



2015
NFL Combine
Career Conference

FEBRUARY 20-21



SPORTSMANAGEMENTWORLDWIDE

NFL CAREER CONFERENCE AGENDA

Friday, February 20th

7:30-9:30 pm Welcome Networking Reception
Rock Bottom Brewery



Saturday, February 21st

7:45am Registration opens

8:30am Welcome with SMWW President Dr. Lynn Lashbrook



Dr. Lynn Lashbrook, SMWW President & NFL Agent

Dr. Lashbrook, President & Founder of Sports Management Worldwide, the first ever online sports management school with a mission to educate sports business executives. 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. At this year's combine, Lynn represents Punter Kyle Loomis, NFL draft prospect, Lynn is President of the SMWW Agency with over 200 Agent Advisors worldwide representing hundreds of athletes.

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. 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, Hashtag: #SMWWNFLConf

8:45am Inside the NFL with two NFL veterans

Moderator: Dr. Lynn Lashbrook



Mark Dominik, ESPN NFL Analyst, former Tampa Bay Buccaneers GM, SMWW Faculty

Mark Dominik is currently an ESPN NFL Analyst. Most recently, Mark was the Tampa Bay Buccaneers GM from 2009 through 2013. Mark contributed to seven playoff appearances and four division titles for the Bucs. Dominik quickly gained a reputation as one of the NFL's top talent evaluators, with a keen aptitude for finding late-round gems, in addition to fully utilizing the "second draft"—bringing in rookie contributors through undrafted free agency, scouring the waiver wire and opposing teams' practice squads.

Dominik joined the Buccaneers' staff at the young age of 24 as a pro personnel assistant. He served in that capacity through the 1997 season, before assuming the title of pro scout in 1998 and coordinator of pro personnel in 2000.

Prior to the start of the 2001 season, Dominik began the first of his eight years as Tampa Bay's Director of Pro

Personnel. In 2002, Dominik helped guide the Buccaneers to their first world championship in Super Bowl XXXVII against Oakland. As Director of Pro Personnel, his duties included overseeing the scouting, recruiting and signing efforts of all NFL players, while also monitoring NFL transactions and overseeing player tryouts. He was also in charge of the Pro Personnel department's evaluation of players in all other professional football leagues, including the Canadian Football League and the Arena Football League, while being responsible for the negotiation and signing of contracts for several free agents and NFL Draft signings. Dominik joined Tampa Bay after spending a year and a half working in both the college and pro personnel departments of the Kansas City Chiefs. Dominik holds a BS degree in Sports Management from the University of Kansas.

Twitter: @MarkDominkESPN

Be mentored by Mark Dominik, take the SMWW Football GM & Scouting course.



SPORTSMANAG



John Wooten, fondly referred to as the “Godfather of the NFL”, SMWW Faculty

John has been involved in the NFL at every level of the game for over 50 years. He has won NFL & Super Bowl titles. Following his NFL playing days, John had a variety of roles on various teams in the NFL. His job titles over 40 years have included Player Personnel, Director of Pro Personnel, Director of Player Programs, Vice President, Director of Scouting, and Consultant. Teams John has worked for in these positions include the Dallas Cowboys, the Philadelphia Eagles, the Baltimore Ravens, the NFL, and the NFLPA. John even had a stint as a sports agent. John is currently Chairman of the Fritz Pollard Alliance, which works closely with the NFL. Every team in the NFL has been impacted by John and his goal to increase job opportunities for minorities in the league.

Be mentored by John Wooten, take the SMWW Football GM & Scouting course.

9:45am

Break - Those with a special invite meet John Wooten in the foyer for entry into the 2015 Combine

10-10:40am

How to Get a Job in the NFL

Moderator: Dr. Lynn Lashbrook



Jen Mueller, Seattle Mariners & Seattle Seahawks Sideline Reporter, SMWW Faculty

Jen Mueller pursued a career in sports broadcasting after repeated comments of “talks too much” from teachers and family members. A 14-year sports broadcasting veteran, Jen currently serves as the sideline radio reporter for the Super Bowl Champion Seattle Seahawks. She is also part of the Seattle Mariners television broadcast team on ROOT Sports. In addition to her work on the sidelines, Jen launched Talk Sporty to Me in 2009 and teaches business professionals how to improve communication and leverage fandom in business. Jen published her first book Game Time: Learn to Talk Sports in 5 Minutes a Day for Business, last June. She graduated from Southern Methodist University in 2000 with degrees in Broadcasting Journalism and Public Policy. Jen is excited to help you with the

communication skills to advance to the next level.

Twitter: @JenTalksSports

Be mentored by Jen Mueller, take the SMWW Sports Media & Communications course.



Greg Hylton, Indianapolis Colts, VP Premium Seating & Ticket Sales, SMWW Faculty

Greg Hylton is the Indianapolis Colts Vice President of Premium Seating and Ticket Sales. Greg has been with the Colts for over 18 years. Prior to VP, Greg served as Director of Ticket Sales and Marketing from 2001-05, Director of Ticket Sales from 1998-2000, and Group Sales Manager from 1997-1998. Greg holds a bachelor’s degree in communications and psychology from Indiana University. Prior to working with the Colts, Greg started with the Indiana Pacers from 1990-91 and with the Indianapolis Ice from 1991-97. Greg has worked his way up the ladder and is now excited to mentor passionate and hard working individuals to do the same.

Twitter: @Colts

Be mentored by Greg Hylton, take the SMWW Sports Revenue Management course.

**YOU MUST WEAR
YOUR NAME
BADGE AT ALL
TIMES**

NFL CAREER CONFERENCE AGENDA

10:40-11:30 Agent Panel

Moderator: Jen Mueller, Sideline Reporter: Seattle Mariners & Seattle Seahawks & SMWW Faculty



Kelli Masters, NFLPA Certified Agent

Kelli Masters has practiced Business Litigation since 2000 with the law firm of Fellers, Snider, Blankenship, Bailey & Tippens, P.C. She has been a Partner/Shareholder with the firm since 2005, and has negotiated player contracts, local and national endorsement deals, and numerous business deals including the contract on a feature film based on the life of one of her clients, Martel Van Zant. Kelli also has a heart for charitable work, and is a recognized expert on nonprofit law and charitable foundations.

Kelli has developed a solid reputation and a vast network of professional relationships including coaches, owners, managers, and scouts from all 32 NFL Clubs, as well as the NFLPA and MLB personnel. Kelli's clients include, Gerald McCoy, Clinton Carter, Brody Eldridge and more.

Twitter: @KMMsports



Jim Solano, NFL Player/Coach Agent

Solano has spent 40 years as an NFL player agent (1969-Present) and has represented over 700 players and coaches and has had players from all 32 NFL teams. He has represented union player representatives during 4 NFL player strikes. Solano has won numerous "fine appeal" cases with both Commissioners Rozelle and Tagliabue. He has represented either a player or a coach in 24 of the 39 Super Bowls as well as a number of Franchise Players. He represented 18 of the 40 active players on the 1980 Philadelphia Eagles Super Bowl team. He also represented 20 players on Buddy Ryan's Philadelphia Eagles team, as well as 15 on his Cardinals team.

On top of all of this, Solano has never recruited on a college campus; all his clients have come as referrals. Some of Solano's clients include: Seth Joyner (3 time All-Pro, Eagles Franchise Player), Clyde Simmons (Eagles Franchise Player), Kwamie Lassiter (Cardinals Franchise Player), Mike Quick (5 time All-Pro), Head Coach Herman Edwards (Chiefs), former Head Coach Bill Cowher (Steelers) and former Defensive Coordinator Ray Rhodes (Seahawks). Solano holds an MBA and a Master's of Science in Taxation from Temple. He became a CPA in 1968.



Kristen Kuliga, NFLPA Certified Agent

Kristen Kuliga has worked in the sports and entertainment industry for the past twenty years and is currently the founder of K Sports & Entertainment, LLC, a sports and entertainment management and marketing firm.

As an NFL certified contract advisor, Kristen was the first woman to negotiate a starting NFL quarterback's contract, having negotiated Doug Flutie's \$33 million contract with the San Diego Chargers and is one of approximately 30 women certified by the NFLPA (out of approximately 800 certified NFL agents).

Kristen also oversees marketing and endorsement business for many professional athletes as well as corporations and is currently consulting on behalf of the GREAT Grille Group, assisting them in their expansion with NFL and NBA team themed restaurants.

Prior to K Sports, Kristen worked for several sports agencies in business development, sponsorship sales, event management and as general counsel (Highlights include launching new LPGA events, producing event for music icon John Legend's foundation, negotiating licensing for Flutie Flakes cereal, launching popchips marketing campaign in New England, producing a fitness show for ESPN2 and attending salary arbitration hearings for NHL players).

Kristen also previously oversaw business development for a venture capital firm with investments in sports and entertainment entities working with mega music artists including Aerosmith, Christina Aguilera, Jewel, DMC, and Patti LaBell.

Outside of her day to day responsibilities at K Sports, Kristen sits on the Board of Directors of Veterans Legal Services Foundation, the fundraising committee of The Doug Flutie, Jr. Foundation for Autism, is a member of the Sports Lawyers Association and the Boston Chapter Board of the National Sports Marketing Network. She was also an Adjunct Professor of Sports Law at Suffolk University Law School and University of Massachusetts, Amherst. Kristen is a cum laude graduate of both the University of Massachusetts at Amherst (1991) and Suffolk University Law School (1994).

Twitter: @KSportsEnt



SPORTSMANAG



Joel Corry, former NFL & NBA Agent and Salary Cap Expert, SMWW Faculty

Joel was a Sports Agent for 16 years, representing NFL & NBA players. In 1992 at Management Plus Enterprises, who represented top-level athletes including Ronnie Lott, Hakeem Olajuwon and Shaquille O’Neal. Joel left Management Plus in 1995 to co-found Premier Sports and Entertainment, which focused on representing NFL players, college and NFL coaches. He was the primary and co-negotiator of numerous NFL player contracts, including Hall of Famer John Randle’s 5-year, \$32.5 million contract with the Minnesota Vikings (1998), Patrick Surtain’s 6-year, \$44.63 million contract with the Kansas City Chiefs (2005), which made Patrick the highest paid

player in the franchise’s history. Randle’s contract made him the NFL’s highest paid defensive player with unprecedented guarantees that have become the norm in the most lucrative NFL contracts. Other Premier clients included Pro Bowlers Eric Allen, Keenan McCardell and Jimmy Smith. Joel served as a consultant with Management Plus for several years after starting Premier. As a consultant, he played an integral part in the negotiation of Shaquille O’Neal’s Los Angeles Lakers contracts (\$120 million over 7 years & subsequent 3-year, \$88.3 million extension).

In 2012, Joel became a contributing writer for the National Football Post. He uses his NFL salary cap and collective bargaining agreement knowledge to provide a perspective on player salaries, contract negotiations and the salary cap that is rarely seen in the media. In 2013, Joel began writing for CBSsports.com on similar topics, but for a larger audience. Joel also appears regularly on radio shows, including SiriusXM NFL Radio. Joel is motivated to help you become a successful sports agent and assist you in passing the NFLPA Exam.

Twitter: @corryjoel

Be mentored by Joel Corry, take the SMWW Athlete Management course and the Football Certification course to successfully pass the NFLPA exam.

11:30am **Networking Lunch** **Find a table with a topic and host of your interest.**

Table Topic

- NFL GM
- Sports Media
- Marketing
- Agency
- Agency
- Agency
- Agency
- Salary Cap
- Entry Level Jobs
- NFL Technology
- Sports Journalism
- Scouting
- Scouting
- Scouting
- NFL Analytics
- College Admin.
- Sports Careers
- Sports Careers
- Graduate Degrees
- Ask Dr. Lashbrook
- Marketing Athletes
- Sue Hughes

Table Host

- Mark Dominik, ESPN NFL Analyst & former Buccaneers GM
- Jen Mueller, Seahawks Sideline Reporter
- Greg Hylton, Colts VP
- Jeff Brodie, NFL & NBA Agent
- Kelli Masters - NFL Agent
- Jim Solano - NFL Player & Coach Agent
- Kristen Kuliga, NFL Agent
- Joel Corry, former NFL & NBA Agent
- Bill Guertin, NFL, NBA, MLB, NHL, MLS Sales Trainer
- Mike Stoeber, Jacksonville Jaguars
- Mike Tanier, Bleacher Report
- Russ Lande - NFL Scout
- Josh Liskiewitz - NFL Scout
- Matt Littlefield - NFL Scout
- Steve Palazzolo, Pro Football Focus
- Dave Pierce, Missouri Baptist University Professor
- Adam Klimek
- Jon LaForce
- Chuck Patterson
- Dr. Lashbrook
- Jeff Lynch
- Marketing Yourself, Print/Web Designer & Marketing Guru



NFL CAREER CONFERENCE AGENDA

12:30pm

The Life of a NFL GM

Moderator: Dr. Lynn Lashbrook



Ray Farmer, Cleveland Browns GM

Farmer is currently the General Manager for the Cleveland Browns. Prior to his position with the Browns, he was director of pro personnel for the Kansas City Chiefs from 2006 to 2012 and a scout for the Atlanta Falcons from 2002 to 2006. Before working in the NFL, he was the academic coordinator for football at Duke University in 2001, and worked in TV and radio from 1998-2000.

Born in White Plains, New York, Farmer played safety for Duke University from 1992-1996. The Philadelphia Eagles selected him in the fourth round of the 1996 NFL Draft and converted him to a linebacker. During his rookie season, he started 11 games for the Eagles (32 tackles, 1 sack, 1 INT, 1 forced fumble), followed by 5 starts in 1997 (18 tackles, 1 sack). He had been forced into mostly a special teams role by the end of the year. In 1998, Farmer only

played in two games before being waived by the Eagles. Farmer was scheduled to try out with several teams, but wasn't signed by any of them. Farmer tried to make a return to the NFL during the 1999 off season. He signed with the Carolina Panthers, but was waived near the beginning of April after failing a physical.

In 1999, Farmer became a co-host of "The Playaz Club," a sports talk show on WFNZ in Charlotte, North Carolina, and also did some business in banking. Farmer received his first front office type of opportunity in 2001, when Duke hired him as their Academic Coordinator for Football. In 2002, the Atlanta Falcons called him for the pro scouting assistant on a one-year contract. He ended up spending four years with the Falcons from 2002-2005, working his way up the totem pole.

In 2006, he started working for Kansas City Chiefs as their new Dir. of Pro Personnel. Farmer jumped at the opportunity and survived several regime changes, working with the Chiefs through 2012.

In order for Farmer to come to Cleveland, Michael Lombardi needed to receive a promotion. Joe Banner promoted Lombardi to General Manager. From there on out, Farmer belonged to Cleveland.

Farmer was a front runner for the General Manager position with Miami Dolphins after firing Jeff Ireland. He later revoked his consideration after concerns of the front office structure. About two weeks later, he was as surprised as anyone to hear about the firings of Banner and Lombardi. He was offered the role of General Manager and he took it.

Twitter: @Browns

1:15pm

KEYNOTE: "The Three Most Important Moments in Your Sports Career" Bill Guertin, 800-Pound Gorilla CEO, NFL, NBA, MLB, NHL, MLS Sales Trainer and SMWW Faculty



Bill Guertin, NFL, NBA, MLB, NHL, MLS Sales Trainer, 800-Pound Gorilla, SMWW Faculty

Bill Guertin is one of the top sales training authorities in professional sports in North America. He is President and CEO of The 800-Pound Gorilla, Inc., a sales and marketing consultant group whose sports sales training subsidiary, Stadium Gorilla, has partnered with over 60 pro teams in the major and minor leagues to dramatically increase their sales reps' performance and crush their sales goals.

Bill is constantly in the front offices of these teams, and he knows exactly who, when, and how they hire. His sales improvement programs are in use in such iconic sports franchises as the Boston Red Sox, San Francisco Giants,

and Milwaukee Brewers (MLB), Carolina Panthers and St. Louis Rams (NFL), Calgary Flames and Toronto Maple Leafs (NHL), Chicago Fire, Orlando City SC, and Houston Dynamo (MLS), and the Boston Celtics and Golden State Warriors (NBA), among many others.

With the Sports Revenue Management course, you'll benefit from Bill's excitement for the industry, his knowledge of the revenue process, his direct experience with those who hire, and his sincere desire to get you ready for your successful move into the sports world.

Twitter: @800PoundGorilla

Be mentored by Bill Guertin, take the SMWW Sports Revenue Management course.

2:00pm

Break



SPORTSMANAG

NFL CAREER CONFERENCE AGENDA

2:15pm

NFL Video and Football Analytics

Moderator: Dr. Lynn Lashbrook



Tony Khan, Jacksonville Jaguars Senior VP Football Technology & Analytics

Tony Khan was named Senior Vice President, Football Technology & Analytics for the Jaguars in July of 2012 and is entering his third season in that role. Khan arrived in Jacksonville after serving as General Manager and a member of the Board of Managers of Bio-Alternative LLC since 2008. The 31-year-old Khan vacated his position at Bio-Alternative in June in order to take on his current role.

Under Tony Khan's guidance, the Jaguars created a Football Technology and Analytics group in 2012. In addition to being a valued asset to the coaching and scouting departments, this group also explores new technology and its applications within all areas of the Jaguars organization. These areas include fan experience, player development and injury prevention in addition to game analysis and player evaluation.

Khan graduated from the College of Business at the University of Illinois in 2007 with a Bachelor of Science degree in finance. Khan grew up in Champaign-Urbana, Ill. He graduated from the University of Illinois Laboratory High School in 2001, where his graduating class had the highest ACT average of any class at any school in America. He was also an Illinois State Scholar and a National Merit Semifinalist.

Twitter: @TonyKhan

Mike Stoeber, Jacksonville Jaguars Video Department, SMWW Faculty

Mike is currently the Assistant Director of Football Technologies at Jacksonville Jaguars. Mike has a wealth of experience in football with digital video editing. Prior to the Jacksonville Jaguars, he was the Senior Field Support Representative at XOS Digital. Prior to that he was the Director of Football Operations and Director of Game Analysis at the University of Florida.

Mike has a masters degree from the University of Florida in Sport Administration. Mike's career has seen digital video editing grow to what it is today and he knows first hand what a person needs to know to work for an NFL or collegiate team. Due to his relationship with XOS Digital, Mike also know which teams need assistance in the Video Department and who is doing the hiring. **Twitter: @Jaguars**

Be mentored by Mike Stoeber, take the SMWW Digital Video Editing course with XOS Technology.

3:00pm

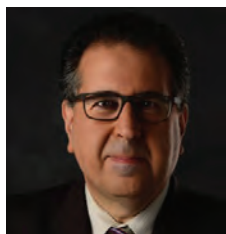
Media & Journalism

Moderator: Jen Mueller, Sideline Reporter: Seattle Mariners & Seattle Seahawks & SMWW Faculty



Mike Tanier, Bleacher Report NFL Lead Writer

Mike Tanier taught mathematics in the New Jersey public school system for 17 years before embarking on a full-time sportswriting career. Starting at Football Outsiders while still a teacher, he became the Sunday NFL preview writer for the New York Times, mixing stats and analysis with off-the-wall humor. After several years at the Times, Tanier spent two years as the primary NFL writer for Sports on Earth. He's now an NFL Lead Writer for Bleacher Report, sometime Football Outsiders contributor, author of two sports books, father of two, and America's poet laureate of Jay Cutler jokes. **Twitter: @MikeTanier**



Adam Caplan, ESPN NFL Insider Commentator

Adam Caplan joined ESPN in December 2013 as an NFL Insider. Now in his 15th year covering the NFL, Caplan specializes in reporting on contracts, player personnel and injuries. He's also known for his reports from events such as the East-West Shrine Game, Senior Bowl, NFL Combine, and NFL Owners Meetings..

Prior to joining ESPN, Caplan worked as an NFL reporter for Scout.com and FoxSports.com, and has been a host on SiriusXM Satellite Radio for over 10 years. He began his career covering the NFL as the executive editor of footballinjuries.com in 1999.

Caplan can be seen throughout the year on SportsCenter, NFL Insiders, and NFL Live. He also contributes to other platforms such as ESPN Radio and ESPN.com. **Twitter: @caplanfl**

EMENTWORLDWIDE

NFL CAREER CONFERENCE AGENDA

3:45pm

Break

4pm

Football Scouting Panel

Moderator: Dr. Lynn Lashbrook



Russ Lande, NFL SportingNews.com Scout, SMWW Football GM & Scouting Faculty

Russ Lande is the President and Founder of GMJr.com, an independent football scouting company, and is a football analyst for TheSportingNews.com. Russ has served as a college scout for the Cleveland Browns and St. Louis Rams, evaluating prospects for the NFL Draft. Lande continues to scout players all over the country, covers all-star games, the NFL Combine and pro days. Lande writes weekly columns covering the draft and appears on radio stations across the country.

Lande authors an annual GM Jr. Guide to the NFL Draft, which is the most comprehensive, unique and thorough NFL Draft Guide ever written and made available to the fans and scouts of the NFL. Lande served as an editorial consultant to The NFL Today for three years where he analyzed NFL games and provided statistical breakdowns, game analysis and background information to Jim Nantz, Mike Ditka, Jerry Glanville and other on-air talent for use during pre-game, half-time and post-game shows.

Lande is one of three facilitators for the SMWW Football GM & Scouting Course. Russ meets weekly with SMWW students on a live interactive audio chat to train them on scouting techniques, provide career advice and answer questions. If you are interested in learning more about scouting, we encourage you to introduce yourself!

Twitter: @RUSSLANDE

Be mentored by Russ Lande, take the SMWW Football GM & Scouting course.



Aaron Schatz, Football Outsiders Founder, ESPN Insider NFL Analyst

Aaron Schatz launched the revolution in football analytics when his website FootballOutsiders.com went online in July 2003. He remains editor-in-chief and head statistician for that website as well as the book series Football Outsiders Almanac. In addition, he writes for ESPN.com Insider and ESPN The Magazine, and during the 2011 season was a regular panelist on the ESPN2 show Numbers Never* Lie. He has written for a number of publications including The New Republic, The New York Times, and The Boston Globe, and has consulted for a number of NFL teams. Before Football Outsiders, Aaron spent five years on the radio at WBRU Providence and WKRO Daytona Beach, and three years as the writer and producer of the Lycos 50, the Internet's foremost authority on the people, places, and things that are searched online.

Twitter: @FO_ASchatz



Steve Palazzolo, Pro Football Focus Senior Analyst

After an 8-year career as a minor league baseball player, Steve joined Pro Football Focus' part-time staff in 2011 before moving to a full-time role in 2012. He moved to a senior analyst role in 2013 and wears many hats at PFF including that of analyst, writer, and general liaison with NFL team customers. His work has also been featured on ESPN Insider. Steve is a believer that right tackles are just as important as left tackles and that "right-tackle only" prospect are really just guards.

Twitter: @PFF_Steve

5-5:15pm

Differentiate Yourself with Dr. Lynn Lashbrook



SPORTSMANAG

UNDERSTANDING THE NFL COMBINE

The National Football League Scouting Combine is a week-long showcase which takes place every year at Indiana's Lucas Oil Stadium in Indianapolis. While at the Combine, college football players who are eligible for the draft perform physical and mental tests in front of coaches, general managers, and scouts.

Who Is Eligible to Enter the Combine?

College seniors who have completed their final year of collegiate eligibility are eligible for the NFL Scouting Combine, in addition to all underclassmen who have entered the NFL Draft and fulfill all NCAA and NFL requirements. An athlete who is not playing collegiate football may also qualify during the year that correlates to his natural draft year had he been playing college football. In such circumstances, this player must first contact the NFL Offices of Player Personnel to confirm eligibility.

How are Players Selected for the NFL Combine?

Participants are determined annually by a Selection Committee. The Directors of both National and BLESTO scouting services, which combined represent twenty-six NFL teams, are joined by members of various NFL player personnel departments to form the committee. The participating NFL executives rotate on a yearly basis, and remain anonymous. ALL eligible players are reviewed and voted on by the committee members. Each athlete receiving the necessary number of votes, by position, is then extended an invitation. While it is not a perfect science, the goal of the committee is to invite every player that will be drafted in the ensuing NFL Draft.

What Happens at the NFL Combine

As football and the art of evaluating players has evolved, so has the NFL Scouting Combine. While medical examinations remain the number one priority of the event, athletes will also participate in a variety of psychological and physical tests in conjunction with formal and informal interviews with top executives, coaches, scouts, and team psychologists from all 32 NFL teams. The NFL Combine is the ultimate four day job interview for the top college football players eligible for the upcoming NFL Draft.

Tests/evaluations include:

40-yard dash	Bench press (225lb repetitions)	Vertical jump
Broad jump	20 yard shuttle	3 cone drill
60-yard shuttle	Position-specific drills	Interviews
Physical measurements	Injury evaluation	Drug screen
The Cybex test	The Wonderlic Test	The Aptitude Test

Another Chance for NFL Prospects Prior to the Draft on April 30-May 2

Pro Day

Each university has a Pro Day, where NFL scouts are allowed to come to the school and watch players participate in the events that take place at the Combine. This is done under the belief that players feel more comfortable at their own campus than they do at the Combine, which in turn leads to better performances. In addition players not invited to the NFL Combine may participate in their university Pro Day. College teams which produce a large quantity of NFL prospects generally generate huge interest from scouts and coaches at their Pro Days.

Regional Combines

The NFL launched the NFL Regional & Super Regional Combines program in 2012 to serve as a supplement to the League's National Scouting Combine. They are designed to provide an opportunity for participants to display their pro potential and to help ensure that no worthy player is overlooked.

NFL Regional Combines are conducted specifically for persons eligible for the NFL Draft that are not participating in the National Scouting Combine, free agents who have never signed a pro contract, and free agents with some pro experience.

Veteran Combine

The first NFL combine for free agents has been scheduled to be held on March 22, 2015 at the Arizona Cardinals's team facility.



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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8 WEEKS. ONLINE. ANYWHERE. ANYTIME.

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.**

Sports Administration: 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: Sports casting, 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 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.**

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.**

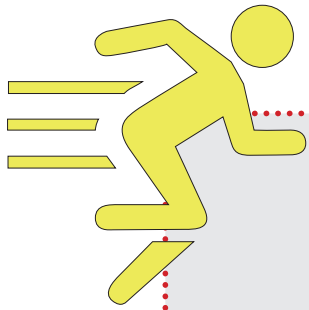
Sports Media & Communications - \$795: Public Relations, marketing, new media communications, social networking, and journalism at the major league level. **Live Audio Chat Mentor: Seahawks and Mariners Sideline Reporter Jen Mueller.**

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**Thank you for being our guest this weekend.
We hope to see you again soon!**



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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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Jim Sherry, Viola FC Football Agency (Scotland)
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