



# 2015 Basketball Career Conference

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**SPORTSMANAGEMENTWORLDWIDE**

# BASKETBALL CAREER CONFERENCE AGENDA

**Friday, July 17**

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



**HOFBRÄUHAUS  
LAS VEGAS**

**Saturday, July 18**

**8:00am Registration Opens (Bagels and Coffee)**

**8:25am Welcome & Opening Remarks at UNLV Student Union Ballroom A**



## **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, Hashtag: #SMWWNBAConf**

**8:30am Behind the Scenes with Basketball Operations**



## **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.

**Twitter: @nuggets**



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**SPORTSMANAG**



## **Ben Tenzer, Denver Nuggets Director of Basketball Operations**

Ben Tenzer recently completed his second season as Nuggets Director of Basketball Operations, working closely with Team President Josh Kroenke and General Manager/Executive Vice President Tim Connelly on day-to-day management and operational issues, with a focus on the salary cap and the NBA's Collective Bargaining Agreement. Tenzer, 30, rejoined the Nuggets organization in 2013 after previously working in various capacities for the front office from 2006-2010.

His background includes working for the NBA Summer League in Las Vegas from (2006-2013), Adidas Nations Camp for gifted high school athletes and the NBA's global outreach program, Basketball Without Borders in South Africa. He also worked for Wasserman Media Group, an international sports, entertainment and management firm. Tenzer, a Los Angeles native, is a graduate of the University of Colorado, Boulder, and Southwestern School of Law in Los Angeles. He is a member of the State Bar of California.

**Twitter: @nuggets**



## **Irving Roland, Phoenix Suns Player Development Assistant**

Irving Roland is a graduate of Southwestern Oklahoma State University. After graduation he began a video internship with the Boston Celtics in 2004. From 2005-2010 he was the head video coordinator for the New Orleans Hornets. In 2010 Irving moved to Miami and founded Blueprint Basketball which focused on off season workouts for NBA players who resided in South Florida in the summer. BluePrint boasted a roster of athletes that included such names as Kevin Durant, James Harden, Joe Johnson, Rudy Gay, Kyrie Irving, Jarrett Jack and Mario Chalmers. In 2013 he joined Jeff Hornacek's staff in Phoenix as a player development assistant.

*Former SMWW Basketball GM and Scouting Instructor.*

**9:30am**

## **Sports Agency - Recruiting & Signing Clients in the NBA, NBA D-League and Overseas**



## **Jan Wieland, Blacktop Management Founder and CEO**

Jan is of both German and Finnish descent. He founded Blacktop Management after a series of injuries put his pro career to an end. Jan played in the USA in high school and college as well as a pro in Europe. His broad horizon from playing in different countries helps Jan understand very well the needs and problems both upcoming and established basketball players will face, along with challenges of the teams. Throughout his career both domestically and internationally, Jan has built up connections on every level and placed his players in 25 different countries around the world. Jan holds a business degree in Human Resource Management, and is FIBA Certified. His clients include Akeem Scott, Emmanuel Holloway, Deremy Geiger, Darren Townes, Billy McShepard, Zane Knowles and Jemal Farmer.

Jan is a returning speaker, having spoken at the Portsmouth Invitational Basketball Tournament Conference and previous years at the Vegas Summer League Basketball Career Conference.



## **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 is 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.*

# BASKETBALL CAREER CONFERENCE AGENDA



## Joel Corry, Former NBPA Player 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 SiriusXM NFL Radio.

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

**Twitter:** @corryjoel

**10:30am**

## How to Avoid Personal Financial Fouls by Helping Players Plan for their Future



## Erica Coogan, Principal, Wealth Advisor, Moss Adams

There is nothing more exciting than the moment when an athlete is drafted or signs a contract that elevates them to the level of professional. It's the culmination of years of hard work and the ultimate end goal. But there's one more goal that these athletes should have in mind: financial planning and financial literacy to manage their rapid accumulation of wealth from high salaries and endorsements in a relatively short amount of time.

In this presentation, we'll explore some pitfalls that many basketball players take. You'll learn some tips for helping them navigate the complex financial landscape and better equip yourself to be their confidant, advisor, and solidify yourself as someone they can trust is working in their best interest.

**Twitter:** @MossAdamsWealth

**11:00am**

## How to Break In and Move Up in Sports Media



## Amin Elhassan, ESPN Insider 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



## John Schuhman, NBA.com Senior Writer

John Schuhmann has been covering the NBA for NBA.com for 10 years. He specializes in statistical analysis and Xs and Os, writes the site's power rankings every week during the season, and conducts the annual GM Survey. He has covered The Finals, the Olympics and the World Cup of Basketball.

**Twitter:** @johnschuhmann



# SPORTSMANAG

**11:45am**

## **Networking Lunch (provided)**

**1:00pm**

## **Power Hour with a NBA General Manager**



### **Gar Forman, Chicago Bulls General Manager**

In his 12th season with the Bulls and second as the General Manager of the team ... Forman was named the team's GM on May 21, 2009 ... prior to his promotion, Forman held the position of Director of Player Personnel, where he was responsible for the coordination of the Bulls amateur and professional scouting operations and was responsible for implementing a pro player personnel scouting plan, focusing on assisting John Paxson in the evaluation of free agents and prospective trade acquisitions ... from 2002-2004, Forman held the position of Special Assistant to Executive Vice-President of Basketball Operations ... joined the organization as a scout in 1998 ... was an assistant coach/recruiting coordinator at Iowa State from 1994-98, helping lead the Cyclones to the 1996 Big Eight Championship, three consecutive NCAA Tournament appearances and three Top 25 finishes ... prior to Iowa State,

was assistant coach/recruiting coordinator from 1988-94 at New Mexico State, where the team went to five straight NCAA Tournaments, including the Sweet Sixteen in 1992 and earned five consecutive Top 25 finishes ... during that time, NMSU won four Big West Conference Championships, posted a 123-35 overall record and finished as high as 11th in the nation (1991) ... was assistant coach/recruiting coordinator at Cal Poly Pomona in 1987-88 ... was a part time assistant coach at New Mexico State University from 1985-87 ... first head coaching position was at the College of the Desert (Palm Desert, Calif.) from 1983-85, leading the team to consecutive 20-win seasons and to a school-record 13 conference wins in 1984-85 ... was assistant coach at the College of the Desert in 1982-83 ... first coaching position was at his alma mater, Utah State University, as a graduate assistant/JV coach in 1981-82 ... received his B.A. degree in Marketing and Education in 1982 from Utah State.

*Gar is a returning speaker, having spoken at the Vegas Summer League Basketball Career Conference.*

**Twitter: @ChicagoBulls**

**1:45pm**

## **Strategies to Break In and Move Up in the NBA, WNBA, NCAA**



### **Kreigh Warkentien, UNLV Assistant Athletic Director**

Kreigh Warkentien is in her fourth year as director of basketball operations for the UNLV men's basketball program.

In this non-coaching administrative position, Warkentien works closely with the entire men's basketball coaching staff and is the liaison between the coaches and UNLV's athletics administration. She also serves as the program's academic coordinator, working with UNLV's director of student-athlete academic services David Jackson. Additional duties include, but are not limited to, travel, being the program's summer camp director, and working with compliance, facility scheduling and program correspondence.

Warkentien came to the Runnin' Rebels from Arizona State, where she was the program coordinator, working with Sun Devil Head Coach Herb Sendek. She was responsible for leading the academic support efforts for the ASU men's basketball program, as well as overseeing travel, equipment, recruiting and training table budgets. She was also involved in the program's community relations and marketing efforts, along with organizing recruiting visits, maintaining databases, handling correspondence and serving as assistant director of the Herb Sendek Basketball Camp.

Prior to being ASU's program coordinator, Warkentien was a student manager at ASU and also worked for the NBA's Portland Trailblazers in game operations. She earned her bachelor's degree in interdisciplinary studies with an emphasis in communication and business from ASU in 2009.

She is the daughter of Mark Warkentien, who is a former UNLV men's basketball assistant coach (1981-87), was the NBA Executive of the Year with the Denver Nuggets in 2009 and is currently the New York Knicks' director of pro player personnel.

**Twitter: @kreighzy**

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# BASKETBALL CAREER CONFERENCE AGENDA



## **Stephanie Lovingood, Phoenix Suns Marketing Partnership Activation Mgr.**

Stephanie Lovingood currently is a Marketing Partnership Activation Manager with the Phoenix Suns. She received her Bachelor's of science degree in family and consumer sciences in 2008 from Western Illinois as well as her Masters Degree in Sports Management in 2011. She currently is pursuing her Doctorate in Education with an emphasis in Sports Leadership from Concordia University-Chicago.

Stephanie spent a year studying abroad in London at Richmond University then moved to Europe to play professional basketball in Copenhagen, Denmark before she came back to the states to pursue her Masters degree. She interned with the St. Louis Rams one season in their community relations department and her last year interning with the

Chicago Sky WNBA while completing her degree. Working hard and making a lasting impressions, a job position was created for her with the Chicago Sky as a Marketing & Events Coordinator post-graduation. Not before long she eventually worked her way up to Director of Marketing Partnerships. After four years, Stephanie took a position with the Phoenix Suns in 2014 where she is an integral part of the team helping to serve as a liaison between the Suns and her clients, ensuring excellent customer service and client satisfaction. Also, responsible for managing client relationships, developing account plans, and delivering/presenting proposals.

Stephanie, 29, is a native of Peoria, IL., where she graduated from Richwoods High School and played, basketball, volleyball and track. Some advice she would give to those looking to enter into the sports industry is that sometimes it's not about what you know or who you know, but who knows you!

*Stephanie will be starting the CUC Sports Leadership Masters program this Fall.*

**Twitter:** @suns

**2:15pm**

## **The Fast Growing Basketball Analytics Industry**



## **Dean Oliver, Sacramento Kings Director of Player Personnel and Analytics**

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

**3:00pm**

## **Develop Your Career in the NBA-D League (Panel)**



## **Martin Knezevic, Tijuana Zonkeys Coach, Regional Scout NBA**

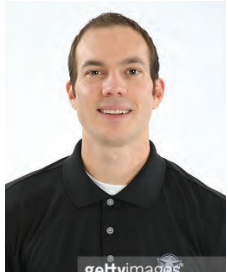
Martin Knezevic is a professional basketball coach and scout in Southern California. He was most recently Head Coach of the defending-champion Tijuana Zonkeys of the CIBACOPA League in Mexico (FIBA). In 2014-15, he coached the San Diego Surf of the American Basketball Association into the playoffs after they finished last in the division in 2014. Martin also is a regional scout for both NBA & NBA D-League teams.

*Martin is an SMWW Alum of the Basketball GM and Scouting Course.*

**Twitter:** @NBAKnez



**SPORTSMANAG**



## **Tyler Gatlin, Texas Legends Assistant Coach, NBA D-League**

A 2010 graduate of the University of San Diego, Tyler is currently an assistant coach for the Texas Legends of the NBA Development League. He is also the head coach for North Dallas Vandals.

Tyler Gatlin moves up to Assistant Coach after spending the 2011-12 season as a Scout and the video coordinator. Tyler has coordinated special projects relevant to the Dallas Mavericks, Texas Legends, and international basketball, which include taking a team of Dallas area free agents on a three-week professional basketball tour in China. He also works as a special assistant to Dallas Mavericks GM and President of Basketball Operations, Donnie Nelson.

In the summer of 2011, Gatlin served as the sole representative of the United States, out of 38 countries present, when he attended the Euroleague's MasterMind Coaching Seminar in Barcelona, Spain. Later that summer, he served as the appointed liaison for the Belgium Senior Men's National Team during their ten-day training camp held in Frisco, TX in preparation for the European Championship.

In addition to his work with the Legends, Tyler plays an active role in the ABA. He was hired as the General Manager of the Dallas Impact, at age 23, he created and hosted the first-ever "Tri-State Showcase," handled all necessary administrative and organizational tasks associated with team, and guided the organization through a successful season. Under Gatlin, Impact finished with a winning record and a playoff appearance during the 2010-11 season.

Last season as an assistant coach, Tyler helped North Dallas to a record of 12- 1 (W-L). He was also an integral part of our deep run through the playoffs to the ABA's Final Four. After one full season, Tyler assumes the head coaching duties for the team this upcoming season. Gatlin's fast rise through the coaching ranks is a testament of his hard work with the team as well as in the sport of basketball. His knowledge of the game and dedication to success will be a great fit for the Vandal's organization, as we look to continue our winning ways along with our pursuit of excellence.

*Gatlin is a SMWW Alum of Digital Video Editing and has attended the Vegas Conference and Portsmouth Conference.*

**Twitter: @TGAT32**



## **Nick Mazzella, Los Angeles D-Fenders General Manager, NBA D-League**

A member of the Lakers organization since 2004, this is Mazzella's second season as General Manger 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 DFenders 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**

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# BASKETBALL CAREER CONFERENCE AGENDA

3:45pm

## Career Advice from a NBA Legend in the Industry



### Larry Riley, Former Golden State Warriors GM and Splash Brothers Recruiter

Larry Riley, who has 27 years of experience in the NBA, recently retired from the Golden State Warriors as Director of Scouting. Prior, Larry was the General Manager of the Warriors, bringing in top guys such as Stephen Curry 7th overall in 2009, Klay Thompson in 2011, All-Star David Lee via a sign and trade with New York and has since had a hand in the wildly successful 2012 draft that brought the team Harrison Barnes, Festus Ezeli, and Draymond Green. Larry spent three seasons with the Warriors as Assistant Coach and Assistant GM before being promoted to GM in 2009.

Riley arrived at Golden State after spending the previous six seasons (2000-01 thru 2005-06) with the Dallas Mavericks, where he served the last four campaigns as an assistant coach and NBA advance scout. Prior to joining the Mavericks, Riley served a six-year stint (1994-95 thru 1999-00) as the director of player personnel for the

Vancouver Grizzlies. In that role, he oversaw the team's scouting of professional, college and international players and advised the team on all player-related transactions. Riley also spent six years (1988-89 thru 1993-94) with the Milwaukee Bucks organization as an assistant coach and scout. While with the Bucks he was responsible for advance scouting of NBA opponents, CBA, USBL and college scouting. Riley originally broke into the NBA when he was originally with the Bucks in 1988 as a scout and video coordinator.

Before entering the NBA, Riley was the head coach at Eastern New Mexico for ten years from 1978-88, where he developed the program into an NAIA powerhouse and helped the program transition up to NCAA Division II. Riley, who owns 45 years of basketball coaching and administrative experience overall, was also the head coach at Chadron State in Nebraska for two seasons from 1976-78. Additionally, he served assistant coaching stints at Southeast Missouri State (1969-70), Wisconsin-Milwaukee (1970-73), Brevard Community College (1973-74) and Mercer (1974-76).

4:30pm

## NBA Player Development in a Changing World



### Chrysa Chin, NBPA Executive Vice President, Strategy & Development

Chrysa Chin is no stranger to the business of professional basketball. After a 17-year career at the National Basketball Association (NBA) in Player Development, Chrysa was appointed as the Executive VP, Strategy and Development with the National Basketball Players Association (NBPA). In addition to her time at the NBA, she also previously worked as Special Assistant to the Executive Director at the NBPA and with NIKE. With these experiences on her resume, it is clear to see that Chrysa brings a breadth of knowledge and expertise to her new role.

Throughout her career, Chrysa has garnered a reputation as the endearing mother figure to NBA players. She has provided guidance and assistance to everyone from 2014 Draft pick Tyler Ennis, to Allen Iverson and beyond. Chrysa helps guide the players (and coaches) through the rigors of an NBA lifestyle, helping transition not only themselves, but their families too.

While at the League, Chrysa was affectionately referred to "The Hat Lady." Beginning in 1998, it was her duty to hand each player their hat upon their names being called by the NBA Commissioner. While this night marks the beginning of their NBA careers, Chrysa has often known many of these players and their families since their teenage years due to participation in McDonald's All-American Games and similar camps tournaments. From draft night onward, Chrysa helps these young players navigate the waters of the NBA both on and off the court. They learn to confide in her, calling her with any questions or concerns along the way.

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#### About Moss Adams

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**Moss Adams LLP have a team of professionals who have built a sophisticated approach based on years of experience working with individuals who accumulate wealth quickly as well as the agents who work with them.** Our Private Client Services group can provide an integrated solution that includes tax planning, wealth management and business management. Whether concerns revolve around tax issues, such as the jock tax, residency or estate planning, advising on managing investments, or day to day financial issues, we can serve as your one-stop trusted resource. Please talk to our team here today.



# SPORTSMANAG



# “GOT NEXT”

The 2015 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 2015 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 2014 the Sacramento Kings won the Las Vegas NBA Summer League by defeating the Houston Rockets by a score of 77-68. Glen Rice Jr. of the Washington Wizards was named MVP of the league and Ray McCallum of the Sacramento Kings was named MVP of the championship game.

<b>TEAM</b>	<b>PLAYERS TO WATCH</b>
Atlanta Hawks	Lamar Patterson, DeAndre Kane, Mike Moser, Brandon Ashley, Terran Petteway
Boston Celtics	#36 Marcus Smart, #12 Terry Rozier, #63 Colton Iverson, #13 James Young, #28 RJ Hunter
Brooklyn Nets	#22 Markel Brown, #21 Cory Jefferson, #24 Rondae Hollis-Jefferson, #34 Cliff Alexander, #12 Juan Pablo Vaulet
Chicago Bulls	Doug McDermott, Cameron Bairstow, Tony Snell, Bobby Portis
Cleveland Cavaliers	Joe Harris, Trevor Lacey, Keifer Sykes, John Shurna
Dallas Mavericks	Bobby Ray Parks, Darius Miller, Satnam Singh, Dwight Powell, Justin Anderson
Denver Nuggets	#0 Emmanuel Mudiay, #14 Garry Harris, #1 Nikola Jokic, #11 Erick Green, #22 Jamaal Franklin
Golden State Warriors	Kevon Looney, James Michael McAdoo, Ognjen Kuzmic, Aaron Craft, Dominique Sutton
Houston Rockets	Sam Dekker, Glen Rice Jr, Christian Wood, Montrezl Harrel
LA Lakers	D'Angelo Russell, Julius Randle, Jordan Clarkson, Anthony Brown, Larry Nance Jr,
Miami Heat	Justice Winslow, Josh Richardson, James Ennis, Shabazz Napier, Tyler Johnson
Milwaukee Bucks	Rashad Vaughn, Damien Inglis, McKenzie Moore,
Minnesota Timberwolves	#32 Karl-Anthony Towns, #3 Brady Heslip, #8 Zach Lavine, #7Lorenzo Brown, #33 Adreian Payne, #1 Tyus Jones
NBA D-League Select	Devin Ebanks, Tony Mitchell
New Orleans Pelicans	Seth Curry, Jay Hook, Jarvis Vanardo
New York Knicks	Kristaps Porzingas, Cleanthony Ealey, Thanasis Antetokounmpo, Jerian Grant,
Philadelphia 76ers	#8 Jahlil Okafor, #39 Jerami Grant, #19 Furkan Aldemir
Phoenix Suns	Devin Booker, Markief Morris, Alex Len, Brandon Wright, Patrick Young, Josh Harrellson
Portland Trail Blazers	Malcolm Thomas, Allen Crabbe, Tim Frazier
Sacramento Kings	Willie Cauley-Stein, Juwan Staten, Sim Bhullar, CJ Leslie, DeAndre Liggins
San Antonio Spurs	#1 Kyle Anderson, #17 Casper Ware, #26 Wanye Blackshear
Toronto Raptors	#5 Bruno Coboclu, #13 Jordan Bachynski, #55 Delon Wright
Utah Jazz	#11 Dante Exum, #41 Trey Lyles, #5 Rodney Hood
Washington Wizards	#12 Kelly Oubre Jr, #44 Dez Wells, #30 Aaron White



# EMENTWORLDWIDE

# 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 Analytics - \$1250:** Learn how to utilize basketball statistics, understand analytical concepts and data science within the context of basketball to measure the value of players and teams. Go inside the numbers with statistical tools and rules that can help explain the winning, or losing, ways of a basketball team. Learn how teams use statistics to interpret player and team performance. Join a cutting edge field of experts. Live Audio Chat Mentor to be announced.

**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.**



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**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.**

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

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

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

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

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

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

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

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

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

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

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

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

SMWW classes can be taken from anywhere in the world. We offer economic discounts based on your country, alumni discounts, and military discounts. Academic credit available for current university students. We have over 10,000 graduates working in sports in over 140 countries. We are the global leader in online sports business education.



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# SMWW CAREER CONFERENCES



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

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

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

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

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

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

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

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

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

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

## **Vegas Summer League Games** - July 2016, Las Vegas

See 8 NBA teams in one day!

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

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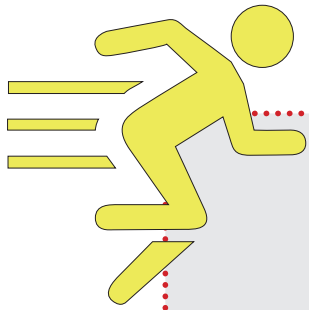


*We are proud to have sports industry leader, **Mark Warkentien**, New York Knicks Director of Player Personnel and NBA Executive of the Year as a recent graduate of the CUC-SMWW Masters Degree Program.*



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**Dr. Jim Krause**  
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**Jan Wieland**  
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**Thank you for being our guest this weekend.**  
**We hope to see you again soon!**



# SPORTSMANAG

# SMWW SUCCESS STORIES

Over 10,000 graduates working in over a 140 countries!

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Andre Sherard, Sporting Kansas City  
Taylor Scott, Dallas Cowboys  
Alireza Absalan, FIFA Agent  
Max Barron Iowa AAA Elite U18  
Dean Beardy Shelburne Red Wings  
Patrick Bedell PAL Jr Islanders  
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Joe Aloisi, CFL Agent  
Nathan Reid, Kansas City Chiefs  
Tony Ciccolella, MLB Agent  
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Josh Liskiewitz, GM Jr Scouting  
Michael Lawlor, Boston Red Sox  
Mark Smith, Oakland A's  
James Sharp, FIFA Agent  
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Josh Stoller, Milwaukee Brewers  
Jonne Lindblom, Golden Star Management  
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Troy Steffy, Toronto Blue Jays  
Chris Colwell, San Francisco Giants  
Phil Nicoletti, Cleveland Indians  
Juan I Vicioso, Atlanta Braves  
Thierno Diallo, Global Foot Agency  
Russ Blatt, formerly Chico Outlaws  
Richard Garland – Apollo Sports Agents  
Jim Sherry, Viola FC Football Agency (Scotland)  
Justin Clutter, Rabun County High School  
Devon Teeple - The GM's Perspective  
Jerry Differding - Biz of Baseball  
Bill Jordan - Business of Sports Network  
Duncan Maxim – Head of Golf at MB Partners  
Ray Milheur, Freelance Baseball Writer  
Jeremy Blumes Strathmore Wheatland Kings  
Phil Bohlenblust Swiss Ice Hockey Federation  
Mike Corders Grand Rapids Griffins  
Steve Ouellette Mt Hope High School  
Cesar Bertani, Intl. Football Mgmt (Venezuela)  
Darryl Bouley College Hockey Prep Academy  
Nathan Brandvold Huskies Hockey Skills Academy  
Hugh Brown Portland Winterhawks  
Curtis Brownlee Prince Albert Raiders  
Jonne Lindblom, Golden Star Management (Finland)  
Terry Lawriw, AFC Cleveland  
Jon Bruenig Beaverlodge Blades  
Brad Burud Inside Edge Hockey News  
Dave Cadelli Cedar Rapids Roughriders  
Ron Contillo Iowa State University  
Brent Coombs Strathmore Wheatland Kings  
Scott Corcoran Alliston Coyotes  
Patrick Costigan Rinknet  
Andras Csato Hungary Ice Hockey Federation  
Martin Dagenais Ottawa Jr Senators  
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Travis Gibson Champion Hockey  
Frank Gilberti Chatham High School  
Bob Gillen Yellowstone Quake  
Jessica Gillis Hockey New Brunswick  
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Mario Guido Rinknet  
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Aaron Guli President Irish Ice Hockey Association  
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Kyle Helms Bad Nauheim Red Devils  
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Anil Kumar, Soccer Newsday  
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Ben Anuge, Faith Nigerian Football Federation  
Betsy Hechtner, Tacoma Rainiers  
Bill Jordan, Cleveland Browns  
Bobby Rigalos, Miami Magic City Bulls  
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Brian Graham, National Scouting Report

Brian Orth, Cloverdale Minor Hockey Association  
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