



**2016 Hockey Career
Conference at the
NHL Draft
Buffalo, New York**

JUNE 23-25



SPORTS MANAGEMENT WORLDWIDE

NHL CAREER CONFERENCE AGENDA

Thursday, June 23

7:30pm-9:30pm

SMWW Welcome Reception
Sidelines Sports Bar & Grill
189 Delaware Avenue

Come network with hockey executives, SMWW Staff and other hockey conference attendees. Held at Sidelines Sports Bar & Grill, just two blocks from the Buffalo Convention Center, the welcome reception is always a great time. Everyone there is excited about the career conference, learning from each other and sharing a few adult beverages.



It's optional...but you really shouldn't miss it!

Friday, June 24

Buffalo Niagara Convention Center

7:30-8:45am Bagels & Coffee

8:45am Opening Remarks 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 strategize 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



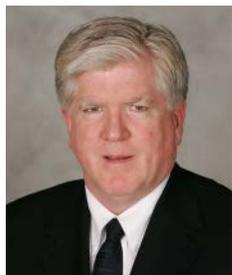
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SPORTSMANAG

9:00am

Business of Hockey - Family Affair



Brian Burke, NHL 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



Patrick Burke, NHL Director of Safety

Patrick Burke is currently finishing his third 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

10:00am

Broadcasting - Where We Have Been, Where We Are, and Where We Are Going!



John Shannon, Sportsnet.ca Sportscaster

Shannon has expertise in the game of hockey after more than 30 years of overseeing the television production of regional and national NHL hockey games, including the production of 23 Stanley Cup Finals. Before joining the NHL and NHL Network in 2008, Shannon served as the vice-president of programming and executive producer of MLSE, overseeing the launch, implementation and operation of Leafs TV and Raptors NBA TV.

Shannon has also been involved in the production of five Olympics, receiving a Sports Emmy for his work on NBC's coverage of hockey at the 2002 Olympic Winter Games in Salt Lake City. **Twitter:** @jsportsnet



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

NHL CAREER CONFERENCE AGENDA

11:00am

Player Management - Role of Agent/Advisor



Rick Curran, Orr Hockey Group NHL Agent

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**

11:45am

Getting The Message Out - PR, Media & Communications



Kelly Friesen, PPI Hockey Vice President & Yahoo! Sports

Kelly Friesen is the Vice President of PPI Hockey, a family advisory firm, and an NHL draft and WHL columnist for Yahoo! Sports Canada. He formerly was the editor of the Humboldt Journal and sports editor of Yorkton This Week.

Kelly caught his big break when he landed a job with Yahoo! Sports in 2011. He did so without a journalism degree or diploma at the age of 20. He used that position to develop a large hockey network consisting of coaches, scouts and reporters.

In 2015, he was offered a player representative position from PPI Hockey President Alex Voihanksi, whom he developed a relationship with when Alex was the GM of ISS Hockey. Alex promoted Kelly to Assistant GM after one month as a rep, and promoted him to Vice President 10 months after that. **Twitter: @KellyFriesen**



Burton Lee, OHL Peterborough Petes, Executive Dir., Business Operations

Burton joined the Petes' Business Operations team in August, 2013 as the Director, Communications & Game Night Operations, and was named Executive Director, Business Operations in July, 2015. He is responsible for leading the business operations team, and oversees all areas including communications, marketing, sales, merchandise, game operations, and community events. He has previously held positions in ticket sales, marketing, and fan relationship management with The Aspire Sports Management Group, the Sarnia Sting, and the 100th Grey Cup Champion Toronto Argonauts. Burton holds an MBA, Sport Management from Southern New Hampshire University, and a BA, Kinesiology & Phys. Ed. from Wilfrid Laurier University.

Twitter: @BurtonJLee



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Mike Sundheim, NHL Carolina Hurricanes VP of Communications

Mike Sundheim is in his 16th year full-time with the Carolina Hurricanes media relations department, and his 13th year heading the team's communications department. In July 2014, he was promoted to vice president of communications and team services, taking on travel and team services responsibilities in addition to his long-time media relations role.

A 2000 graduate of the University of North Carolina's School of Journalism and Mass Communication, Sundheim is responsible for the promotion of the team and its players in the local and national media, and serves as the Hurricanes' primary media contact and spokesperson. He is also responsible for team publications, including media guides, press releases and other communications efforts, as well as managing the team's communications budget and staff.

Along with his media relations duties, Sundheim is active in the team's social media and digital content efforts, including helping to establish and develop the team's Facebook and Twitter accounts. He also occasionally contributes to the team's website through his public relations blog, The Guy Behind the Guy, established in 2005 as a way to provide fans with updates on team media appearances and give them an inside perspective on the team away from the ice.

Prior to joining the team full-time in 2000, Sundheim spent two seasons as an intern in the Hurricanes' media relations department, beginning with the team's 1998-99 campaign. Originally from Somerville, N.J., he also gained experience as an assistant sports editor for UNC's student newspaper, The Daily Tar Heel, a student assistant in the UNC sports information department and a summer intern for the New Jersey Red Dogs of the Arena Football League (AFL).

Along with his Hurricanes responsibilities, Mike has served as an adjunct professor at UNC's School of Journalism and Mass Communication, teaching a course in "Sports Publicity," and completed a master's degree in Sports Management from North Carolina State University in 2015. **Twitter: @MikeSundheim**



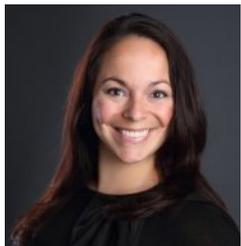
12:30-1:30pm Traditional Buffalo Lunch Buffet

Grilled Italian Sausage with Peppers and Onions, served with Sauerkraut, Rolls and Weber's Mustard, Mixed Garden Greens, Tri-colored Bowtie Pasta Salad, Macaroni Tuna Salad, Hot German Potato Salad, Carved Roast Beef, served with Mini Weck and Kaiser Rolls, Baked Penne Pasta with Marina Sauce, Grilled Chicken Breast, Chef's Choice of Seasonal Vegetable, Apple Pie, Lemonade and Unsweetened Iced Tea



1:30pm

Everything you always wanted to ask HR: "What do you look for in a resume? What's your favorite interview question? When should I follow up?"



Christie Joseph, NHL Buffalo Sabres Vice President of Human Resources

Christie Joseph is entering her 3rd season with the Buffalo Sabres organization and is responsible for overseeing the human resources department for the Buffalo Sabres, Rochester Americans, Buffalo Bandits, Pegula Sports and Entertainment, and Harborcenter operations in Buffalo, New York.

Christie has over 16 years' experience in the human resources field, working for companies in multiple industries including technology sales and distribution, healthcare and retail. She graduated from Oswego State University with a bachelor's degree in human resource management, is a certified Senior Professional in Human Resources through the Human Resources Certification Institute, is a certified Strategic Human Resources Business Partner through the Human Capital Institute, and was awarded the HR Professional of the Year award in 2012 from the Buffalo Niagara Human Resources Association.

In addition to her responsibilities with the Buffalo Sabres, Christie also serves as the president of the Western New York Chapter of the National Human Resources Association and serves as a board member for the Theatre of Youth as the Human Resources lead. **Twitter: @BuffaloSabres**



NHL CAREER CONFERENCE AGENDA

2:15pm

Managing & Scouting At The Junior Hockey Level

Moderator: Dino Caputo, Tri-City Americans Scout, and SMWW Faculty



Trevor Whiffen, OHL London Knights Governor

Trevor has served as the Governor of the London Knights since 2003. During that period, the Knights have won four Ontario Hockey League Championships, and were crowned, in addition, as Memorial Cup/National Champions in 2005, and again in 2016. Since 2002, the Knights have had more players drafted by the NHL than any other club team in the world, including NHL First Round selections Rick Nash, Corey Perry, Rob Schremp, Patrick Kane, Sam Gagner, John Tavares, Nazem Kadri, Vladislav Namestnikov, Olli Maatta, Bo Horvat, Max Domi, Nikita Zadorov, and Mitch Marner. Three additional Knights' players, Matthew Tkachuk, Olli Joulevi and Max Jones, are expected to be selected in the First Round of the 2016 NHL Draft in Buffalo."



Trevor, a Law Partner at Dickinson Wright LLP, has developed a significant client base in the sports, entertainment and gaming industries. Trevor has been interviewed on radio and television on many occasions regarding sports related legal issues. He has also been invited to speak to business groups and other lawyers about sports law and sports management issues. Trevor was an invited speaker in 2004, 2005, 2009 and 2012 at the American Bar Association's Annual Sports and Entertainment Law Conferences in Los Angeles, New York and Nashville.

In 2006, he was an invited speaker at the Sports Lawyers Association Annual Conference. From 2008 through 2016, he has co-chaired PrimeTime's Sports Management Conference in Toronto with Brian Burke, which is now one of the largest sports management conferences in North America. In February of 2015, Trevor was featured on the cover of Lexpert Magazine and was identified as one of the leading experts in sports law in Canada. **Twitter: trevorwhiffen**



Dave Brown, OHL Erie Otters General Manager

Dave Brown was named General Manager of the Erie Otters on July 20, 2015 and begins his 7th season with the team. He served as Director of Hockey Operations the previous five seasons, helping build the Otters into the first OHL team to record three-consecutive 50 win seasons. The Niagara on the Lake, Ontario resident brings a wealth of hockey operations experience to the Otters as Brown was a part of the Mississauga/Niagara IceDogs organization from 2003-2010, the last five seasons as general manager. In his first season as assistant general manager with Mississauga, the team won the Eastern Conference championship. As general manager, the team made the playoffs for four consecutive seasons, including a second-place finish in the Eastern Conference in 2006-07.



Prior to becoming an OHL executive, Brown was a general manager for the Milton Merchants (2002-03) and Brampton Capitals (1999-2002) of the Tier II Junior A Ontario Provincial Junior Hockey League. Brown guided the Capitals to two league championships in 2000 and 2002. **Twitter: @ErieOtters**



Roger Shannon, QMJHL Moncton Wildcats Dir. of Hockey Operations/Scouting

Shannon is Director of Hockey Operations for the Moncton Wildcats, and also presently the General Manager of the UNB Varsity Reds, winning three national titles during his 12 seasons at the Fredericton school. Shannon is also president of the V-Reds prospects, a youth development program that attracts most of Atlantic Canada's best young players. Shannon spent four seasons as both General Manager and Director of Scouting with the Lewiston Maineiacs in the QMJHL.



Roger is a graduate of the University of New Brunswick leaving his post as Manager of Sports Tourism at the City of Fredericton. **Twitter: @rogershannon12**

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SPORTSMANAG

3:15pm

Expanding Opportunity - Hockey Analytics

Moderator: Mike Oke, OHL Peterborough Petes GM, and SMWW Faculty



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. Mike mentors SMWW's Hockey GM & Scouting Course with legend Harry Sinden and hosts the Hockey Analytics Course with guest speakers who are hockey analytic pioneers. Mike has assisted hundreds of SMWW graduates to acquire jobs in professional and collegiate hockey. **Twitter: @JMichaelOke**



Graham Beamish, NHL Buffalo Sabres Pro Scouting Coordinator

Graham Beamish | Buffalo Sabres Pro Scouting Coordinator/Hockey Analytics for over 5 years Graham, a Peterborough native, always dreamed of being immersed in the world of hockey and was determined to find a way to make hockey a permanent part of his life. After studying psychology at Wilfrid Laurier University, Graham took a masters sports administration course at Buffalo's Canisius College. He managed to land a job as the video coach for the varsity men's hockey team and had the chance to meet the Sabres director of pro scouting Jon Christiano, who was also a Canisius Alumn. This introduction led to a one-year unpaid internship with the Sabres scouting department and an eventual permanent place in the Sabres family. It's a career he has dreamed of from a young age and one, he says, makes many of his friends jealous. Reflecting on his beloved career Graham says, "I watch hockey all day and at the end of the day when I go home I still want to watch hockey. Some people call me crazy but I love it". **Twitter: @BuffaloSabres**



Bob Teofilo, NHL Arizona Coyotes Director of Hockey Operations and Analytics

Bob is a Midwest boy at heart. Born and raised in Wisconsin, he carries his Packer, Badger, Brewer, Buck and Notre Dame Pride with him. His love of sports has driven him to live every man's dream. After graduating from St. Louis University he began his six year pursuit of working in the professional sports industry Bob studied in the early 2000's at Saint Louis University, where he secured a Bachelor of Business Administration in Finance. He has worked hard and moved up in the ranks rapidly. Bob started as a Hockey Operations intern for the Phoenix Coyotes and then showed his versatility as a Baseball Operations Video Intern with the Cleveland Indians. After a year with the Indians, Bob returned to Phoenix as a video scout for the Coyotes. His hard work and passion was identified and resulted in a promotion to Hockey Operations Coordinator, and finally another step to the Director of Hockey Operations and Hockey Analytics. **Twitter: @ArizonaCoyotes**



Zac Urback, OHL Mississauga Steelheads Hockey Club Coordinator of Hockey Analytics

Zac is the Coordinator of Hockey Analytics for the Mississauga Steelheads (OHL) as well as a consultant for the NHL while attending Western Law & Ivey Business School in Canada. Zac assists with contract negotiations and player evaluations with a primary focus on draft/prospect analysis and roster transactions. He also helps with contract negotiations and salary arbitration by writing comprehensive player reports based off of analytics and aggregating that information to identify contract comparables. **Twitter: @Zac_Urback**



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NHL CAREER CONFERENCE AGENDA

3:15pm

Expanding Opportunity - Hockey Analytics (cont'd)



Drake Berehowsky, Statstrack Founder, Former Associate Coach of the OHL Sudbury Wolves, and NHL Player

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 Statstrack, 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**



Marc Appleby, PowerScout Hockey Solutions Architect, Founder and President

PowerScout Hockey provides products and services to NHL teams and NHL broadcasters using a cutting-edge optical tracking technology, proprietary NHL team building system called Line-Up PRO, and their innovative info-graphics designed for engaging mobile/web/TV apps that together are changing the way hockey is being viewed and analyzed.

PowerScout's core expertise is in real-time analytics, large-scale data mining, and understanding the statistical science of winning hockey. They are leading the way in bringing optical tracking to the NHL where for the first time teams can analyze the relative location of all the players and puck in real-time, building unprecedented insights into players with speed and acceleration profiles, heat maps, and defensive and offensive positioning to name a few examples.

Marc started this company in 2009 after an extensive career in business analytics. He graduated from University of Alberta with a Computing Science and Mathematics degree. **Twitter: @PowerScout_NHL**

4:00pm

SMWW Success Stories

- **Justin Shemie**, Moncton Wildcats Hockey Club, Scout & Concordia University Men's Hockey Team, Head Scout
- **Jeff Baidoo**, Minnesota Wild Associate Account Executive, New Business Development
- **Lori Seguin**, Lake Superior State University and Women's Ice Hockey Head Coach
- **Casey Torres**, Scout - Peterborough Petes
- **And More...**

4:30pm

Closing Remarks

5:00pm

Walk to First Niagara Center, Home of the Buffalo Sabres

5:00pm

First Niagara Center Doors Open - Stanley Cup Viewing

At the First Niagara Center, fans can have their picture taken with the Stanley Cup outside Section 111. Note: The Stanley Cup leaves to go on stage prior to the first pick. It returns later for photos.



DRAFT TICKET INFO

Your draft ticket was issued with your name badge. Tickets are for the lower bowl at First Niagara Center (1 mile walk from the Buffalo Niagara Convention 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. Please 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!



SPORTSMANAG

4-10:00pm

Fan Fest
@ Canalside, 44 Prime St.

6:45pm

BE IN YOUR SEAT FOR THE LIVE BROADCAST

7:00pm

Round 1 of the 2016 NHL Draft



First round draft order

- | | | |
|--------------|------------------------|-------------------------|
| 1. Toronto | 11. New Jersey | 21. Carolina (from LAK) |
| 2. Winnipeg | 12. Ottawa | 22. Winnipeg (from CHI) |
| 3. Columbus | 13. Carolina | 23. Florida |
| 4. Edmonton | 14. Boston | 24. Anaheim |
| 5. Vancouver | 15. Minnesota | 25. Dallas |
| 6. Calgary | 16. Detroit | 26. Washington |
| 7. Arizona | 17. Nashville | 27. Tampa Bay |
| 8. Buffalo | 18. Philadelphia | 28. St. Louis |
| 9. Montreal | 19. NY Islanders | 29. Boston (from SJS) |
| 10. Colorado | 20. Arizona (from NYR) | 30. Toronto (from PIT) |

Saturday, June 25

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

(On your own. Sit with someone you met this week!)



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.**

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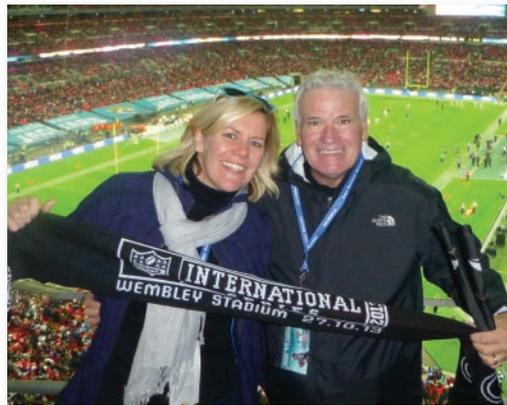


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