Boll is the Managing Partner at Hockey Technologies, where he is responsible for all North American operations and for supporting operations in the EU and Russia. Hockey Technologies provides player performance software for professional leagues in North America, Europe and Russia measuring over 500 player performance metrics. Mr. Böll has been involved with product development for 32 years at a number of Fortune 500 companies. He co-founded an international Merger & Acquisition company and is a published author on the subject of Business Continuity. He is a Supervisor for the American Hockey League. He is a former minority owner of the Pacific Coast Hockey League. Bill is an alum of SMWW's *Hockey GM & Scouting Course*.

**Twitter:** @QuantumHockey

## 5:00-6:30pm NHL Buses Depart to BB&T Center

The NHL buses will depart approximately every 15 minutes prior to the draft. The buses will pick you up from the Convention Center Porte Cachere area (located on Granada St.) outside the Westin Beach Resort. Buses leave the draft approximately every 15 minutes from outside the arena back to the Westin for up to an hour after the Draft.

**DRAFT TICKET INFO:** Your draft ticket was issued with your name badge. Tickets are for the lower bowl at BB&T Center. Please wear your name badge to the draft in addition to showing your draft ticket to get in. This will enable you to continue networking throughout the draft. Keep in mind, with that name badge on you represent Sports Management Worldwide and so to handle yourself in a professional manner. The NHL invites our group back every year to attend the draft and we want to continue that tradition! BB&T Center and the NHL buses are a NO RESUME zone.

**5:00pm**

## BB&T Center Doors Open and Stanley Cup Viewing

On the BB&T Center concourse, fans can have their picture taken with the Stanley Cup and visit the NHL Trophy Display. Please note the Stanley Cup will not be on display during the first round of the draft as the NHL uses it for broadcasting. Trophies are available for viewing on Saturday.



# SPORTSMANAG



**6:50pm**  
**7:00pm**

**BE IN YOUR TICKETED SEAT FOR THE NHL LIVE BROADCAST**  
**Round 1 of the 2015 NHL Draft**

**First round draft order**

- |                 |                          |                                 |
|-----------------|--------------------------|---------------------------------|
| 1. Edmonton     | 11. Florida              | 21. Buffalo (From NYI)          |
| 2. Buffalo      | 12. Dallas               | 22. Washington                  |
| 3. Arizona      | 13. Los Angeles          | 23. Vancouver                   |
| 4. Toronto      | 14. Boston               | 24. Toronto (From NSH)          |
| 5. Carolina     | 15. Calgary              | 25. Winnipeg (From STL via BUF) |
| 6. New Jersey   | 16. Edmonton (From Pitt) | 26. Montreal                    |
| 7. Philadelphia | 17. Winnipeg             | 27. Anaheim                     |
| 8. Columbus     | 18. Ottawa               | 28. Tampa Bay (From NYR)        |
| 9. San Jose     | 19. Detroit              | 29. Philadelphia (From TBL)     |
| 10. Colorado    | 20. Minnesota            | 30. Arizona (From CHI)          |

**9:00pm Post Draft Shuttle NHL Bus Returns to Westin Beach Resort**

NHL Buses run approximately from 9pm to one hour post draft.

**Saturday, June 27**

**8:00am NHL Buses depart approximately every 15 minutes from the Westin**

**10:00am Rounds 2-7 of the NHL Draft**

**12:00pm Post Draft**

Return shuttle buses run approximately up to 1.5 hours post draft.



# SMWW COURSES

## SMWW SPORTS CAREER COURSES

SMWW offers over 20 Sports Career Courses to accelerate your career in sports. You have met many people who have taken our courses here today. Some were speakers, some were attendees. All of the courses are similar to today's session that they give you the "*what you know*" and the "*who you know*".

For attending today's conference, you receive a \$200 discount (\$300 for SMWW Alumni) on a SMWW Course.

### COURSES INCLUDE:

- Live Audio Chats with your Mentors
- Advice & Mentoring for years to come
- Resume Enhancement
- Informational Interviews
- Software and textbooks
- References from your Mentors
- Access to SMWW network
- Invitation to the SMWW Alumni Association
- Cutting edge technology
- Academic credit transferable to your school



*Books and materials are included. Courses are 8 weeks long, but can be taken at your own pace.*

### COURSE DESCRIPTIONS: (Price includes today's discount. Payment plans available.)

**Athlete Management - \$1250:** Become a Sports Agent! Learn skills and strategies necessary to represent professional athletes. Recruiting, draft preparation, contract negotiation, marketing, endorsements, sponsorship and legal requirements to represent clients in each sport. **Live Audio Chat Mentors: NFL Agent Dr. Lynn Lashbrook, former NFL and NBA Agent Joel Corry, FIFA Agent John Print, MLB Agent Oscar Suarez, NBA Agent Bret Kanis, and NHL Agent Manny Schmidt.**

**Baseball Analytics - \$1250:** Learn how to disseminate objective knowledge about baseball including sabermetrics, baseball analytics, data science, and the statistical tools used by the major leagues. **Live Audio Chat Mentor: Ari Kaplan, AriBall CEO.**

**Baseball GM & Scouting - \$1250:** Sabermetrics, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: former LA Dodgers GM Dan Evans, MLB Scout Larry D'Amato.**

**Basketball GM & Scouting - \$1250:** Includes digital video editing, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: NY Knicks, Director of Player Personnel, Mark Warkentien.**

**Coaching the Next Level - \$795:** Skill development, funding, sponsorships and marketing as it relates to coaching. Skills and strategies to grow a career in coaching. Player evaluation, coaching evaluation, recruiting, retention, liability, leadership, management, and the steps to building a championship program. **Live Audio Chat Mentor: Dr. Jim Krause, Winning Sports Programs President.**

**Cricket Business Management - \$795:** Including team operations, club management, talent identification, team sponsorship, umpiring, coaching, junior, womens, new technologies, recruiting, the business of running a club and essential tools of professional and amateur cricket clubs. **Live Audio Chat Mentor: Ken Jacobs, former CEO of Cricket Victoria, the largest cricket club in Australia.**

**Digital Video Editing - \$1250:** Designed for individuals wanting to break into sports via the video department of professional and university teams. You will be trained in Synergy Sports Technology or XOS Technology used by NBA & NFL teams and EA SPORTS. **Live Audio Chats with Synergy Sports Technology Staff and/or XOS Technologies.**

**Football Agent Certification Prep Course - \$795:** Offers study preparation for individuals who have applied and been accepted to take the NFLPA Certification exam. **Live Audio Chats Mentor: former NFL and NBA Agent Joel Corry.**



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**Football GM & Scouting - \$1250:** Includes Coach's Office software and XOS Technology training, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: former Tampa Bay Buccaneers GM Mark Dominik, former NFL Executive & legend John Wooten & former NFL Scout Russ Lande.**

**Hockey Analytics - \$1250:** Advanced hockey scouting, game & player analysis, using hockey analytics and statistical tools utilized by the NHL. **Live Audio Chats with NHL experts hosted by Mike Oke, Peterborough Petes' General Manager.**

**Hockey GM & Scouting - \$1250:** Includes training with Steva Digital Video Editing and Rinknet, the scouting software used by the NHL, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the General Manager. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: Boston Bruins former GM Harry Sinden & Mike Oke, Peterborough Petes' General Manager.**

**Mixed Martial Arts Management - \$795:** One of the fastest growing sports in the world is now looking for all sorts of talented and creative people. Learn from former Olympic silver medalist Matt Lindland, MMA competitor, coach, agent and promoter, the inside of this business. **Live Audio Chat Mentor: Matt Lindland, USA Wrestling Greco-Roman Coach.**

**Motorsports Management - \$795:** Business side of the racing industry, race team management, speedway and track operations, media and event management, motorsports marketing, pit crew, revenue and sponsorships. **Live Audio Chat Mentor: Tom Weisenbach, Indiana Motorsports Association Executive Director.**

**Rugby Business Management - \$795:** Team operations, club management, talent identification, team sponsorship, coaching, women's rugby, new technologies, recruiting, the business of running a rugby club and other essential tools of professional and amateur rugby clubs. **Live Audio Chat Mentors: Syd Douglas, Managing Director of Rah Rah Rugby**

**Soccer Analytics - \$1250:** Soccer scouting, match a player analysis and transfer dynamics using an online platform utilized by the top soccer clubs in the world. **Live Audio Chat Mentors: SMWW UK Scout (EPL) John Print and Richard Trafford and Portland Timbers Scout (MLS) Matt Martin.**

**Soccer Management & Scouting - \$1250:** Traditional scouting skills and transfer dynamics, evaluation tools and the business side of managing a team, player personnel and the job of the GM. **Live Audio Chat Mentors: ESPN Analyst Tommy Smyth, Aston Villa Scout (EPL) Steve Simmons, and Portland Timbers Scout (MLS) Matt Martin.**

**Sports Administration - \$1250:** Enhance revenues, manage cost-effective programs, manage and maintain a full menu of sports, community relations. Designed for those that want to be Athletic Directors, work for an Olympic Committee, governing bodies, sports hall of fame, and international sports organizations. **Live Audio Chat Mentors: Dr. Jim Krause Winning Sports Programs.**

**Sports Broadcasting - \$795:** Sportscasting, play-by-play with cutting edge technology. Conduct coach's interviews, execute live pre/post game interviews, host weekly coaching shows, and create an on-air sports personality. **Live Audio Chat Mentors: Portland Trail Blazer Announcer Brian Wheeler and Integrity Sports Network Host Steve Nash.**

**Sports Media & Communications - \$795:** Public Relations, marketing, new media communications, social networking, and journalism at the major league level. **Live Audio Chat Mentor: Seahawks and Mariners Sideline Reporter Jen Mueller.**

**Sports Revenue Management - \$1250:** Train for entry-level positions in the front office of your favorite team. Includes sponsorship, sales, & entry-level marketing needed to be hired as an Account Executive. **Live Audio Chat Mentors: Indianapolis Colts VP Greg Hylton, Salem Keizer Volcanoes President Tom Leip, and Bill Guertin, CEO, The 800-Pound Gorilla.**

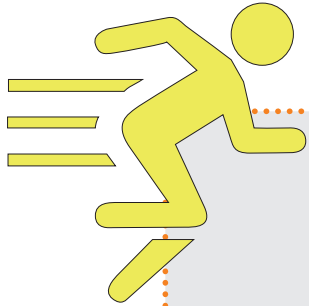
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**John Print**  
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**Thank you for being our guest this weekend.**  
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**GLOBAL SPORTS BUSINESS NETWORK** - with over 10,000 graduates from over 140 countries complemented by a global faculty, SMWW has graduates in every major league. Whether you take an online degree program or just one course, you join this vast network.

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*We are proud to have sports industry leader, **Mark Warkentien**, New York Knicks Director of Player Personnel and NBA Executive of the Year as a recent graduate of the CUC-SMWW Masters Degree Program.*



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# SMWW CAREER CONFERENCES



**Vegas Summer League Games** - July 17-18, 2015, Las Vegas

See 8 NBA teams in one day!

**NFL London Game** - October 3-4, 2015, Wembley Stadium

British & American Sports Converge! Experience the globalization of sports — Miami Dolphins vs. New York Jets

**Annual Baseball Meetings** - Dec 6-7, 2015, Nashville, Tennessee

All 30 MLB teams & 161 minor league teams convene to discuss league business, conduct off-season trades & transactions.

**NFL Combine** - February 25-27, 2016, Indianapolis, Indiana

From athlete to owner, the “whose-who” of the NFL

**Portsmouth Invitational Tournament** - April 13-16, 2016, Virginia

Watch the top 64 NCAA basketball players in the country compete for NBA Agents & Executives

**NHL Draft** - June 23-25, 2016, Buffalo, New York

Watch NHL Execs make their picks live on the arena floor. Includes “100 level” tickets to all 7 rounds

**2016 NHL Conference: Only \$150.00**  
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Max Barron Iowa AAA Elite U18  
Dean Beardy Shelburne Red Wings  
Patrick Bedell PAL Jr Islanders  
Steve Simmons, Aston Villa  
Joe Aloisi, CFL Agent  
Nathan Reid, Kansas City Chiefs  
Tony Ciccolella, MLB Agent  
Adam McInturff, Washington Nationals  
JPaul Dodson, Texas Rangers  
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James Sharp, FIFA Agent  
Brett Breece, Seattle Mariners  
Josh Stoller, Milwaukee Brewers  
Jonne Lindblom, Golden Star Management  
Ryan Latham, Seattle Mariners  
Tony Piazza, Arizona Diamondbacks  
Keith Casey, College Prospects of America  
Troy Steffy, Toronto Blue Jays  
Chris Colwell, San Francisco Giants  
Phil Nicoletti, Cleveland Indians  
Juan I Vicioso, Atlanta Braves  
Thierno Diallo, Global Foot Agency  
Russ Blatt, formerly Chico Outlaws  
Richard Garland – Apollo Sports Agents  
Jim Sherry, Viola FC Football Agency (Scotland)  
Justin Clutter, Rabun County High School  
Devon Teeple - The GM's Perspective  
Jerry Differding - Biz of Baseball  
Bill Jordan - Business of Sports Network  
Duncan Maxim – Head of Golf at MB Partners  
Ray Milheur, Freelance Baseball Writer  
Jeremy Blumes Strathmore Wheatland Kings  
Phil Bohlenblust Swiss Ice Hockey Federation  
Mike Borders Grand Rapids Griffins  
Steve Ouellette Mt Hope High School  
Cesar Bertani, Intl. Football Mgmt (Venezuela)  
Darryl Bouley College Hockey Prep Academy  
Nathan Brandvold Huskies Hockey Skills Academy  
Hugh Brown Portland Winterhawks  
Curtis Brownlee Prince Albert Raiders  
Jonne Lindblom, Golden Star Management (Finland)  
Terry Lawriw, AFC Cleveland  
Jon Bruenig Beaverlodge Blades  
Brad Burud Inside Edge Hockey News  
Dave Cadelli Cedar Rapids Roughriders  
Ron Contillo Iowa State University  
Brent Coombs Strathmore Wheatland Kings  
Scott Corcoran Alliston Coyotes  
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Kurt Freyman La Ronge Ice Wolves  
Dany Gelinat Fribourg General Manager

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Travis Gibson Champion Hockey  
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Bob Gillen Yellowstone Quake  
Jessica Gillis Hockey New Brunswick  
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*- Dr. G. Lynn Lashbrook*



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