

2016 Basketball Career Conference

Las Vegas 2016



SPORTSMANAGEMENT WORLDWIDE

BASKETBALL CAREER CONFERENCE AGENDA

Friday, July 8

7:30-9:30pm: SMWW Welcome Reception with cocktails and hors'd'oeuvres at Hofbräuhaus off the Las Vegas strip
4510 Paradise Road, Las Vegas, Nevada 89169



**HOFBRÄUHAUS
LAS VEGAS**

Saturday, July 9

8:00am Registration Opens

8:45am Welcome & Opening Remarks at UNLV Stan Fulton Building



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. 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. At the University of Missouri, the Men's Basketball won 4 consecutive Big 8 Championships. While at University of Alaska Fairbanks, Dr. Lashbrook created the Top of the World Basketball Tournament.

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**

9:00am From Coach, Scout, DPP, to VP in the NBA



Dave Babcock, Milwaukee Bucks Vice President of Player Personnel

Moderated by Dr. Lynn Lashbrook

The 2015-2016 campaign was the 19th for Dave Babcock with the Bucks and his seventh as the club's Director of Player Personnel. He was named to the position in June 2005 after spending the previous seven seasons as the team's Director of Scouting.

He is responsible for all preparation and organization surrounding the college draft and assists in the day-to-day operations of the personnel department, which includes player acquisitions, free agency, salary cap issues and roster management. He is also responsible for coordinating all of the scouting for the Bucks, including the NBA, NBDL, college and overseas competition.

Prior to joining the Bucks, Babcock served as a full-time scout for the New Jersey Nets in 1996-97, as well as a regional scout for the Minnesota Timberwolves, Atlanta Hawks and Denver Nuggets. A successful coach in the college ranks, Babcock posted a 69-27 record during four years as the head coach at Arizona Western Junior College. His squad won the NJCAA Region I title in 1992-93, and earned Region I Coach of the Year Honors in the process. He also held the head job at Phoenix College from 1987-90 and was an assistant coach at Northern Arizona, San Diego State, the University of San Diego and his alma mater, Grand Canyon College.

Basketball runs in the Babcock family. Dave was an All-State basketball player at Maryvale High School in Phoenix. His brother, Rob, is the Director of Scouting/Administration for the Minnesota Timberwolves, and his brother, Pete, was the General Manager of the Atlanta Hawks for 13 years. Dave and his wife, Dori, have two children, Matt and Suzanne. Matt works as a sports agent and Suzanne is a University of Wisconsin graduate now living and working in Phoenix.

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YOUR NAME
BADGE AT ALL
TIMES**



SPORTSMANAG

9:45am

Break

10:00am

Inside with ESPN Insiders

Moderated by Lynn Lashbrook



Amin Elhassan, ESPN NBA Analyst

Prior to becoming a NBA Analyst for ESPN Insider Amin Elhassan worked in the Phoenix Suns' front office from 2006 to 2012, serving as a video coordinator, college scout and assistant director of basketball operations. He holds an MBA from Arizona State University. Amin is a returning speaker, having spoken at the Vegas Summer League Games Career Conference in past years.

Twitter: @AminESPN



Ethan Strauss, ESPN Writer

Ethan Sherwood Strauss, in writing on ESPN.com and TrueHoop Network over the last four years, has established a unique and independent voice. He weighs in on some of the most sensitive issues of the NBA and the Golden State Warriors. Based in Oakland, Strauss will continue to cover the Warriors and the league for ESPN.com. Prior to ESPN, he covered politics for Salon.com and worked for the NBA. Strauss graduated from the University of California, Berkeley. **Twitter: @SherwoodStrauss**

11:00am

To Be Announced

12-1:00pm

Networking Lunch (provided)



BASKETBALL CAREER CONFERENCE AGENDA

1:00pm

Keynote Speaker: It's Not Who You Know, It's Who Knows You



Mark Warkentien, New York Knicks Director of Pro Player Personnel, SMWW Faculty

Mark has 34 years of experience in basketball. Prior to the Knicks, Mark was the GM for the Denver Nuggets; named such in September of 2006, where he was named NBA Executive of the Year in 2009 for his work in helping the Denver Nuggets reach the Western Conference Finals.

Prior to the Nuggets, Mark has worked with the Cleveland Cavaliers, Portland Trail Blazers, and the Seattle SuperSonics at various positions in scouting, general management and player personnel.

Mark has also coached several Southern California college basketball teams, before joining Jerry Tarkanian's coaching staff as an assistant at University of Nevada - Las Vegas. During his UNLV years, the Running Rebels advanced to the NCAA Elite Eight four times in five years, the Final Four three times, and won the 1990 NCAA Championship.

Mark graduated with his Sports Leadership Master's degree in May 2014 from Concordia University Chicago, a partnership program with Sports Management Worldwide. *Mark is the mentor for the Basketball GM and Scouting course with SMWW.*



2:00pm

How to Break Into Pro Basketball via Scouting and the Video Department

Moderated by Jeff Brodie



Jeff Brodie, NFLPA Agent, SMWW VP of Operations

Jeff Brodie is the VP of Operations at Sports Management Worldwide and has been a part of the SMWW family for 8 years. After Jeff joined SMWW in 2008, he achieved the status of Director of Basketball Operations in 2009. Jeff is NFLPA Certified and an active Career Counselor that works diligently and with heart to help SMWW students pursue their dream job in sports. He has previously held his NBPA Agent License as well. Jeff received his Bachelor of Science in Personal Finance from Oregon State University, and his MBA from Marylhurst University in Lake Oswego, Oregon. He has carried that financial knowledge over to the business of sports. Combining his education and professional experience, Jeff has been in the finance industry for 10 years. Jeff is widely respected for his relational talents, communication skills, and his proven ability to motivate, train, and mentor associates. He currently resides in Lake Oswego, Oregon with his wife Katie.



Bill Pope, Sacramento Kings NBA Advance Scout

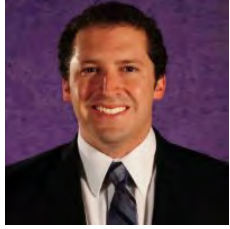
Bill Pope recently completed his third season as the advance scout with the Kings. In his current position, Pope is responsible for all in-person scouting of the Kings opponents. Pope spent the previous 8 years with the Detroit Pistons as an Advance Scout/ Assistant Coach after having joined the Pistons as an assistant coach/video coordinator in 2004. During his time with the Pistons he was a part of 5 playoff squads, 3 Central division titles and an NBA finals appearance in 2005.

Prior to the Pistons, Pope spent 15 seasons as a college coach. During the 2003-04 season he was an assistant coach at Youngstown State after serving six years as head basketball coach at NCAA Division II Lincoln University in Missouri. He was part of a dramatic turnaround at Lincoln as the school's head coach. His 2000-01 squad shared the Heartland Conference Championship and Pope was named Heartland Conference Coach of the Year. Additionally, the program was named NCAA Division II's Most Improved Team winning 20 games after winning just 2 the year before.

Pope graduated from Kansas in 1988 with a Bachelor's Degree in education, where he also served as a manager for the Jayhawks basketball team and head coach Larry Brown for five seasons. His time at Kansas included five NCAA Tournament berths, a Final Four appearance in 1986 and a National Championship in 1988. Upon graduation, he joined Brown's staff with the San Antonio Spurs.



SPORTSMANAG



Nick Mazzella, NBA D-League Los Angeles D-Fenders General Manager, SMWW Alumni

A member of the Lakers organization since 2004, this is Mazzella's second season as General Manager for the D-Fenders. Mazzella is responsible for the day-to-day management of the team, serving as point person for all personnel decisions, contract negotiations, salary cap concerns and scouting for the D-Fenders. In his first season as General Manager, the D-Fenders won the West Division Title, finishing with a 31-19 record and boasting the second best record in the entire D-League. In December of 2013, Mazzella orchestrated

a trade for Manny Harris, who a month later became the first D-Fenders player to ever receive a call-up to the Los Angeles Lakers. In all, the D-Fenders had four players called-up to the NBA during the 2013-14 season (Malcolm Thomas, Manny Harris, Shawne Williams and James Southerland), while two members from the 2013-14 coaching staff (Luke Walton and Thomas Scott) received call-ups to NBA coaching staffs prior to the 2014-15 season. Prior to taking his current role as General Manager, Mazzella spent nine seasons in the Lakers Public Relations department, taking over as Public Relations Coordinator in 2006. Mazzella earned the position after working as a part-time basketball operations assistant and public relations intern for the Lakers. During his time with the Lakers, Mazzella was part of two NBA championship teams and made three trips to the NBA Finals. Mazzella, a graduate of the University of California, Santa Barbara, received a bachelor's degree in Business Economics with a minor in Sports Management in 2006. **Twitter: @DFenders**



Mike Shedd, Dallas Mavericks Head Video Coordinator and Scout

Mike Shedd enters his ninth overall season with the Mavericks and fifth as the Mavericks Head Video Coordinator and Scout/Player Development coach. Prior to that he served three seasons as the assistant video coordinator. For the past four summers, Shedd has served as an assistant coach on the Mavericks Summer League team and has directed the team's draft workouts.

Prior to joining the Mavericks, Shedd spent four years as an assistant coach with men's basketball at Furman from 2002-06. Prior to his time at Furman, he spent two seasons at Ohio State, where he served as video coordinator and director of summer camps for the Lady Buckeye

basketball program. In 2001, the Lady Buckeyes won the Women's National Invitation Tournament. Prior to his stint at Ohio State, he spent three years at Eastern Michigan as the video coordinator and director of summer camps under head coach Milton Barnes. He was promoted to assistant coach for the 1999-2000 campaign. While at EMU, the Eagles captured the 1997-98 Mid-America Conference championship.

A native of Albion, Mich., Shedd earned a bachelor's degree in physical education from Purdue University in 1997. He served as head freshman football coach at Harrison High School in West Lafayette, Ind., from 1993-95 and later as the junior high school head basketball coach at Lafayette Central Catholic for 1996-97. **Twitter: @Shredd74**



Herb Livsey, Denver Nuggets Scout

Herb Livsey joined the Denver Nuggets in 2008 after scouting for the Atlanta Hawks (2004-08) and the Portland Trail Blazers (1998-2004). Prior to his tenure with the NBA, Herb coached high school and college basketball while working as an English Professor at various schools in Nevada, California and Arizona for 37 years before joining the Continental Basketball Association as a player development director in 1996. In 1998, Mark Warkentien hired him as a scout with the Portland Trail Blazers. He took a brief retirement in 2008, until Warkentien asked Herb to come back as a scout in Denver. Herb has always followed his instincts on players, whether he is observing a player for several days at a

college practice in Kentucky, as he did with Kenneth Faried, or watching a game in the rural Midwest, Herb sticks to his instincts - part of the reason the three General Managers in 7 years at Denver Nuggets have kept, and listened to Herb. Throughout 1961-2002, he owned and directed Snow Valley Basketball School in Santa Barbara, California every summer. From 1996-2010, he worked in Player Development for various NIKE programs in the USA and Europe.



2:45pm

Break

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BASKETBALL CAREER CONFERENCE AGENDA

3:00pm

Inside the Numbers with Basketball Analytics Pioneer Dean Oliver



Dean Oliver, Pioneer of Basketball Analytics, SMWW Faculty

Dean Oliver began with the Kings as Director of Player Personnel and Analytics in the 2014-15 season. Dean is known broadly as a pioneer in the analytics that help govern many basketball teams, from the NBA down to high school. His book, *Basketball on Paper*, was written at the same time as *Moneyball* and helped him to enter the NBA in 2004, working for the Seattle SuperSonics. He soon joined the Denver Nuggets as Director of Quantitative Analysis and was part of several very successful teams and the Nuggets VP won Executive of the Year once during his tenure. Dean went to ESPN for the lockout of the 2011 season, where he headed up the construction of their sports analytics group, working on both basketball and football with talent, producers, technology, and executives at the company.

He earned a bachelor's degree in engineering at Caltech while playing on the basketball team. He did his Ph.D. in environmental engineering at North Carolina and Stanford while serving as an advanced scout in college basketball. His work has been published in numerous places, is in regular use on television and radio, and he is often asked to give talks to business and educational groups. His book has been lauded by legendary basketball coach, Dean Smith, and by sabermetrics pioneer, Bill James. **Twitter: DeanO_Lytics**

Dean is a returning speaker to the Basketball Career Conference. He mentors the SMWW Basketball Analytics Course.

3:45pm

Inside the Game of Representing Athletes

Moderated by Adam Klimek



Adam Klimek, SMWW Career Counselor

Adam is a motivated Career Counselor at Sports Management Worldwide, helping guide students toward their ideal career in sports. He came to SMWW a little less than two years ago, after co-owning a restaurant and brewery in Gresham, Oregon for ten years. A native of Green Bay, Wisconsin, Adam graduated from University of Wisconsin-Green Bay (2000) with a degree in Business Administration with an emphasis in Marketing.

Adam completed the Athlete Management Course with SMWW prior to interning and ultimately being hired full time. Adam's passion for sports and helping athletes has given him a hand up on his agent business, now working with Dr. Lashbrook, NFLPA Certified and Bret Kanis, NBPA Certified, to land a number of prospective athletes. Currently, Adam has a couple players playing overseas basketball, as well as Jace Billingsley with the Detroit Lions. Adam offers assistance in contract negotiations, financial and investment services, income opportunities with appearances, and product endorsements.



David Mondress, BDA Sports Management NBA Agent

As Sr. Vice President of Contract Research and Basketball Operations, David brings 20 years of NBA experience. David spent more than a decade at the National Basketball Players Association (NBPA) in the capacity of Director of Finance and Administration. At the NBPA David was the Players' union in-house salary cap expert, providing both players and agents with collective bargaining interpretation, advice and education. David also was a key member of the NBPA Collective Bargaining Negotiation Team.

David is certified as a NBPA Player Agent, and is involved in all aspects of client representation, specializing in NBA salary and contract research, contract dispute resolution, organizing and preparing clients for the NBA draft and planning off-season conditioning.

David plays a strategic role in BDA Sports Management achieving the highest reputation in developing a comprehensive training program and strategy which enables players to perform at their highest levels and thereby escalate their draft status. David maintains continued contact with NBA team General Managers, Director of Player Personnel and NBA Scouts throughout the year to position BDA Clients for future opportunities in coming summer league, training camps and NBA drafts.

In addition to his experience NBA experience, David has years of experience in corporate finance, public accounting and financial litigation. He holds a CPA and is accredited in Business Valuation by the American Institute of Certified Public Accountants. David's education includes a master's degree from Temple University and a bachelor's degree from Pennsylvania State University. He resides in Portland, Oregon with his wife Maria and his two children Charlotte and Nathalie.



SPORTSMANAG



Joel Corry, Former NBPA and NFLPA Agent, SMWW Faculty

Joel Corry 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 Sirius^{XM} NFL Radio. **Twitter: @corryjoel**

Joel Corry is a returning speaker to the Basketball Career Conference. He mentors both our Athlete Management Course and the NFLPA Prep Course.



Bret Kanis, Hightower Law Firm Attorney, NBPA Player Agent

Bret Kanis is a certified player agent with the National Basketball Players Association. Bret’s agent practice involves primarily representing professional basketball players both domestically and internationally; however, he also has experience representing baseball, football, and hockey players, as well as basketball coaches. Bret also has sports marketing experience, having worked with professional and Olympic athletes’ endorsements. As part of Bret’s legal practice, he has represented professional athlete in contract negotiations, contract disputes and their off-the-field business ventures and personal matters; ownership groups in their potential purchase of sport franchises; and student-athletes in issues relating to their National Letter of Intent. Bret graduated with a B.S.B.A from Washington University in St. Louis, Missouri; a J.D. from Pepperdine University School of Law; and a LL.M. in Taxation from New York University School of Law. Bret received the highest grade in his sports law class where his professors were prominent sports agents, Dan Fegan (basketball) and Barry Axelrod (baseball). Throughout his career, Bret has had the opportunity to work with high-round draft picks, Hall of Fame athletes and Olympic Gold Medalists in various capacities as an agent and attorney.

Bret is a SMWW Agency Basketball Director and helps SMWW Agent Advisors recruit and sign basketball clients after they have taken the Athlete Management Course.

4:45pm Closing Remarks with Adam Klimek

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“GOT NEXT”

The 2016 National Basketball Association will yet again convene and make Las Vegas, Nevada the basketball capitol of the United States. 23 NBA teams and a team of select players from the NBA D League will come together in tournament-style play at the University of Nevada Las Vegas in the famed Thomas & Mack Center and COX Pavilion.

This year yet again promises to be a tournament loaded with talent as the best players in the world prepare for the upcoming season. Spectators at the 2016 NBA Summer League in Vegas will have the opportunity to watch 9 of the 14 lottery picks from this last year’s draft compete to get a leg-up on their new teammates, and try to secure a spot in the starting 5. In 2015 the San Antonio Spurs won the Las Vegas NBA Summer League by defeating the Phoenix Suns by a score of 93-90. Kyle Anderson of the San Antonio Spurs was named MVP.

Vegas Teams

Houston*	NBA D-League Select	Minnesota
San Antonio*	Toronto*	Atlanta*
Golden State*	Miami*	Philadelphia
Boston*	Utah	L.A. Lakers
Phoenix	Brooklyn	New Orleans
Sacramento	Portland*	
Chicago	Cleveland*	<i>*2015-16 NBA Playoff Team</i>
Denver	Dallas*	
Washington	Milwaukee	
Memphis*		

Top 10 2016 NBA Draft Picks to look out for at this years Summer League Games

1. Philadelphia 76ers - Ben Simmons, LSU
2. Los Angeles Lakers - Brandon Ingram, Duke
3. Boston Celtics (From Brooklyn) - Jaylen Brown, Cal
4. Phoenix Suns - Dragan Bender, Croatia
5. Minnesota Timberwolves - Kris Dunn, Providence
6. New Orleans Pelicans - Buddy Hield, Oklahoma
7. Denver Nuggets - Jamal Murray, Kentucky
8. Sacramento Kings - Marquese Chriss, Washington (traded to Suns)
9. Toronto Raptors (From New York) - Jakob Poeltl, Utah
10. Milwaukee Bucks - Thon Maker, Australia



SPORTSMANAG

SMWW CAREER CONFERENCES



NFL London Sports Career Conference

London, England - October 29-30, 2016

PrimeTime Sports Management Conference

Toronto, Canada November 14-15, 2016

Baseball Career Conference

Washington DC - December 4-5, 2016

Soccer Career Conference at the MLS Draft

Los Angeles, CA - January 12-13, 2017

Football Career Conference at the NFL Combine

Indianapolis, Indiana - February 2017

Portsmouth Invitational Basketball Career Conference

Portsmouth, Virginia - April 14, 2017

Hockey Career Conference at the NHL Draft

Chicago, Illinois - June 22-24, 2017

Basketball Career Conference at the Vegas Summer League Games

Las Vegas, Nevada - July 2017



EMENTWORLDWIDE

SMWW COURSES

SMWW SPORTS CAREER COURSES

SMWW offers over 25 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*".

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 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: Basketball Analytics Pioneer Dean Oliver.**

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: Mark Warkentien, NY Knicks, Director of Player Personnel.**

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 and Gladstone Small, Former English Cricketer.**

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 Analytics - \$1250: Learn how to disseminate objective knowledge about football including analytics, data science, and the statistical tools used by the NFL. **Live Audio Chat Mentor: ESPN Insider Aaron Schatz and Bleacher Report NFL Lead Writer Mike Tanier.**

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: Steve Sudler, 25+ Year Veteran of the Motorsports Industry.**

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 Mentor: Mick Hogan, Newcastle Falcons Managing Director**

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: Wyscout Partner Richard Trafford, Lee Fraser, Newcastle United Football Club Talent ID & Data Analyst, 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 Scott Moore, iTalkSEC Host.**

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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SMWW TEAM



**Put your career on the
*fast track!***



Liz & Lynn Lashbrook, SMWW Founders



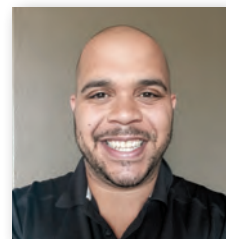
Alyssa Rutherford
SMWW
Student Services &
Agency Operations Director



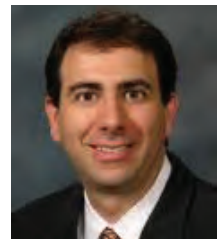
Jeff Brodie
SMWW
V.P. of Operations
& NFL Certified Agent



Adam Klimek
SMWW Sports Career
Counselor



Mychal Secanti
SMWW Intern



Bret Kanis
NBA Agent

Thank you for being our guest today. We hope to see you again soon!



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ONLINE GRADUATE DEGREES



Sports Management Worldwide and Concordia University Chicago (CUC) have partnered to offer you an accelerated online Masters and Doctorate degrees.

When you register through SMWW you will be given a discounted rate, guaranteed through the end of your degree program!

- Affordable
- No residency required
- Fast, flexible, and self-paced
- Course work is completed through the Internet
- Federal Financial Aid is available
- 8-week delivery format
- No GRE requirement for the Masters
- Regionally accredited with a 150 year history of preparing leaders

Degrees available:

- Sports Leadership M.A.
- Sports Leadership Ed.D
- Sports Leadership Ph.D

WHAT DIFFERENTIATES AN ONLINE DEGREE WITH SMWW & CUC?

MAJOR LEAGUE INSTRUCTORS - Our live audio chat instructors are currently or formerly working for a professional or collegiate team. At SMWW & CUC we give you the “*what you know*” and the “*who you know*”. Your instructors and mentors are names that are recognized in the industry and can be used as references on your resume.

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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