



# **SPORTS MANAGEMENT WORLDWIDE**

**Football Career Conference**  
DURING THE  
**NFL Combine**

**February 27-28, 2025**

# 2025 FOOTBALL CAREER CONFERENCE AGENDA\*

**THURSDAY: FEBRUARY 27TH, 7:00-9:00 PM EST**

**Welcome Reception at Punch Bowl Social**

**FRIDAY: FEBRUARY 28TH, 7:00 AM-5:00 PM EST**

- 7:00 AM:** **Registration Opens**  
**Coffee and Bagels, Check-in, get settled in seats**
- 8:00 AM:** **Adrenalize Today, Monetize Tomorrow with Dr. Lynn Lashbrook**, SMWW President & NFLPA Agent
- 8:10 AM:** **One-on-One with the Man Behind the 40-Yard Dash - Mark Gorscak**
- 9:00 AM:** **Finding the Next NFL Superstar** (Moderator: Ric Serritella)  
Dane Vandernat - Hamilton Tiger-Cats Director of Pro Scouting/SMWW Mentor  
Ellie Perrigo - Kansas City Chiefs Player Personnel Assistant  
Brian Baldinger - NFL Network Analyst/Former NFL Player
- 9:50 AM:** **Break**
- 10:00 AM:** **The Man Who Breaks the News** (Moderator: Dr. Lynn Lashbrook)  
Adam Schefter - ESPN Senior NFL Insider
- 11:00 AM:** **The Life of an NFL Agent** (Moderator: Dr. Lynn Lashbrook)  
Joel Corry - Former NFL Agent/SMWW Mentor  
Farren Benjamin - NFL Agent, Farr West Management  
Kelli Masters - NFL Agent, KMM Sports
- 11:50 AM:** **Group Photos on the SMWW Stage**
- 12:00-1 PM:** **Halftime (Lunch)**
- 1:00 PM:** **The Landscape of the NFL Media** (Moderator: Ike Worth)  
Andrew Siciliano - NFL Play-by-Play Radio Host  
Bryan Harper - Minnesota Vikings Vice President, Content and Production/SMWW Mentor  
Aaron Schatz - FTN Network Chief Analytics Officer/SMWW Mentor  
Steve Palazzolo - Check the Mic podcast host/SMWW Mentor
- 2:00 PM:** **NFL GM Power Hour** (Moderator: Dr. Lynn Lashbrook)  
Mark Dominik - Former Tampa Bay Buccaneers General Manager
- 2:45 PM:** **Break**
- 3:00 PM:** **Breaking into Football: Entry-Level Football Jobs** (Moderator: Ike Worth)  
Jim Van Dam - Indianapolis Colts Vice President, Ticket Sales and Service
- 4:00 PM:** **Athlete Marketing and Endorsements** (Moderator: Dr. Lynn Lashbrook)  
Kristen Kuliga - Vanguard Sports Group Executive Vice President  
Larry Lundy - LMG President/SMWW Mentor  
Greg Glynn - Pliable Marketing CEO/SMWW Mentor
- 4:45 PM:** **Go Global or Go Home** (Dr. Lynn Lashbrook)
- 5:00-6:30 PM:** **Overtime** (Networking Happy Hour with drinks & appetizers)

**\* Speakers and times will change**

## NFL COMBINE INFORMATION

**Lucas Oil Stadium • 500 S Capital Ave • Indianapolis, Indiana 46225**

For those of you who registered for the conference, you may be given preference to attend the NFL Combine. Upon registration, you will receive instructions on how to apply for your ticket (please check your ticket for time confirmation). You are not guaranteed you will get into the NFL Combine.

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# SPORTSMANAG



# FOOTBALL CAREER CONFERENCE SPEAKER BIOS



## Dr. Lynn Lashbrook, SMWW President and Founder

Dr. Lynn Lashbrook is President and Founder of Sports Management Worldwide, the global leader in sports business education. Under Lynn's leadership, SMWW has over 30,000 alumni from over 164 countries working in their passion... sports! Lynn is a respected voice in the sports business community, often serving as a field expert in publications such as Sports Illustrated, ESPN the Magazine, Reuters and Sports Business International.



As an active NFL Agent Dr. Lashbrook has personally represented over 150 NFL players including 9-time Pro Bowler Brian Dawkins, 31st draft pick Alex Van Dyke and former first rounder Mark Fields. Dr. Lashbrook co-represents Dallas Cowboys WR/KR KaVontae Turpin with graduates of the SMWW Athlete Management Course. SMWW Agency, an international sports agency, with Lynn's guidance, represents professional athletes in a variety of major and minor leagues with SMWW Agent Advisors.

Dr. Lashbrook has served at the collegiate level as a coach, scout, recruiter, athletic academic advisor, compliance officer and athletic director. In professional sports, in addition to his work as an NFL certified agent, he helped save Providence Park stadium in Portland, home of the MLS Timbers, and has worked tirelessly to bring Major League Baseball to Portland.

An accomplished speaker, Dr. Lashbrook has spoken on five of seven continents in addition to hosting and moderating SMWW career conferences at major sporting events across the nation. SMWW offers a global sports education via online certificate courses and with live audio chats, taught by pillars of the sports industry. SMWW graduates currently work in every major sports league in the world, including the NFL, NHL, MLB, NBA, Rugby, Cricket, MLS and the English Premier League.

Dr. Lashbrook is respected in the sports industry for his ethical compass, integrity and puns! We encourage you to introduce yourself to Dr. Lashbrook. He loves meeting people! **Twitter: @SMWW, #SMWW2025**



## Brian Baldinger, Host and Analyst for NFL Network

A former offensive lineman with the Dallas Cowboys, Indianapolis Colts and Philadelphia Eagles, Brian Baldinger serves as a host and analyst for NFL Network.



Baldinger can be seen alongside Sterling Sharpe, Matt Millen and Super Bowl Champion Shaun O'Hara on Playbook, the ultimate NFL "Xs and Os" program utilizing the same "All 22" game film that coaches and players use to preview all of the upcoming games. In addition, Baldinger serves as an analyst on NFL Network's signature show NFL Total Access and is a regular contributor to NFL.com.

Baldinger, who worked as a game analyst for the NFL on FOX until 2009, began his broadcasting career at FOX Sports in 1997. In 2011, he began serving as a game analyst for the Philadelphia Eagles.

During his 13-year NFL career, Baldinger played for the Dallas Cowboys ('82-'87), the Indianapolis Colts ('88-'91) where he was the team's Most Valuable Lineman in 1991, and the Philadelphia Eagles ('92-'93). He played in a total of 143 games.



## Farren Benjamin, NFLPA Certified Contract Advisor & Director of Client Services

Farren Benjamin is an NFLPA Certified Contract Advisor and the Founder & CEO of FarrWest Management, a full-service NFL agency based in Beverly Hills, CA. A former USC Track and Field athlete, Farren began her career in the agency industry in 2012, interning at Athletes First for over a year. In 2015, she partnered with fellow Trojan Keyshawn Johnson to help launch First Picks Sports, playing a pivotal role in establishing the agency. Farren led marketing and client services for over eight years, working closely with some of the NFL's top athletes, including Kenny Clark, Mike Hughes, Raekwon McMillan, Jaylon Johnson, Deommodore Lenoir and many others. In 2022, Farren became an NFLPA-certified contract advisor, and in 2024, she successfully represented her first draft pick, Brenden Rice (USC), who was selected by the Chargers. That same year, she launched FarrWest Management, where she currently represents and manages almost a dozen clients, providing comprehensive support both on and off the field.



### LANYARD COLOR CODE:

**Red = Speaker/Staff**

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**Gold = SMWW Alumni**

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**Green = Industry Professional**

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# FOOTBALL CAREER CONFERENCE SPEAKER BIOS



## Joel Corry, CBSsports.com Writer/SMWW Faculty

Joel was a Sports Agent for 16 years, representing NFL & NBA players. In 1992 at Management Plus Enterprises, who represented top-level athletes including Ronnie Lott, Hakeem Olajuwon, and Shaquille O'Neal. Joel left Management Plus in 1995 to co-found Premier Sports and Entertainment, which focused on representing NFL players, college and NFL coaches. He was the primary and co-negotiator of numerous NFL player contracts, including Hall of Famer John Randle's 5-year, \$32.5 million contract with the Minnesota Vikings (1998), Patrick Surtain's 6-year, \$44.63 million contract with the Kansas City Chiefs (2005), which made Patrick the highest-paid player in the franchise's history. Randle's contract made him the NFL's highest-paid defensive player with unprecedented guarantees that have become the norm in the most lucrative NFL contracts. Other Premier clients included Pro Bowlers Eric Allen, Keenan McCardell and Jimmy Smith. Joel served as a consultant with Management Plus for several years after starting Premier. As a consultant, he played an integral part in the negotiation of Shaquille O'Neal's Los Angeles Lakers contracts (\$120 million over 7 years & subsequent 3-year, \$88.3 million extensions). 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. **Twitter: @corryjoel**



**If you want to be a Sports Agent meet Joel Corry! Take the SMWW Athlete Management course, Football Certification course, and Salary Cap and Contract Negotiation course.**



## Jim Van Dam, Indianapolis Colts VP of Ticket Sales and Service, SMWW Faculty

Jim Van Dam was born and raised in Grand Rapids, MI where he studied Sports Management at Davenport University. After college, he interned with the Detroit Pistons before working with the Tampa Bay Lightning in their ticketing department for 8 seasons.

He is now entering his 5th season with the Indianapolis Colts where he serves as Vice President of Ticket Sales and Service. He currently resides in Carmel, IN with his wife Lyndsay. **Twitter: @jimvandam**

**If you want to work for your favorite team meet Jim Van Dam! Take Sports Sales & Marketing, the fastest way to a job in sports.**



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

Mark Dominik joined the Tampa Bay Buccaneers staff at just 24 years old as a pro personnel assistant and worked his way up the ladder to general manager while contributing to seven playoff teams and a Super Bowl championship. He developed the right skills to be hired and advance to the highest operations position, and now he's teaching them to people like you.

"We're going to talk about all the little steps you can take to become a scout or a general manager in the National Football League," says Dominik. "My mindset is to give you anything I can to help you find a way to distinguish yourself from anybody else."

After leaving the Buccaneers in 2013, Dominik began working for ESPN as an analyst, adding a media perspective to his experience operating a team.

"I've seen a lot of ways people try to get openings or opportunities, I know what teams are looking for and I know what works and what doesn't," says the University of Kansas graduate. "The Football GM and Scouting course offered by SMWW, helps you learn how to get ahead, the right way. I think that I can help people break through a barrier that they weren't able to get through before." **Twitter: @MarkdominikNFL**



## Greg Glynn, Founder & CEO of Pliable Marketing

Greg Glynn is the Founder & CEO of Pliable, a marketing, public relations and broadcasting company in Augusta, Maine. Pliable is also a name, image and likeness (NIL) agency that specializes in athlete branding. Glynn has more than 20 years of experience in sports marketing. He is a registered sports agent in several states across the country and represents more than 35 high school, college and professional athletes who compete in a wide range of sports.

Glynn is the author of "The Magic Cleats," the first children's book about NIL. He is the lead instructor for SMWW's NIL course, and is the host of the Athlete Brand Advisor Podcast. Learn more at PliableMarketing.com.

**Twitter handle: @PliableMktg**

**Be mentored by Greg Glynn and take the Name, Image, and Likeness course.**

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## **Bryan Harper, Minnesota Vikings Vice President Content and Production/ SMWW Faculty**

Bryan Harper has spent 17 seasons in the NFL, the past 16 with the Minnesota Vikings. As Vice President, Content & Production, Harper leads a talented staff that is collectively responsible for content strategy, production, and presentation across all platforms including digital, social, TV, radio, and in-stadium entertainment. Early in his tenure, Harper initiated a philosophical shift in the organization by bringing many production responsibilities in-house and leading the creation of the award-winning Vikings Entertainment Network (VEN), which included the launch of one of the first multimedia production studios in the NFL. Leading up to the 2016 opening of U.S. Bank Stadium, Harper was intimately involved in the venue's technology and content plan. And in early March, will launch another evolution of VEN's growth in conjunction with the opening of the Vikings new headquarters - TCO. **Twitter: @bharper22**



**Be mentored by Bryan Harper and take the Sports Media & Content Strategy course.**



## **Kristen Kuliga, EVP Business Development Vanguard Sports Group and Founder/Managing Partner K Capital Partners, SMWW Faculty**

Kristen has worked in the sports and entertainment industry for over 20 years. She has been called the leading female sports agent in the US, having represented more than a hundred NFL players. Kristen was the first woman to negotiate a starting NFL quarterback's contract, Doug Flutie's \$33 million contract with the Chargers. She also has extensive experience leading marketing and endorsement efforts for many NFL, NBA and MLB players. Her ability to leverage these relationships into real business opportunities for athlete and corporate clients is what brought Kristen to Vanguard to lead its Business Development division. She is a cum laude graduate of both the University of Massachusetts at Amherst and Suffolk University Law School. She splits her time between the Boston, NY and Southern California. **Twitter: @KSportsEnt**



**Be mentored by Kristen Kuliga, take the SMWW Athlete Marketing & Branding course.**



## **Larry Lundy, Founder & President of LMG, SMWW Faculty**

LMG is a strategic marketing & Management firm founded in 2002 to serve corporations, brands, events & athletes. Lundy has extensive experience and expertise in consumer, B to B, Healthcare, Hospitality & Tourism, Cause, DEI, Influencer, Sports, and Entertainment industries.



Lundy has a proven record of success in consulting with, and developing partnerships with top brands. Clients have included Adidas, American Family Insurance, Black Women's Health Imperative (BWHI), Bose, Carrier, Fanatics, FC Dallas, General Mills, Main Event Entertainment, Nike, Reveal, Suits, Whataburger, Visa, and the Dallas Victory W Hotel. Sports & Entertainment clients have also included gaming sensation Preston Playz, FC Dallas, Harlem Globetrotters, NCAA, NHL, ESPN, NFL Hall of Famer Emmitt Smith, Super Bowl hero Malcolm Butler (Arizona Cardinals), NFL Pro Bowl MVP Lorenzo Alexander (Buffalo Bills), emerging stars KaVontate Turpin (Dallas Cowboys) & Deatrich Wise Jr (New England Patriots), the grandmother of Juneteenth Ms. Opal Lee, and Pro Softball/Broadcast star A.J. Andrews. Lundy most was part of Team Butler that negotiated the 5-year, \$61 million contract with the Tennessee Titans, and produced the Free Agency documentary with Sports Illustrated TV "Malcolm's Decision." Lundy has also been a trusted consultant in the NIL space advising schools, brands and students' athlete's & Families in over 100 NIL activities, programs & events. Lundy has also excelled in the PR & Publishing industry having worked on over 10 Book releases including Bill Rhoden's "Ny Times best seller \$40 Million Slaves, Eddie Robinsons "Never Before Never Again" and ESPN's Field Generals the Story of Black Quarterbacks in the NFL.

Lundy has an extensive background in the Sport & cause marketing sectors having served in leadership positions with Host Communications, Walt Disney Company, Make-A-Wish, the American Heart Association, and Susan G. Komen. Lundy has successfully cultivated relationships at each organization that resulted in revenue generating partnerships with Top Golf, Match.com, JC Penney, Electronic Arts, Microsoft and others.

Lundy's diverse marketing background & accomplishments have also included leading the marketing efforts for over 300 events annually for Disney's (now ESPN's Wide World of Sports), the P&G "Total you tour" which set attendance records, negotiating the historic NBA Bayou Classic agreement, and selling \$1 Million annually in Sponsorship sales for 5 consecutive years. Lundy is a board member and past president of the Dallas All Sports Association, President of Black Sports Professionals of North Texas, Sports & Entertainment Advisory Board of UNT, Board Member of Bridgeway Academy, Best in Class Education Foundation, and Austin College Board of Trustees. **Twitter: @lundylmg**

**Be mentored by Larry Lundy and take the Athlete Marketing & Branding course.**

# FOOTBALL CAREER CONFERENCE SPEAKER BIOS



## Kelli Masters, KMM Sports President, and Owner, NFLPA Agent

Kelli Masters is the 1st woman ever to represent a #5 pick in the NFL Draft. She is the owner and president of KMM Sports and is an NFLPA certified contract advisor. She has represented players in contract negotiations and endorsement deals since 2006 and was the first woman to ever represent a 1st Round Pick in the NFL Draft. She has also practiced Business Litigation since 2000 with the law firm of Fellers, Snider, Blankenship, Bailey & Tippens, P.C., and is a noted speaker and author. Kelli has a heart for charitable work and is a recognized expert on nonprofit law and charitable foundations. Kelli has developed a solid reputation and a vast network of professional relationships including coaches, owners, managers, and scouts from all 32 NFL Clubs, as well as the NFLPA. Kelli's clients include Blake Jarwin of the Dallas Cowboys, Alex Collins of the Baltimore Ravens, Tress Way of the Washington Redskins and other NFL players, as well as Olympic bobsledder Aja Evans and athletes in a variety of sports. **Twitter: @KMMsports**



## Steve Palazzolo, Co-Host of "Check The Mic" Podcast, SMWW Faculty

Steve Palazzolo is currently the co-host of The 33rd Team's "Check The Mic" Podcast. Prior to The 33rd Team, Steve worked with PFF from 2011-24 across various roles, including Head of Product for the Football Division, Director of Video Content, and co-host of their flagship PFF NFL Podcast. He was the sixth full-time employee at PFF which went from startup to the premier football data provider, working with 32 NFL teams, 132 FBS teams, every other major football league, agents, and media.

Steve oversaw the development of PFF's flagship product, PFF Ultimate, as well as PFF IQ, a new product centered around PFF's data science insights. PFF Ultimate is used extensively across the football landscape, leveraging the PFF database to assist NFL and college teams at every level of the organization. PFF IQ brings PFF's insights to life, aiding in team-building decisions at the NFL and college level as well as in-game decision-making.

Prior to his role as Head of Product, Steve was the Director of Video Content at PFF while doubling as a Senior Analyst as one of the first play-by-play graders in the company. Steve has also been featured on NFL Network, NBC, Sirius XM, and several other media outlets.

In his role as Head of Product for the Football Division, Steve worked directly with NFL and NCAA teams to aid in team building, game planning, and other organizational decisions. Prior to joining PFF and The 33rd Team, Steve played eight years of minor league baseball, making it as high as Triple-A with the Milwaukee Brewers, San Francisco Giants, Seattle Mariners, and various independent teams. **Twitter: StevePalazzolo\_**

**Be mentored by Steve Palazzolo, take the Proficiency in PFF Premium course.**



## Jasmine Park, Indianapolis Colts Vice President of People, Culture, and Inclusion

Jasmine Park has served over 20 years as a human resources professional in the greater Indianapolis area, and currently holds the role of head of human resources and diversity, equity & inclusion for the Indianapolis Colts. She is the first person designated to overseeing the organization's front office people, culture & inclusion strategy for the Club.

While leading the team's comprehensive HR and DEI functions in alignment with the advancement of the organization's Mission and Core Values, Jasmine is committed to attracting, retaining, advancing and supporting a broadly diverse workforce of the highest level of excellence that thrives in an inclusive workplace culture.

Prior to joining the Colts organization, Jasmine was charged with bringing enterprise human resources, payroll, benefits and compensation into alignment with the strategic and operational goals for KAR Global/OPENLANE and Blue Horseshoe/Accenture.

Cultivating a high-performing culture based upon the foundation of teamwork and trust is her passion, and she is dedicated to driving positive business outcomes with empathy, empowerment, and humor.

Jasmine earned her Bachelor of Science in Business from Indiana University-Bloomington. During Jasmine's free time, she enjoys spending time with her family; actively hiking through state and local parks; immersing herself in reading sprints and running marathons; and of course, cheering on her favorite professional football team "Go Colts!"



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## Ellie Perrigio, Player Personnel Assistant, Kansas City Chiefs

Ellie is from Charlotte, NC, and graduated from the University of Miami in 2022 where she earned her B.S. in Communications with a minor in Sports Administration. After graduation, she moved to Kansas City where she started her career with the Kansas City Chiefs as the Arrowhead Events Seasonal (2022 season) before switching over to the football side as a Norma Hunt Player Personnel Fellow (2023 season).



The Norma Hunt Fellowship is named after the matriarch of the Kansas City Chiefs and is part of the Chiefs' commitment to diversity and inclusion. The fellowship actively expands NFL front office career opportunities for women by annually hiring female candidates into the club's personnel department. She is now wrapping up her 3rd season working for the Kansas City Chiefs and her first in a full-time role as a Player Personnel Assistant.



## Nick Polk, University of Florida Assoc. Athletic Director/Football General Manager

Nick Polk, former NFL Atlanta Falcons Director of Football Operations for 17 seasons, was responsible for Salary Cap Management including draft negotiations, contract proposals, player contracts, coaches contracts, trades and trade value analysis, CBA Compliance, football budgets, League liaison, daily cap monitoring and strategy.



Who wouldn't want to learn from Nick for one hour a week?! He has sat across the table negotiating with hundreds of agents and he knows what works and what doesn't work on behalf of clients, players and coaches. Prior to Atlanta Falcons, Nick worked his way up the ladder from coaching at NCAA D1-D3 schools, and then moved on to the Football Administration side with NFL Europe and Arena League. If you want to work on the team side, Nick will help you grow in your position. If you are an agent, who wants to improve their knowledge of contract negotiation, Nick will share his first hand experiences of do's and don't's. **Twitter: @neripolk**

**Understand the Salary Cap and negotiate like a pro - be mentored by Nick in the Salary Cap & Contract Negotiation course.**



## Aaron Schatz, Chief Analytics Officer; FTN Network/ESPN+ESPN Chalk Analyst; SMWW Faculty

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



**Be mentored by Aaron Schatz, take the SMWW Football Analytics course.**



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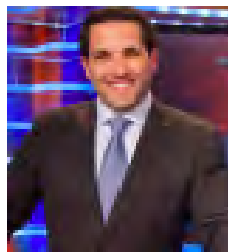
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# FOOTBALL CAREER CONFERENCE SPEAKER BIOS



## Adam Schefter, ESPN NFL Insider

Schefter, born to a Jewish family in Valley Stream, New York. He is a 1989 graduate of the University of Michigan and a graduate of Northwestern University's Medill School of Journalism. Schefter was an editor at The Michigan Daily, where he began his newspaper career. While at Northwestern, Schefter worked as a freelance reporter for the Chicago Tribune. After graduating from Northwestern in June 1990, Schefter was an intern for the Seattle Post-Intelligencer before moving to Denver in 1990, when he started writing for the Rocky Mountain News and then The Denver Post.



Schefter joined the NFL Network in 2004 and appeared on NFL Total Access and also wrote for NFL.com. Before joining the NFL Network, Schefter appeared five times on ESPN's Around the Horn as a substitute for Woody Paige, who was based in Denver at the time. Before Around the Horn, Schefter appeared on ESPN's The Sports Reporters. Schefter appeared on NBC twice in the summer of 2008, working as the sideline reporter for Al Michaels and John Madden during the Redskins-Colts Hall-of-Fame game and then the Redskins-Jaguars preseason finale.

According to a USA Today survey of fans published January 19, 2009, "NFL Network's Adam Schefter edged ESPN's Chris Mortensen (34%-32%) for best [NFL] insider despite the NFL Network being in less than half as many U.S. households." Schefter was again selected as the best (NFL) insider in a November 2010 USA Today fan poll. Schefter was voted USA Today's best "insider" for a third straight year in November 2011.

In 2009, Schefter became a football analyst with ESPN. In October 2010, Sports Illustrated writers included Schefter in its "Power 40", a listing of the NFL's best officials, executives, coaches, players, and media members. In February 2014, New York magazine selected Schefter as the "Most Influential Tweeter in NY." In May 2014, the website Awful Announcing selected Schefter as the "Best Newsbreaker" in its second annual People's Sports TV Award Winners. SI.com named Schefter the 2014 "Media Person of the Year." In November 2015, Schefter was named The Synopsis Sports Media Personality of the Year, which is presented annually to a VIP whose work in the sports industry has transcended how sports connect with fans. **Twitter: @AdamSchefter**



## Ric Serritella, NFL Draft Bible Founder/SMWW Faculty

An advanced scout for the Edmonton Elks of the CFL, Serritella founded the popular NFL Draft Bible in 2002, an independent scouting service used by all 32 NFL teams. Previously, he served as advanced scout for the NFLPA Collegiate Bowl (2019-23), scouting director for the College Gridiron Showcase (2018-19) and was an intern for the New England Patriots (2001). A member of the PFWA, FWAA and NFF, Serritella is a graduate of Johnson & Wales University in Providence, Rhode Island. In 2009, he was honored with the inaugural JWU Sports Entertainment and Event Management Success Board Achievement Award. Currently, Serritella also serves a mentor at Sports Management Worldwide (SMWW) and instructs their Sports Agent Apprenticeship. **Twitter: @RicSerritella**



**Be mentored by Ric and take the SMWW Football Agent Apprentice course.**



## Andrew Siciliano, NFL Network Host

Andrew Siciliano is an NFL Network host and can be seen every week on NFL Now and TNF First Look, as well as NFL Network's on-location coverage of such events as Super Bowl, NFL Draft and training camps.



Siciliano has also hosted DIRECTV's RedZone Channel since its inception in 2005 and has been the preseason television play-by-play voice of the LA Rams since 2011. He hosted NBC Sports Gold Zone coverage of the 2014 Sochi Olympics, and 2016 Rio Games.

From 2002-2011, Siciliano held hosting duties at FOX Sports Net for various FSN programming including FSN's Final Score for five years. He has also called Arena Football League (AFL) games on FSN, co-hosted The Ultimate Fantasy Football Show, Totally Football and appeared weekly on The Best Damn Sports Show Period.

After four years of covering the Bears as a radio reporter at Chicago's WMAQ, Siciliano spent eight years as a nationally syndicated talk show host for FOX Sports Radio. He also hosted a midday radio show on 710 ESPN in Los Angeles.

A native of Reston, Virginia, Siciliano is mildly obsessed with travel, hiking, and Jeopardy. He has a B.A. in Broadcast Journalism from Syracuse University. **Twitter: @AndrewSiciliano**

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## Mike Stoeber, Pro Football Focus Product Manager/SMWW Faculty

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

Mike has a master's degree from the University of Florida in Sports Administration. Mike's career has seen digital video editing grow to what it is today and he knows first hand what a person needs to know to work for an NFL or collegiate team. Due to his relationship with Catapult Digital,

Mike also knows which teams need assistance in the Video Department and who is doing the hiring. **Twitter: @mikestoeber.**



**Be mentored by Mike Stoeber, take the SMWW Digital Video Editing course with Catapult Technology**



## Mike Tanier, The Messenger Sports Writer/Analytics Expert/SMWW Faculty

Mike Tanier has covered the NFL for The New York Times, Football Outsiders, Bleacher Report, The Messenger and other outlets over the past 20 years. He's one of the co-authors of Aaron Schatz's FTN Football Almanac (formerly Football Outsiders Almanac), as well as the novel Long Snapper's Blues.



He recently launched the Too Deep Zone Substack, where he mixes stats and analysis with off-the-wall humor.

Tanier is also a former high school math teacher. He's the father of two nearly-grown sons, hails from Greater Philly and is America's poet laureate of Aaron Rodgers jokes.

**Be mentored by Mike Tanier—take the SMWW Football Analytics course.**



## Dane Vandernat, Hamilton Tiger-Cats Director of Pro Scouting

Dane Vandernat enters his fourth year as the NFLPA Collegiate Bowl's Director of Player Personnel. He brings 10 years of NFL personnel and scouting experience to this role, having worked his way up the ranks within the Oakland Raiders organization.



Vandernat first joined the Raiders in 2008, serving as a training camp intern in the Internet department prior to completing a salary cap and agent administration internship with the NFLPA. He then re-joined the Silver and Black as a player personnel assistant in 2009 before becoming a pro scout for the team two years later. In 2015, Vandernat was promoted to Oakland's director of pro personnel, where he oversaw daily operations, worked closely with the team's general manager and evaluated prospective players.

The Upland, California native graduated from Cal Poly Pomona and earned a master's degree in Sport Management from the University of San Francisco.

**Twitter: @DVandernat**

**Be mentored by Dane Vandernat, take the SMWW Football GM-Scouting or Football Scout Apprenticeship courses.**



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# SCHOOLS REPRESENTED

*61 Schools Represented This Year*

Arizona State	Northern Illinois University College of Law
Ball State University	Northwest Missouri State University
Boston College	Ohio Northern University
Butler University	Ohio State University
Camden County College	Old Dominion University
Central Washington University	Providence University
Concierge Sports and Family Medicine	Southern Utah University
Concordia University Chicago	Spartanburg Methodist College
Drake University	St Bonaventure University
Florida International University	St. Thomas
Florida State University	Stephen F. Austin State University
George Brown College	Temple University
George Mason University	Trine University
Highline College	UNH Franklin Pierce School of Law
Indiana University	University of Dayton
IU Indianapolis	University of Delaware
Johnson & Wales University	University of Florida
Kennesaw State University	University of Houston
Liberty University	University of Kentucky
Louisiana State University	University of Maryland
Loyola Law School	University of Miami
Loyola Law School	University of Oregon
LSU	University of Phoenix
Lynn University	University of Pittsburgh
Malone University	University of South Florida
McDaniel College	University of Toledo
Merrill Lynch	USC
Miami University (OH)	Vermont Law School
Minnesota State University Moorhead	Winona State University
Moravian University	Wittenberg University
NDSU	

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# SMWW ADVANCED CERTIFICATE



An SMWW Advanced Certificate is a bundle of SMWW courses that are hand picked by our sports executives that will equip you with a comprehensive understanding for a specific role within the industry. This level of certification is highly specialized and will improve your job opportunities. SMWW Advanced Certificates are career-focused, and will prepare you for a specific job role within the sports industry.

**Ask a SMWW Career Advisor which one is right for your Dream Job!**

## SMWW Advanced Certificate Benefits

*Our Advanced Certificates are hand-selected by our team of sports industry experts to put you on a path to success.*

- Stand out with a resume badge
- Receive a customized wooden plaque

Take these 5 courses and save up to \$2200:

- Football Agent
- Football Analytics
- Football GM & Scouting
- Football Player Development & Strategy

and

- Football Video Performance Analysis with Catapult



### LANYARD COLOR CODE:

**Red = Speaker/Staff**

**Blue = Attendee**

**Gold = SMWW Alumni**

**White = CUC/FHSU Student/  
Alumni**

**Green = Industry Professional**

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TIMES**

# SMWW Graduate Degree Program

**SMWW offers Four Advanced Degrees You Can Complete Online,  
Made Specifically for the Sports Industry**



*Congrats to NBA Head Coaches  
Dr. Nick Nurse and Dr. Adrian  
Griffin who graduated with their  
doctorates at SMWW/Concordia  
University Chicago.*

**Left to right:** Dr. Adrian Griffin,  
CUC President, Dr. Nick Nurse,  
Dr. Lynn Lashbrook.

## *Overtime Networking Happy Hour*

**JW Marriott in the White River Ballroom / 5:00pm-6:30pm / with Drinks**

### **Free Sports Career Advisor Consultation**

Visit with our expert Sports Career Advisors. They are happy to discuss where you are in your career path and what the next step should be for you! They know what teams look for in a new hire and when to apply! Fill out your survey and get a drink ticket!

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# DISCOUNTS FOR ATTENDING TODAY!

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Put your career on the fast track by signing up today  
for any SMWW course!

*At registration desk.*

### SMWW TEAM



**Dr. Lynn Lashbrook**  
President, Founder,  
and NFL Agent



**Liz Lashbrook**  
Executive Director



**Jeff Brodie**  
SMWW Vice President  
of Business Operations



**Ike Worth**  
SMWW Business  
Operations Manager



**John LaForce**  
Sports Career  
Advisor



**Chuck Patterson**  
Sports Career  
Advisor



**Nick Prater**  
SMWW Business  
Operations Coordinator



**Erinn Beggs**  
Social Media  
Coordinator



**Mike Patterson**  
SMWW Staff  
Assistant

SMWW Mentors



**Joel Cory**  
SMWW Mentor



**Mark Dominik**  
SMWW Mentor



**Mike Stoeber**  
SMW Mentor



**Ric Serritella**  
SMWW Mentor



**Nick Polk**  
SMWW Mentor



**Dane Vandernat**  
SMWW Mentor



**Jim Van Dam**  
SMWW Mentor



**Aaron Schatz**  
SMWW Mentor



**Mike Tanier**  
SMWW Mentor



**Bryan Harper**  
SMWW Mentor

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

# EMENTWORLDWIDE

# ABOUT THE NFL COMBINE



**The NFL Scouting Combine** is a week-long showcase occurring every February at Lucas Oil Stadium, in Indianapolis, where college football players perform physical and mental tests in front of National Football League coaches, general managers, and scouts. With increasing interest in the NFL draft, the scouting combine has grown in scope and significance, allowing personnel directors to evaluate upcoming prospects in a standardized setting. Its origins stem from the National, BLESTO, and Quadra Scouting organizations in 1977.

Athletes attend by invitation only. An athlete's performance during the combine can affect their draft status and salary, and ultimately their career. The draft has popularized the term "workout warrior", whereby an athlete's "draft stock" is increased based on superior measurable qualities such as size, speed, and strength, despite having an average or sub-par college career

## Tests and evaluations include:

- **40-yard dash**
- **Bench press of 225 pounds**
- **Vertical jump**
- **Broad jump**
- **20-yard shuttle**
- **3 cone drill**
- **60-yard shuttle**
- **Position-specific drills**
- **Interviews**  
each team is allowed 60 interviews in 15-minute intervals
- **Physical and injury evaluations**
- **Drug screening**
- **Cybex test**
- **Wonderlic test**

*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 15,000 graduates working in sports in over 160 countries. We are the global leader in online sports business education.*



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# SMWW COURSES

## SMWW SPORTS CAREER COURSES

SMWW offers 40 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 \$300 discount (\$500 for SMWW Alumni) on any SMWW Course.

### 8-WEEK ONLINE COURSES INCLUDE:

- Weekly Live and Interactive Video 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
- Discounts to courses, conferences

**\$500 off  
Conference Day  
Only!**

**Athlete Marketing & Branding - \$1650:** Learn how to monetize professional and college athletes personal brand. **Live Audio Chat Mentors: Larry Lundy, Founder & President of LMG, SMWW Faculty.**

**Athlete Management--Sports Agent - \$1950:** 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, and former NFL and NBA Agent, Joel Corry.**

**Baseball Agent - \$1650:** Recruiting, scouting, contracts, negotiating, servicing, marketing, MLB Collective Bargaining Agreement. **Live Audio Chat Mentor: MLB Agents, John Boggs & MLB Agent, Oscar Suarez.**

**Baseball Analytics - \$1950:** Learn how to disseminate objective knowledge about baseball including sabermetrics, baseball analytics, data science, and the statistical tools used by major leagues. **Live Audio Chat Mentor: MLB Analyst, Databricks Executive, Ari Kaplan.**

**Baseball GM & Scouting - \$1950:** 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.**

**Baseball Player Development - \$1650:** Learn how to turn ballplayers into contributing to big leagues. Turning percentage baseball into winning, psychology, leadership, creating a performance culture. **Live Audio Chat Mentor: 2-time MLB Exec. of the year and former Orioles, Red Sox, and Expos GM, Dan Duquette.**

**Basketball Agent - \$1650:** Build your foundation as a basketball agent to give you the tools for today's global marketplace as a NBA, WNBA, or FIBA Agent. **Live Audio Chat Mentors: SMWW NBA Agent, Bret Kanis & International FIBA Agent, Jan Wieland.**

**Basketball Analytics - \$1950:** 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. **Live Audio Chat Mentor: Washington Wizards Asst. Coach and Basketball Analytics Pioneer, Dean Oliver.**

**Basketball GM & Scouting - \$1950:** Includes digital video editing, scouting skills, evaluation tools, business management, player personnel, and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: former NBA GM of Hawks, Mavericks, Pistons & Sonics Rick Sund and Carl Berman, NetScouts Managing Partner.**

**Basketball Player Development - \$1650:** Learn the fundamentals of team leadership, player development & mgmt. **Live Audio Chat Mentors: Atlanta Hawks Sr. Advisor of Basketball Ops Larry Riley, and Utah Jazz Asst. Coach, Irv Roland.**

**Basketball Video Performance Analysis:** Learn the skills basketball teams and leagues look for. Every NBA and WNBA team uses Synergy, as well as NCAA men's and women's basketball teams, Olympic teams, International League teams, and multiple media outlets. **Live Audio Chat Mentor: HoopsThink Scout and SMWW Alum James Kerti.**

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# 8 WEEKS. ONLINE. ANYWHERE. ANYTIME.

**Cricket Business Management - \$1195:** Includes team operations, club management, talent identification, team sponsorship, umpiring, coaching, new technologies, recruiting, the business, and essential tools of professional and amateur cricket clubs. **Live Audio Chat Mentors:** Ken Jacobs, former CEO of Cricket Victoria, and Gladstone Small former English Cricketer.

**Esports Business - \$1195:** Content creation, league operations, coordinating social media, event management, fan engagement and much more. **Live Audio Chat Mentors:** National Association of Collegiate Esports (NACE) Executive Director, Michael Brooks and Intergalactic Gaming (IGGalaxy) Co-Founder, Naeem Shabir.

**FIFA Agent Certification Prep - \$1195:** Offers study preparation for individuals who have applied and been accepted to take the FIFA Agent Certification exam. **Live Audio Chats Mentors:** Soccer Agent Maikel Tsuji and Paul Dolbey.

**Football Analytics - \$1950:** 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:** Football Outsiders Mike Tanier and Aaron Schatz.

**Football Apprenticeship - \$1950:** Offers 16 weeks of video scouting and report writing for those who want to advance their scouting knowledge and insights. **Live Audio Chat Mentor:** NFLPA Bowl Director of Player Personnel, Dane Vandernat.

**Football GM & Scouting - \$1950:** 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, and NFLPA Collegiate Bowl Director Dane Vandernat.

**Football Player Development - \$1650:** Learn the game through the eyes of a head coach. All the moments between game days will be explored and explained, from off-season planning and development to game week practices. **Live Audio Chat Mentors:** Former NFL, CFL, XFL, & NCAA Head Coach, Marc Trestman and NCAA Head Coach, Brian Pariani.

**Football Video Performance Analysis with Catapult - \$1650:** Catapult Thunder revolutionized the relationship between coaches and film. Catapult software helps coaches & scouts to better scout, recruit, teach, and win. If you want to work in the NFL or NCAA, knowing how to effectively use Catapult Thunder is required. **Live Audio Chat Mentor:** former Jacksonville Jags Technology Director Mike Stoeber

**Hockey Agent - \$1650:** Learn skills to represent pro hockey players. Recruiting, contracts, marketing, endorsements, player management, and managing players in the global marketplace. **Live Audio Chat Mentor:** NHL Certified Agent, Rick Curran.

**Hockey Analytics - \$1950:** 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 Peterborough Petes' GM, Mike Oke, Peterborough Petes' Analytics, Clair Cornish, and Elite Prospects.**

**Hockey GM & Scouting - \$1950:** Includes training with Steva DVE 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 GM. **Live Audio Chat Mentors:** Harry Sinden, Boston Bruins former GM, and Mike Oke Peterborough Petes' General Manager.

**Hockey Player Development - \$1650:** Learn the techniques used by junior, major junior, NCAA, and NHL organizations to mold their players and unlock their full potential. **Live Audio Chat Mentors:** former Chicago Blackhawks GM, Mike Smith, and Portland Winterhawks Head Coach President & GM, Mike Johnston.

**Hockey Video Performance Analysis with Catapult - \$1650:** Catapult's Video Products like Thunder, iBench, Focus, and Hub have revolutionized the relationship between coaches and film. Catapult software helps coaches & scouts to recruit, teach, and win. Knowing how to effectively use Catapult Thunder is required if you want to work in the NHL, AHL, WHL, QMJHL, OHL, NCAA, and other hockey leagues. **Live Audio Chat Mentor:** Catapult Customer Success Specialist Eddie Bishop.

**Motorsports Management - \$1195:** 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:** 25-year Motorsports Management Expert, Tom Weisenbach.

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**NFL Agent Certification Prep Course - \$1950:** 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.**

**Name, Image, and Likeness - \$1650:** Learn strategies and techniques that sport marketers, sport agents, brand advocates, content creators, and sports administrators can utilize to protect, and build, the profile of student-athletes. **Live Audio Chat Mentors: Pliable Marketing CEO, Greg Glynn.**

**Rugby Business Management - \$1195:** 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 Capology - \$1195:** Understand CBA and salary capology. Includes league wide salaries, minimum team salaries, operations of salary cap computations, exceptions and rules, negotiations and extensions and accounting procedures sports leagues and other essential tools of contemporary salary cap analyst. **Live Audio Chats Mentors: Joel Corry and Nick Polk.**

**Soccer Agent - \$1950:** 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: Maikel Tsuji and Sky Andrew.**

**Soccer Analytics - \$1950:** Soccer scouting, match a player analysis and transfer dynamics using Wyscout, an online platform utilized by the top soccer clubs in the world. **Live Audio Chat Mentor: Newcastle United FC Technical Scout, Lee Fraser**

**Soccer Management & Scouting - \$1950:** 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 Vassili Cremanzidis.**

**Soccer Player Development - \$1650:** Understanding and evaluating player pathways from youth academy to the senior team. What scouts, agents, and clubs look for in youth talent and what makes players successful. **Live Audio Chat Mentor: LA Galaxy Sr. Director of Player Personnel, Gordon Klijestan**

**Sports Administration - \$1195:** Enhance revenues, manage cost-effective programs. Designed for those that want to be Athletic Directors, work for a governing body, sports hall of fame, and international sports organizations. **Live Audio Chat Mentors: FIVB Executive Vice President, Mushtaque Mohammed.**

**Sports Broadcasting - \$1195:** 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 Mentor: Veteran Sports Reporter, Dei Lynam.**

**Sports Analytics and AI - \$1650:** 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 MLB Analyst, Databricks Executive**

**Sports Media & Content Strategy - \$1195:** Public Relations, marketing, new media communications, social networking, and journalism at the major league level. **Live Audio Chat Mentors: Bryan Harper, Minnesota Vikings VP Content and Production.**

**Sports Sales & Marketing - \$1195:** 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 Mentor: Indianapolis Colts VP of Ticket Sales, Jim Van Dam.**

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# DEGREES & COLLEGE CREDIT

## SMWW Success Stories



Dei Lynam: Veteran Sports Broadcaster



Shane Brady: NBA & NFL Agent



Dr. Nick Nurse:  
NBA Head Coach



Dr. Adrian Griffin:  
NBA Head Coach



Joshua Uri: Synergy Sports Operations



Dr. Stephanie Lovingood:  
Phoenix Suns



Russ Lande: NFL Scout,  
CUC Adjunct Professor



Chris Zorich: NFL Pro Bowler,  
and Chicago State Univ. AD

Sports Management Worldwide partners with Concordia University Chicago (CUC) and Fort Hays State University (FHSU) to bring you top-notch accelerated online degrees and college credit.

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- Sports Leadership Ed.D or Ph.D
- Masters of Professional Studies in Sports Management

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- 8-week delivery format
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- Regionally accredited with a 150-year history of preparing leaders

Apply free at SMWW and receive guaranteed tuition discounts!

College Credit

## WHAT DIFFERENTIATES AN ONLINE DEGREE THROUGH SMWW

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

**GLOBAL SPORTS BUSINESS NETWORK** - with over 30,000 graduates from over 163 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.

**SPORTS CAREER ADVANCEMENT** - Sports executives at the highest level and former professional athletes take SMWW master degree programs. Advance your career to the next level with SMWW.



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# SMWW SUCCESS STORIES

*Over 30,000 graduates working in over a 164 countries!*

Alexa Atria, New York Yankees  
John Ross, Portland Trail Blazers  
Simon Barrette Columbus Blue Jackets  
Mark Warkentien, New York Knicks  
Paul Epstein, San Francisco 49ers  
Demetri Betzios, Toronto Argonauts  
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  
Steve Simmons, Aston Villa  
Joe Aloisi, CFL Agent  
Nathan Reid, Kansas City Chiefs  
Tony Ciccolella, MLB Agent  
Adam McInturf, Washington Nationals  
JPaul Dodson, Texas Rangers  
Josh Liskiewitz, GM Jr Scouting  
Michael Lawlor, Boston Red Sox  
Mark Smith, Oakland A's  
James Sharp, FIFA Agent  
Brett Breece, Seattle Mariners  
Josh Stoller, Milwaukee Brewers  
Jonne Lindblom, Golden Star Management  
Ryan Latham, Seattle Mariners  
Tony Piazza, Arizona Diamondbacks  
Keith Casey, College Prospects of America  
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 Borders Grand Rapids Griffins  
Steve Ouellette Mt Hope High School  
Cesar Bertani, Intl. Football Mgmt (Venezuela)  
Darryl Boulley 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  
Bernie Desrosiers Sunbelt Hockey  
Hugh Dunlop Pursuit of Excellence  
Bryce Edie Fort Frances Lakers  
Dan Fisher Colborne Hawks  
Kurt Freyman La Ronge Ice Wolves

Dany Gelinas Fribourg General Manager  
Michael Gershon Keystone Ice Miners  
Travis Gibson Champion Hockey  
Frank Gilberti Chatham High School  
Bob Gillen Yellowstone Quake  
Jessica Gillis Hockey New Brunswick  
Tony Griffo London Knights  
Mario Guido Rinknet  
Brian Guindon HockeyTwentyFourSeven  
Aaron Guli President Irish Ice Hockey Association  
Corey Hayter Wingham Minor Hockey  
Kyle Helms Bad Nauheim Red Devils  
Jordan Hensel Peninsula Panthers  
Marcus Hirsch  
Kevin Hoffman CT Oilers  
Robbie Hofmann Pittsburgh Penguins  
Olli Lahdesmaki Espoo Blues  
Dylan Liptrap Hockeyprospect.com  
Paul Macchia Player Representative  
Richard Magdolen Nepean Raiders  
Cameron Mann Canadian Hockey Enterprises  
Robbert McDonald Los Angeles Jr Kings  
Colin Mills The Hockey Writers  
Dan Moser The Sports Corporation  
Jeff Neal Dallas Stars  
Victor Nybladh Buffalo Sabres  
Brian Orth Cloverdale Minor Hockey Ass.  
Steve Ouellette Mt Hope High School  
Ed Palumbo Sugarland Imperials  
Mark Paul Patton ISS Scout  
Brad Purdie University of Manitoba  
Derek Puttick, Strathmore Wheatland Kings  
Dean Redorchuk Medvescak, Zagreb Bears  
Paul Renaud, Fighting The Truth Partner  
Harv Rentz, Calgary Mustangs  
Jay Rolsten, Toledo Walleye  
Borisq Rousson, Hamburg Freezers  
Matt Ryan, Professional Hockey Player  
Myles Sasley, Selkirk Steelers  
Frank Scarpaci, Florida Eels  
Sylvain Sigouin, Raiders  
Chris St Marseill, Uptown Sports Mgmt  
Matt Stewart, TheScout.ca  
Doug Todd, Warrior Hockey  
Dave Toledano, Hockey Prospect  
Julien Turgeon, Vaudreuil Mustangs  
Chris Vanstone, Uptown Sports Mgmt  
Jon Volker, Rochester Ice Hawks  
Bob Wall, Paris Mounties  
Greg Linton, NFL Agent  
Eric Wolf, Quakers  
Bill Wright, UMass Amherst  
Afuang Akosibenjo, Ateneo De Manila Univ  
AJ Rockwell, Nashville Predators  
Alex Lohnes, Toronto Blue Jays  
Alex Nelson, University of Oregon  
Andre Sherard, Sporting Kansas City  
Andrew Mees, Bloomfield College  
Anil Kumar, Soccer Newsday  
Ari Rosenbaum, Mobile BayBears  
Ashley Holstrom, Phoenix Coyotes  
Babajide Kassim, CROaqua Football Academy  
Bart Madden, Sacramento Kings  
Ben Anuge, Faith Nigerian Football Federation  
Betsy Hechtner, Tacoma Rainiers  
Bill Jordan, Cleveland Browns  
Bobby Rigalos, Miami Magic City Bulls

Brett Breece, The Seattle Mariners  
Brian Graham, National Scouting Report  
Brian Orth, Cloverdale Minor Hockey Association  
Brian Gioia, Chicago Bulls  
Brian Adams, Boston Celtics  
Chad Pennick, Denver Nuggets  
Chris Cordero, Miami Heat  
Christian Alicapala, Toronto Raptors  
Christian Stoltz, USAL Rugby  
Christian Payne, Dickinson College  
Cortez Hankton, Dartmouth College  
Dale Fudge, RinkNet  
Dan Savage, The Las Vegas Stars  
Danny Gilbreath, Texas Southern University  
Darrick Gibbs, University of Miami  
Dave Cadelli, Sioux City Musketeers  
David Liu, Seattle Thunderbirds  
David Lontini, Toronto Argonauts  
Derek Beaulieu, PGA  
Chase Sbicca, Portland Trail Blazers  
Drew Balen, Inside Edge  
Duncan Maxim, MB Partners  
Elizabeth Benson LakersNation  
Elizabeth Stone, Oakland Raiders  
Eric Anderson, Quad City Mallards  
Eric Doyle, Portland Winterhawks  
Eric Gallo, Optimum Scouting  
Eric Luck, The Dallas Cowboys  
Eric Anang, The Scouting Network  
Etienne Jacquet, Heritage College  
Giovanni Conte, NetScout  
Grant Serafy, 91.7 WHUS  
Greg Moore, St. Louis Cardinals  
Gustavo A. Bencid Jr., Baltimore Orioles  
Adrian Rosenbusch, UFC Cutman  
Gustavo Amador, Moure FIFA  
Hans Hodvil, San Diego Padres  
Jake Sanders, Kansas City Royals  
James Kerti, HoopsThink  
Jamie Martin, Toronto Marlies  
Jamil Cordova, MLB Network  
Jarrod Gillis, Synergy Sports  
Jason Mahood, Stoney Creek Warriors  
Jason Martin, Ohio State University  
Josh Uri, Synergy Sports Technology  
Matt Martin, Sporting Kansas City  
Jayson Braddock, KBME Sports Talk 790  
Jeff Perry, Sonoma Raceway  
Jeff Neal, Dallas Stars  
Joe Tyler – Sports Agent  
Al Thomas – CFL Agent  
Eric Chatmon – Sports Agent  
John Oluyole – NFL Agent  
Alisa Lauer – NFL Agent  
Marcus Chester – Sports Agent  
Mark Seabaugh – Sports Agent  
Andy Tuitele – Sports Agent  
Jeff Nisius, Bleacher Report  
Jeff Perro, Tampa Bay Rays  
Jeff Rucker, Colorado Avalanche  
Jeffrey Garrison, Vanderbilt University  
Jeremy Friedland, NBC Sports Radio 1060  
Jeremy Burn, Washington Wizards  
Jermaine Blackwood, Integrity Sports  
Jill Berryman, Memphis Grizzlies  
Jimmie Haywood, We Here Productions  
AND MANY MORE!

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# SMWW Conference Life



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This image shows a full-page view of a document template. At the top, there is a solid blue horizontal bar containing the word "NOTES" in white, bold, uppercase letters. Below this bar is a large area of white space filled with thin, light gray horizontal lines, providing a ruled surface for writing. At the bottom of the page, another solid blue horizontal bar contains the text "EMENTWORLDWIDE" in white, bold, uppercase letters. The overall design is clean and professional, typical of a corporate or educational notebook.

This image shows a blank sheet of white paper with horizontal ruling lines. At the top left, the word "NOTES" is printed in a bold, blue, sans-serif font. A thick blue horizontal bar runs across the top of the page. At the bottom left, the words "EMENTWORLDWIDE" are printed in a bold, blue, sans-serif font, with "EMENT" in a lighter shade of blue than "WORLDWIDE". A thick blue horizontal bar runs across the bottom of the page. The rest of the page is filled with evenly spaced horizontal lines.



[illegible][illegible]

“To Catch a Foul Ball  
You Need a Ticket to the Game”

*- Dr. G. Lynn Lashbrook*



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