



2019 Hockey Career Conference at the NHL Draft

Vancouver, BC

JUNE 20-21, 2019



SPORTSMANAGEMENTWORLDWIDE

NHL CAREER CONFERENCE AGENDA

THURSDAY, JUNE 20TH - SMWW Welcome Reception

6:00-8:00pm @ **The Pint Public House**

455 Abbott St, Vancouver, BC. V6B 2L2 Canada *age restrictions apply*



FRIDAY, JUNE 21ST - The Sheraton Vancouver Wall Centre

7:00am **Registration Open. Coffee and bagels are available.**

7:45am **Opening Remarks with Dr. Lynn Lashbrook, Sports Management Worldwide President, and Founder**

8:00am **Coffee with Ken Holland, The Life of a GM in the NHL**
MODERATOR: Dr. Lynn Lashbrook, SMWW President & Founder

8:30am **The Business of Minor League Hockey**
MODERATOR: **Dino Caputo**, WHL Tri-Cities Americans Scout
Lisa Hollenbeck, WHL Portland Winterhawks Senior Director Hockey Operations
Mike Johnston, WHL Portland Winterhawks General Manager, and Head Coach

9:00am **Identifying the Next Big Star**
MODERATOR: **Mike Oke**, OHL Peterborough Petes General Manager
Ryan Bowness, NHL Pittsburgh Penguins Professional Scout
Trace Linton, NHL Carolina Hurricanes Video Scouting Coordinator
Jeff Ulmer, NHL Arizona Coyotes Coordinator, Skill Development

10:00am **Life of an NHL Agent**
Rick Curran, ORR Hockey Group NHL Agent

10:30am **Break**

10:45am **On Air with...**
MODERATOR: Dr. Lynn Lashbrook, SMWW President & Founder
EJ Hradek, NHL Live! Host
John Shannon, Sportsnet Sportscaster

11:30am **It's All a Numbers Game**
MODERATOR: **Mike Oke**, OHL Peterborough Petes General Manager
Doug Marshall, CVS Analytics Chief Analyst
Garret Hohl, HockeyData Inc Co-Founder, and Chief Technical Officer

Noon **Italian buffet lunch provided with speaker, Dana Clark, NHL Vancouver Canucks Senior Director of Human Resources**

1:00pm **Sports Marketing and Hospitality**
MODERATOR: Dr. Lynn Lashbrook, SMWW President & Founder
Nicole Lee, NHL Senior Director of Sports Marketing Partnerships
Ella Chan, NHL Vancouver Canucks Vice President of Hospitality

1:45pm **The Agent's Take**
MODERATOR: **Mike Oke**, OHL Peterborough Petes General Manager
Harkie Singh, Uptown Hockey NHL Agent
Robbie Fromm-Delorme, WHL Portland Winterhawks Forward (Draft Eligible 2020)
Manny Schmidt, Link Management Founder, NHL Agent, and SMWW Alumni

2:30pm **Break**

2:45pm **Player Safety and League Operations**
MODERATOR: Dr. Lynn Lashbrook, SMWW President & Founder
Patrick Burke, NHLPA Senior Director Player Safety
Damian Echevarrieta, NHL Group VP, Player Safety and Hockey Operations
George Parros, NHLPA Director Player Safety

3:45pm Closing remarks with Dr. Jim Krause, former NCAA Division 1 Coach

4:00pm Head to the lobby for the NHL Draft

Wall
SHERATON VANCOUVER
WALL CENTRE



Friday, June 21

5:00 pm First Round of the NHL Draft

Buses leave the Sheraton Vancouver Wall Centre starting at 4pm, please be in your seat at the arena by 4:45pm

Tickets included with registration!

Saturday, June 22

10 am - 1 pm Rounds 2-7 of the NHL Draft

Tickets included with registration!

NHL CAREER CONFERENCE SPEAKER BIOS



Dr. Lynn Lashbrook, SMWW President and Founder

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 15,000 alumni from 162 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 125 NFL clients including former Miami Dolphins QB Matt Moore and current Minnesota Vikings Kyle Slotter.



Lynn is President of the SMWW Agency with over 100 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 | #SMWWHockey19

Lynn mentors students in all SMWW courses and CUC degrees.



Ryan Bowness, NHL Pittsburgh Penguins Professional Scout

Ryan Bowness enters his second season with the Pittsburgh Penguins as a Professional Scout in 2017-18 and recently captured his first Stanley Cup Championship. Prior to joining the Penguins organization, he spent seven years with the Winnipeg Jets/Atlanta Thrashers, serving the franchise in a variety of capacities including Professional Scout, Manager of Hockey Operations and Manager of Player Development & Hockey Administration.



As a player, Bowness was a member of the Ontario Reign (ECHL) during the team's inaugural 2008-09 season. He graduated from St. Mary's University in his hometown of Halifax, Nova Scotia in the summer of 2008 with a degree in business following a four-year collegiate career with the Huskies (CIS/AUS). The right winger served as SMU's Captain during his senior season of 2007-08.

Prior to enrolling at St. Mary's, Bowness spent four seasons in the Ontario Hockey League with the Brampton Battalion (2000-03) and Oshawa Generals (2004). He served as Brampton's captain during the 2003-04 season. Selected by the Columbus Blue Jackets in Round 8 (236th Overall) of the 2001 NHL Entry Draft, Bowness was recognized as the third-youngest individual in The Hockey News' 2011 'Top 40 Under 40; 100 People of Power & Influence' issue.

Twitter: @penguins



Patrick Burke, NHL Senior Director of Player Safety

Patrick Burke is finishing his sixth 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**



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NHL CAREER CONFERENCE SPEAKER BIOS



Dino Caputo, WHL Tri Cities Americans Regional Scout, SMWW Faculty

Dino is the Regional Scout for the Tri City Americans of the Western Hockey League. Based out of Lethbridge, AB, Caputo has been with the Americans for the past 8 years and his hockey experience includes working as an assistant coach at the University of Lethbridge and Head WHL Scout for 5 years with International Scouting Services. He has also been part of Hockey Canada's program of excellence as a former college hockey player for the same University of Lethbridge, he was an Academic All Canadian and was nominated nationally for the Dr. Randy Gregg Award for leadership, academics and community service. In his 5-year junior hockey career, he played for WHL Victoria Cougars, BCHL Prince George Spruce Kings and captained the Trail Smoke Eaters. **Twitter: @dcap24**



Dino mentors students in the SMWW Hockey GM & Scouting Course.



Dana Clark, Vancouver Canucks Senior Director of Human Resources

Dana Clark is the Sr. Director, Human Resources for Canucks Sports & Entertainment, led by the Vancouver-based Aquilini Group and proud owners of the Vancouver Canucks NHL franchise, Vancouver Warriors Lacrosse, Vancouver Titans eSports teams, and Rogers Arena. In this role, she leads the HR team who support management and staff of one of BC's Top Employers © with a focus on developing strategies and tactics to build a strong culture and engaging place to work. Over the last 12 years, highlights for Dana have been experiencing the 2010 Winter Olympic Games, the 2011 Stanley Cup finals and most recently the 2019 World Junior Hockey Championships. Born in small-town British Columbia, Dana grew up under the shadow of her 3 hockey-playing brothers, so her path to support an NHL club was a natural fit.



Ella Chan, Vancouver Canucks Vice President Hospitality

Ella didn't begin her career in sports, rather than in the finance industry as a finance coordinator and office manager at various locations. She began her career at the Vancouver Canucks in 2014 as the Assistant Controller, Hospitality. She has then had numerous roles within the hospitality department, leading to her current position as the VP of Hospitality. Ella graduated with honors from the University of Toronto, majoring in theater and drama. She later went back to school completing her CMA and CPA certifications.



Rick Curran, ORR Hockey Group NHL Agent

Active in the representation of players since 1978, Rick Curran brings over 40 years of experience to the ORR Hockey Group. 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 Watters, 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 to Philadelphia PA in 1991. **Twitter: @OrrHockeyGroup**



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Damian Echvarrieta, NHL Player Safety Group Vice President

Damian Echvarrieta has made his career in hockey, from working 20-hour days for the Blueshirts Organization to being taken under the wing of Colin Campbell to teach Damian about running practices, scouting, and tracking statistics to now working as the VP of the Player Safety Department for the NHL. Echvarrieta dreams of becoming a GM, and he sees his current opportunity to make a difference in the NHL and to make the game he loves, safer. Damian was born into a hockey family that supported the Ranger and he is the poster-boy for putting in hard work and long hours. His goal in his early career in hockey was to make himself indispensable and even noticed mistakes in pro-scout reports that got him noticed by the Ranger's coach at the time, Colin Campbell. After Campbell saw the devotion to the game Damian brought, Campbell brought Damian into the NHL Office to work in the Hockey Operations Department. From there Damian has broken off of the Operations Department to help lead the Player Safety Department which is now its own standalone. **Twitter: @Ech28**



Robbie Fromm-Delorme, WHL Portland Winterhawks Forward (Draft 2020)

Fromm-Delorme is a 17-year-old forward from Richmond, British Columbia who was selected in the 7th round, 135th overall by the Winterhawks in the 2017 WHL Bantam Draft. He will be NHL draft eligible in 2020.



Ken Holland, Edmonton Oilers GM and President of Operations

Holland took over as the Edmonton Oilers General Manager in 2019. Holland was the General Manager of the Detroit Red Wings for the past 22 seasons, capturing four Presidents Trophies (2002, 2004, 2006, 2008), 10 division championships (1991, 2001-2004, 2006-2009, 2011), five regular season conference titles (2002, 2004, 2006-08) and reaching 100 regular season points in 13 of his last 18 seasons.



A native of Vernon, BC, Holland helped the Red Wings capture four Stanley Cup championships (1997, 1998, 2002, 2008), the most recent three while serving as general manager.

Over his time as general manager with the Red Wings, Holland guided the team to more combined regular-season and postseason wins (1,044) than any other NHL franchise. The Red Wings reached the playoffs for his first 19 seasons as general manager, giving the organization 25 consecutive seasons in the NHL postseason (1990-2016).

Prior to taking over as general manager of the Red Wings in 1997, Holland served in a number of different roles within the organization, including as assistant general manager (1994-97), general manager of the Red Wings' American Hockey League affiliate (1994-97), amateur scouting director (1987-94) and western scout (1985-87).

Internationally, Holland has served on several management staffs for Hockey Canada, winning gold medals at the 2010 and 2014 Olympic Winter Games and at the 2016 World Cup of Hockey.

As a goaltender, he was drafted by Toronto in the 12th round, 188th overall, in the 1975 NHL Entry Draft, reaching the NHL for four games with Hartford and Detroit. Holland retired as a player after the 1984-85 season, transitioning soon afterwards into scouting.

Holland played two seasons of junior hockey with the Medicine Hat Tigers from 1973-75 and later resided in the city from 1985-1994 working as a Western Canadian scout for the Red Wings. **Twitter: @EdmontonOilers**



Lisa Hollenbeck, Portland Winterhawks Senior Director Hockey Operations

Lisa Hollenbeck was promoted to the Senior Director, Hockey Operations for the Portland Winterhawks of the Western Hockey League in July 2018. Entering her ninth season with the Winterhawks, Lisa's responsibilities entail directing all hockey operations' communication, filing and reporting with the WHL, while adhering to league rules and regulations, arranging team and staff travel, overseeing the team master schedule, organizing training camp, and coordinating immigration. She was previously the Manager of Hockey Administration for the ECHL. Prior to her graduation from Endicott College (Beverly, MA) with a Sports Management degree, Lisa held internships with the B.C. Icemen Hockey (UHL), Binghamton Senators (AHL), Lakeland Tigers (Florida League affiliate of the Detroit Tigers), and with Boston University's sports information department.



Lisa is a proud alumna of the SMWW Hockey & GM Scouting Course.

NHL CAREER CONFERENCE SPEAKER BIOS



EJ Hradek, NHL Network Host

EJ 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 p.m. 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".



Prior to arriving at NHL Network, EJ 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", ESPN News, "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".

From 1996-98, Hradek served as a part-time professional scout for the Dallas Stars, filing reports on more than 100 NHL and AHL games per season during that span affording him a unique look at the game from the inside.

Hradek's experience as a player dates to his college days at Pace University, where he captained and later coached the school's club hockey team. A lifelong "rink rat," Hradek fondly remembers some long afternoons of outdoor hockey on the frozen lakes and ponds in Westchester, N.Y. These days, he attempts to bring that same enthusiasm for the game to his work. **Twitter: @EJHradek_NHL**

EJ is a former SMWW GM & Scouting Course mentor.



Mike Johnston, Portland Winterhawks VP, GM and Head Coach

Mike Johnston is the Vice President, General Manager and Head Coach with the Portland Winterhawks of the Western Hockey League. In just eight seasons with the Winterhawks, Mike accumulated a 360-200-37 regular season record, a WHL Championship and saw 24 players get drafted in the National Hockey League under his tutelage. The Winterhawks made four consecutive trips to the WHL Finals from 2011 to 2014. Mike was previously the head coach of the Pittsburgh Penguins and held assistant coaching positions with the Vancouver Canucks and Los Angeles Kings. After winning the Spengler Cup and being named the CIAU Coach of the Year in 1993, Mike went on to work for Team Canada from 1994-98. Internationally, he coached in the 1998 Winter Olympic Games, won three gold medals at IIHF World Championships, and won two gold medals at the IIHF U20 World Junior Hockey Championships. Prior to his work with Team Canada, Mike broke into the coaching scene and split 13 seasons between the University of New Brunswick, University of Calgary and Camrose Lutheran College. **Twitter: @MikeJohnstonHC**



Nicole Lee, NHL Senior Director of Sports Marketing Partnerships

Nicole has been a member of the Integrated Marketing team at the National Hockey League for the past ten seasons. In her current role as Senior Director, Integrated Marketing, she oversees a portfolio of corporate partners, managing activation plans from inception, development, execution, and measurement, integrating into NHL media platforms and jewel events. Prior to her time at the NHL, she spent three years working for Anheuser-Busch as the Sales & Marketing Manager for the Michelob ULTRA Open PGA event. To help launch her career, she held various internship positions with The Walt Disney Company, HOST Communications, ABC Sports, The Hula Bowl and Canadian Inter university Sport (CIS). Nicole majored in Kinesiology/Phys Ed with the Business Administrative Option from Wilfrid Laurier University and completed her MBA and Masters of Sports Administration from Ohio University. **Twitter: @NHL**



Trace Linton, Carolina Hurricanes Video Scouting Coordinator

Trace Linton is entering his third season with the Carolina Hurricanes as Video Scouting Coordinator. Prior to Carolina, he spent one season with the Columbus Blue Jackets as a Hockey Operations Intern. Linton earned a Bachelor's Degree from the University of Cincinnati in 2016 majoring in Sports Administration, where he also spent time as the Club Ice Hockey team's Team Services Manager. He was an attendee at the 2016 SMWW Hockey Career Conference.

As Video Scouting Coordinator, Linton assists the Director of Player Personnel and Senior Vice President of Hockey Operations with coordinating Pro Scouting coverage, any needs of the Amateur Scouting staff and assists the Vice President of Hockey Operations with contractual information. **Twitter: @_tlinton8**

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Mike Oke, OHL Peterborough Petes General Manager, SMWW Faculty

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.



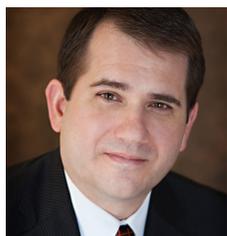
Mike was an Assistant Coach in charge of video with Team Pacific at the 2008 World Under 17 Hockey Challenge, worked as the Director of Player Personnel and Assistant Coach with the Oshawa Generals from 2004-2006 and spent four years as Assistant Coach at Wilfrid Laurier University of the Ontario University Athletic Association, where he played a role in the Hawks trip to the Canadian Inter-university 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. **Twitter: @PetesOHLhockey**

Mike mentors students in the SMWW Hockey GM & Scouting Course and Hockey Analytics Course.



George Parros, former NHL Player, NHL Director of Player Safety

George Parros retired from the NHL in December of 2014, after playing nine seasons between the Los Angeles Kings, Colorado Avalanche, Anaheim Ducks, Florida Panthers, and Montreal Canadiens. In 2007 Parros won the Stanley Cup with Ducks and was a fan-favorite for sticking up for his teammates, creating excitement in the game, and doing lots of community outreach while with the team. Prior to his time in the NHL, George played for Princeton University all four-years and captained the team in his senior year from 2002-03, and was honored by The Sporting News as one of the sport's smartest athletes. Currently, Parros has moved from the ice, into the video room to be a part of the newly minted NHL Player Safety Department. Bringing in an ex-player means that they will be able to see both sides of an incident that would require some type of discipline from the NHL and can hand out a more fair penalty. Parros doesn't want to limit the game but does want to ensure that players are safe and understand what is and is not legal play. George works alongside Damian Echvarrieta who is the Vice-President of the Player Safety Department and Patrick Burke, Senior Director of the Player Safety Department. **Twitter: @GeorgeParros**



Manny Schmidt, Link Management NHLPA Agent, SMWW Alum

Manny Schmidt is the Founder and President of LINK Management International and the Link Management International Sports Agency, and creator of The Performance LINK™, The LINK MVP Coaching Programs™ and LINK MVP Training™. Driven by the desire to achieve focused execution through clarity of purpose, the basis of his success is founded upon his innate passion and desire to "impact people who impact people".



Based in Edmonton, Alberta, Canada, Manny's broad international client base includes Business Owners, Corporate Leaders, International Business Experts, Professional Speakers, Best-Selling Authors, Olympians, Hall of Fame Recipients, NHL Stanley Cup Champions, Entertainers, and Media Broadcasters. He has also worked with numerous government agencies and organizations in the private, public, not-for-profit, retail, commercial and service sectors throughout Canada and the United States. **Twitter: @link_mgmt**

Manny is a proud alumnus of the SMWW Athlete Management Course and SMWW Agency Hockey Director.



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 Leaf's 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**

NHL CAREER CONFERENCE SPEAKER BIOS



Harkie Singh, Uptown Hockey Director of Recruitment and Development

Harkie joined Uptown Hockey in 2012 after scouting for numerous years in the NHL for the New York Islanders and Vancouver Canucks, where he was instrumental in providing his knowledge and expertise on drafting young players, who would one day play in the NHL.

Harkie played junior hockey in the Ontario Hockey League for the Belleville Bulls and Windsor Spitfires as well as for the Prince George Cougars in the Western Hockey League.

Harkie's core responsibilities with Uptown Hockey as an NHLPA Certified Agent is to assist President Todd Reynolds in recruiting, player development and contract negotiations for players in the NHL, AHL, Europe, OHL, WHL, and the QMJHL.

Harkie graduated with a Masters of Science in Education - Business Marketing from Canisius College and received his undergraduate degree from the University of Ottawa. **Twitter: @uptownhockey19**



Jeff Ulmer, Arizona Coyotes Coordinator Skill Development, Asst. Director Special Projects

Jeff Ulmer as Coordinator, Skill Development, Assistant Director of Special Projects and Lars Hepso as Skating Coach. Ulmer comes to Arizona in the first combined skills and video position in the NHL. The former forward played 19 seasons and over 1,000 games of professional hockey from 1999-2018. He finished his career having played in 800-plus consecutive games.

Ulmer spent parts of the 2000-01 season with the New York Rangers when he recorded 3-0-3 in 21 games. Ulmer also played in over 250 games in the American Hockey League with four teams. He competed internationally with Team Canada in several tournaments and played over 700 games throughout European leagues including the KHL, SHL, Liiga and the NLA. A graduate of the University of North Dakota, Ulmer won an NCAA championship with the team in 1997. While playing professionally in Europe, he obtained his Hockey Canada Skills Coach certification and took management and language courses to add to his education. He has worked as a volunteer skills coach for players and teams and runs clinics for players and coaches. **Twitter: @JeffUlmerHockey**



NHL DRAFT ELIGIBILITY

Ice hockey players born between January 1, 1999, and September 15, 2001, are eligible for selection in the 2019 NHL Entry Draft. Additionally, un-drafted, non-North American players born in 1998 are eligible for the draft; and those players who were drafted in the 2017 NHL Entry Draft, but not signed by an NHL team and who were born after June 30, 1999, are also eligible to re-enter the draft.



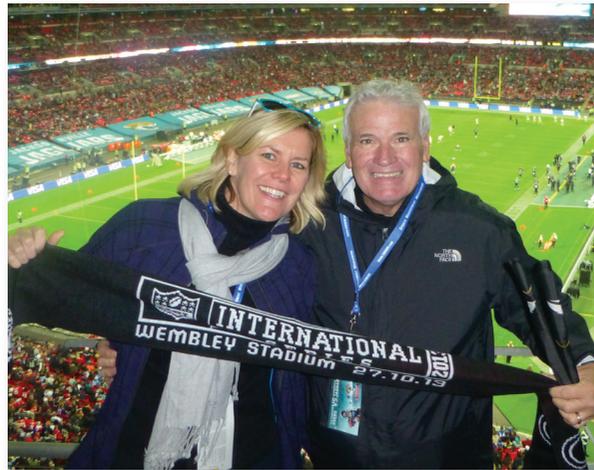
DRAFT TICKETS

Your draft ticket was issued with your name badge. Tickets are for the lower bowl at Rogers Arena. 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 the tradition!

SMWW TEAM



Put your career on the *fast track!*



Liz & Lynn Lashbrook, SMWW Founders



Alyssa Rutherford
SMWW Business
Operations Managerr



Ike Worth
SMWW Business
Operations Coordinator



Dino Caputo
Tri-City Americans Scout
& SMWW Faculty



Mike Oke
Peterborough Petes GM
& SMWW Faculty



Dr. Jim Krause
SMWW Faculty

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

SMWW COURSES

SMWW SPORTS CAREER COURSES

SMWW offers 28 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 any SMWW Course.

8-WEEK ONLINE COURSES INCLUDE:

- Weekly Live Audio Chats with your Mentors
- Career Advice & Mentoring for years to come
- Resumé / CV professionally redesigned
- Access to web-based classroom and degrees
- Software, Books and materials
- References and experience for your resumé
- Access to SMWW network
- Headset & microphone
- Discounts to courses, conferences,



Athlete Management - \$1450: 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 - \$1450: 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: Scoutables CEO, Ari Kaplan.**

Baseball GM & Scouting - \$1450: 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, & Scout, Hank Jones.**

Basketball Analytics - \$1450: 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 team. Learn how teams use statistics to interpret player and team performance. Join a cutting edge field of experts. **Live Audio Chat Mentor: Basketball analytics pioneer, Dean Oliver.**

Basketball GM & Scouting - \$1450: Includes digital video editing, scouting skills, evaluation tools, 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 Mentor: OKC Thunder Special Assignment Evaluator, Mark Warkentien.**

Coaching at the Next Level - \$995: 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: former NCAA Coach, Dr. Jim Krause.**

Cricket Business Management - \$1450: 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 Mentors: Ken Jacobs, former CEO of Cricket Victoria, the largest cricket club in Australia, and Gladstone Small former English Cricketer.**

Data Science Analytics - \$1450: This course covers on the "top three" requested skills of SQL, R, and Python, and the foundations for data management, data science, programming, and visualization. Learn the basics of analytics and go through real-life examples in the context of how sports organizations take action from the insights - MLB, NBA, NFL, motorsports, or NHL. **Live Audio Chat Mentor: Ari Kaplan Scoutables CEO**

Digital Video Editing - \$1450: 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, and Mike Stoeber Jacksonville Jaguars.**

Football Analytics - \$1450: Learn how to utilize football statistics, understand analytical concepts and data science within the context of football to measure the values of players and teams. Learn how the NFL uses statistics to interpret player and team performance. **Live Audio Chat Mentors: Bleacher Report NFL Lead Writer Mike Tanier, and Aaron Schatz Football Outsiders Founder and ESPN Insider NFL Analyst.**

Esports Business - \$1450: Includes honing your esports passion for content creation, league operations, coordinating social media, event management, fan engagement and much more. **Live Audio Chat Mentor: Ben "FooJee" Watley, former professional gamer, broadcaster, and esports entrepreneur.**

Football GM & Scouting - \$1450: 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 and legend John Wooten, and former NFL Scout Russ Lande.**

8 WEEKS. ONLINE. ANYWHERE. ANYTIME.

Hockey Analytics - \$1450: Advanced hockey scouting, game and player analysis, using hockey analytics and statistical tools utilized by the NHL. *Live Audio Chats with NHL Experts hosted by Mike Oke Peterborough Petes' GM.*

Hockey GM & Scouting - \$1450: 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: Harry Sinden, Boston Bruins former GM, and Mike Oke Peterborough Petes' General Manager.*

Motorsports Management - \$995: 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: Gary Ellis, Sales and marketing consultant, motorsports sponsorship manager, and auto racing official.*

NFL Agent Certification Prep Course - \$995: 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.*

Rugby Business Management - \$995: 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: Newcastle Falcons Managing Director, Mick Hogan.*

Salary Cap Analysis - \$995: Understand Collective Bargaining Agreement (CBA) and salary capology. Includes concepts like league wide salaries, minimum team salaries, operations of salary cap computations, exceptions and rules to salary caps, negotiations and extensions and accounting procedures sports leagues and other essential tools of contemporary salary cap analyst. *Live Audio Chats Mentor: Salary Cap Expert Joel Corry.*

Soccer Agent - \$1450: Become a Soccer Agent! Learn skills and strategies necessary to represent pro soccer players. Recruiting, transfer windows, contract negotiation, marketing, endorsements, sponsorship, MLS Draft, and legal requirements to represent clients specifically in Major League Soccer & European League Soccer. *Live Audio Chat Mentors: FIFA Agents: John Print and Sky Andrew.*

Soccer Analytics - \$1450: Soccer scouting, match a player analysis and transfer dynamics using an online platform utilized by the top soccer clubs in the world. Learn Wyscout, the leading soccer match analysis and player scouting platform. *Live Audio Chat Mentors: Newcastle United Football Club Technical Scout, Lee Fraser, and Matt Martin, The Soccer Syndicate Director of Scouting.*

Soccer Management & Scouting - \$1450: 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, Matt Martin, The Soccer Syndicate Director of Scouting, and John Print, FIFA Agent.*

Sports Administration - \$995: 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: President of Winning Sports Programs and former NCAA Coach, Dr. Jim Krause.*

Sports Betting with an Edge - \$1450: Sports Betting 101, understanding the odds, pro vs. amateur, fantasy sports betting, bankroll management and the future of betting. *Live Audio Chat Mentor: Jeremy Henderson, WoO Technologies Co-Founder.*

Sports Broadcasting - \$995: 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 Sports Talk Radio Host Scott Moore.*

Sports Media & Communications - \$995: Public Relations, marketing, new media communications, social networking, and journalism at the major league level. *Live Audio Chat Mentor: Tim Mead, LA Angels VP Communications.*

Sports Product Management - \$1,450: Design process of the apparel design and management sector from product concept and strategy, merchandising, product development, sourcing and manufacturing, go to market and the retail strategy. *Live Audio Chat Mentors: 25-year veteran of the performance, casual, action sports and outdoor industry, Phil Hamilton.*

Sports Sales & Marketing - \$1450: 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, and 40-year sports executive Tom Leip.*

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Football Career Conference at the NFL Combine

Indianapolis, Indiana - February 27-28, 2020

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TBA - June 2020



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