



December 8-9, 2019

DURING THE BASEBALL WINTER MEETINGS



**SPORTSMANAGEMENTWORLDWIDE**

# BASEBALL CAREER CONFERENCE AGENDA

## Sunday, December 8th

**2:00-3:30pm** Petco Park Tour (**Must RSVP**)  
100 Park Blvd, San Diego, CA 92101



**5:00-7:00pm** SMWW Welcome Reception. Cocktails and hors d'oeuvres available.  
Hard Rock Hotel San Diego - Cabana Deck (4th Floor)  
207 Fifth Ave, San Diego, CA 92101



## Monday, December 9th

**Hard Rock Hotel San Diego - The Edge (2nd Floor), 207 Fifth Avenue**

**7:00am** **Check-In Open. Coffee & pastries available.**

**7:45am** **Opening Remarks with Dr. Lynn Lashbrook and Dan Evans:  
How to Get the Most Out of the Winter Meetings**



### **Dr. Lynn Lashbrook, SMWW President and NFL Agent**

Dr. Lashbrook, President & Founder of Sports Management Worldwide, the first ever online sports management school with a mission to educate sports business executives. SMWW, under Dr. Lashbrook's guidance, offers a global sports faculty with students from over 160 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 125 NFL clients including Kansas City Quarterback Matt Moore and Detroit Lions Quarterback Kyle Slotter. Lynn is President of the SMWW Agency with over 200 Agent Advisors worldwide representing hundreds of athletes.

Dr. Lashbrook continues to spearhead a 20-year 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. 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**



### **Dan Evans, Former MLB GM, and former MLB Agent, SMWW Mentor**

A former General Manager of the Los Angeles Dodgers, Dan has been in professional baseball for over three decades and has had decision-making roles with five MLB franchises throughout his career. He is currently a Major League Scout & Director of Pacific Rim Operations for the Toronto Blue Jays, mentor for Sports Management Worldwide's "Baseball GM and Scouting" course, member of the Baseball Prospectus Advisory Board, and a Board of Director for the Rocky Mountain SABR Chapter.

The Chicago native began his baseball journey as an intern for the Chicago White Sox while a junior at DePaul University, and has worked for the White Sox, Chicago Cubs, Dodgers, Seattle Mariners, and Blue Jays. Evans' experience is wide-ranging, as he is the only former GM of an MLB club who also led a baseball agency.

During his tenure with the White Sox, he was involved in the draft of Hall of Famer Frank Thomas and All-Star Mark Buehrle, along with the acquisition of Paul Konerko. Evans' .548 winning percentage is the second-best mark for any GM in Los Angeles Dodger history and during his tenure he led the transformation of a Dodger franchise which had

*Red lanyards are speakers or alumni you should meet. Introduce yourself!*



sunk to an overall rating of 28th among MLB clubs by rebuilding the organization's scouting and player developments to secure the #1 spot just two years later. He was the primary architect of the Dodgers' 1st playoff club in more than a dozen years and built the National League's best bullpen staff since World War II.

A pioneer in using technology and computers in baseball analysis, Evans evaluates talent throughout the game worldwide at all levels for the 2015 American League Eastern Division champions.

His Twitter account was recently cited by Forbes as among "Top 100 Must-Follow Sports Business Twitter Accounts," and he was an original board member of the Professional Baseball Scouts Foundation. **Twitter: @DanEvans108**

**Dan is also a mentor for SMWW's Baseball GM & Scouting Course.**

**8:00am**

## **The Growing Need in Baseball Analytics**

*Moderator: Ari Kaplan, Scoutables President, MLB Analyst, and SMWW Faculty*



Ari Kaplan is a leading figure in business, technology, and analytics. Named by Sports Illustrated as a "Top Ten MLB General Manager Candidate" in 2011, he received the California Institute of Technology's "Alumni of the Decade" distinction for pioneering groundbreaking methods in analytics. Crain's Chicago Business also recognized Kaplan's work in business, baseball, and humanitarian endeavors by including him in their annual "40 Under 40" list. Ari has worked as a Special Consultant to the GM with the Baltimore Orioles since 2013. **Twitter: @arikaplan1**

**Ari is a mentor for SMWW's Baseball Analytics Course.**



### **Scott Bush, SABR CEO**

Scott Bush joined SABR in 2018 after serving as the Senior Vice President for Business Development with the Goldklang Group. His demonstrated commitment to creativity and his established track record of generating revenue, cultivating new markets, and collaborating with a wide range of stakeholders make Bush an ideal fit for the next stage of SABR's evolution within the baseball ecosystem. Since graduating from the University of Minnesota, Bush held positions with increasing responsibilities in both sports and media, including a five-year stint as Assistant General Manager for the St. Paul Saints, where he played a key role in establishing CHS Field in St. Paul, Minnesota. **Twitter: @sabr**



### **Andrew Engel, DataRobot Data Scientist and GM, Sports and Gaming**

Andrew Engel is the General Manager of Sports and Gaming at DataRobot. He works with DataRobot customers across sports and gaming, including several Major League Baseball teams. He has been working as a data scientist and leading teams of data scientists for over 10 years in a wide variety of domains from fraud prediction to marketing analytics. Andrew received his PhD in Systems and Industrial Engineering with a focus on optimization and stochastic modeling. He has worked for Towson University, SAS Institute, the US Navy, Websense (now ForcePoint), Stics and HP before joining DataRobot in February of 2016.



### **Joseph Myers, Ph.D., Tampa Bay Rays Director Baseball Performance Science**

Joseph, PhD, ATC joined the Rays in January 2016 as Director of Baseball Performance Science. In this role, he implements science and technology departments across the baseball operations department, but primarily focuses on the medical side of the Rays. Prior to the Rays, Joseph was a Professor of Exercise and Sports Science, and an Adjunct Associate Professor of Orthopaedics at the University of North Carolina at Chapel Hill. Dr. Myers received a B.S. and M.A. degrees in Athletic Training and Sports Medicine from West Chester University of Pennsylvania and the University of North Carolina at Chapel Hill respectively. Dr. Myers received a Ph.D. in Sports Medicine from the University of Pittsburgh in 2001.



Joseph previously directed the Human Movement Science Doctoral Program as well as is the co-clinical coordinator for the undergraduate athletic training education program at UNC. He was 2005 recipient of the Freddie H. Fu, MD Young Investigator Award presented by the National Athletic Trainers Association Research and Education Foundation. In 2007, he completed a Visiting Scholar Fellowship at the Australian Institute of Sport in Canberra Australia.

# BASEBALL CAREER CONFERENCE AGENDA



## Cory Schwartz, Major League Baseball Vice President Data Operations

Cory is the VP of Stats for MLB.com, overseeing live data capture for the official stats for all Major League Baseball, minor league and winter league games, as well as the revolutionary Statcast player and ball-tracking system. He leads the integration of these stats and tracking data into MLB.com's live applications – including the award-winning At-Bat, Gameday and MLB.TV products – and with the baseball operations, media relations and scoreboard operations of all 30 MLB clubs, as well as dozens of global business partners. Cory was honored by the Society for American Baseball Research (SABR) in 2014 with the Chadwick Award, for his role in fueling the growth of independent research using pitch tracking and other baseball data. Before joining MLB.com in 2001, Cory worked for the National Basketball Association and the New York Yankees, and is a graduate of Guilford College. **Twitter: @schwartzstops**

9:30am

## Opportunities Outside of the MLB

*Moderator: Dan Evans, Former MLB GM, and former MLB Agent, SMWW Mentor*

### Gabe Suarez, San Rafael Pacifics Owner and President

Selected in the 2004 MLB draft by the Montreal Expos, Gabriel Suarez played 12 years in the minor leagues for organizations including the Colorado Rockies, Houston Astros, Philadelphia Phillies, and Los Angeles Dodgers. In 2012, Suarez helped Team Spain qualify for the 2013 World Baseball Classic, leading the tournament in hitting.

After professional baseball, Suarez and his family purchased the El Paso Diablos and moved the team to Joplin, Missouri where he was the CEO and GM of the Joplin Blasters for the next three years. In 2016, Suarez also took over managerial duties of the franchise and subsequently sold part of the team to investors in Texas and moved the organization to Cleburne, Texas. Suarez was named Manager and Director of Baseball Operations for the upstart Cleburne Railroaders in their inaugural campaign before selling the rest of the team to developers in the area in 2018.

Currently, Suarez is the Chief Executive Officer for the Elite Tour, a professional golf tour based out of Phoenix, Arizona and the President of the San Rafael Pacifics of the Pacific Association. **Twitter: @SRPacifics**



### Erin O'Donnell, Gwinnett Stripers Assistant General Manager

Erin joined the Stripers in December 2018 as the Assistant General Manager. She is responsible for overseeing all advertising, sponsorship implementation, ballpark entertainment, digital and social media, media relations, community relations, and merchandise.

With 13 years of MiLB experience, Erin spent one season with the Birmingham Barons (Double-A, Chicago White Sox), three seasons with the Sacramento River Cats (Triple-A, San Francisco Giants), five seasons with the Memphis Redbirds (Triple-A, St. Louis Cardinals), two seasons with the Northwest Arkansas Naturals (Double-A, Kansas City Royals) and two seasons in her native Corpus Christi with the Hooks (Double-A, Houston Astros).

Erin graduated from Trinity University in San Antonio with degrees in both Business Administration (Marketing) and Communications, and with minors in Communication Management and History. **Twitter: @GoStripers**



### Emily Jaenson, Reno Aces General Manager

Emily Jaenson grew up in northern Illinois and attended the University of Illinois Urbana-Champaign graduating from the College of Media with a degree in Advertising. Jaenson cut her teeth in sports as an intern in the Chicago Bulls ticket department where she sold season and group tickets; 80 calls a day to fill the United Center on game day truly taught her that the fans are the lifeblood of any sports organization.

In 2013 the Reno Aces came calling where Jaenson grew from sponsorship account executive to Vice President in two years. In 2016 Jaenson left Reno for Houston to work as Sales Director on the World Corporate Games Houston and the inaugural Houston Sports Awards Show (Houston's "ESPYS"), and manage business development for Houston Methodist, the #1 hospital in Texas

In 2018, Jaenson accepted the position as General Manager of the Reno Aces. Jaenson is currently the only female GM in Triple-A baseball and the first in almost two decades. Jaenson's role as GM is to lead day-to-day business operations, oversee the baseball event experience, lead baseball operations with MiLB, PCL, and liaise with the Clubhouse, and ensure year round brand relevance of the Aces brand in Northern Nevada. **Twitter: @Aces**



**YOU MUST WEAR  
YOUR NAME BADGE  
AT ALL TIMES**

10:30am

**Keynote Speaker: John Boggs, JBI Sports President, Founder and MLB Agent**  
*Moderator: Dan Evans, former MLB General Manager, and former MLB Agent, SMWW Mentor*



**John Boggs, John Boggs and Associates President & CEO, MLB Agent**

As founder and President of the company, John's passion for Major League Baseball has been the driving force behind the success of JBA. John brings over twenty years of experience in the sports industry as a Major League Baseball Players Association certified agent since 1986 and is a registered athlete agent in the state of California.

John's success in the industry is evident by his track record. JBA has negotiated over \$900 million worth of Major League baseball contracts, highlighted by a \$154 million, 7 year deal for Adrian Gonzalez in April 2011. At the time, the deal was the largest in Red Sox history in terms of annual value and the 8th largest in the history of MLB in terms of the total value. As well as the \$144 million, 6 year deal for Cole Hamels on July 25th of 2012. This is the largest contract ever given to an athlete by a Philadelphia sports franchise. The contract is the second-largest ever for a pitcher in MLB. Other notable deals include a \$30.5 million, 5-year contract for Trevor Cahill in 2011, the precedent-setting \$10.5 million contract for Mark Prior in the 2001 draft, and the \$20.5 million dollar contract for Cole Hamels during the winter of 2009. John also represents Shane Victorino who is contracted at 3 years, \$39 million with the Boston Red Sox.

A graduate of American University, his career in the athlete representation business began in 1983 when he was Vice President of Garvey Marketing Group, a sports marketing company founded by former Dodger and Padre Great, Steve Garvey. At Garvey Marketing Group, John counseled and represented many of the top players in baseball including Tony Gwynn, Robin Ventura, and Paul Molitor in their contract negotiations and or marketing endeavors. After a successful tenure at Garvey Marketing Group, John left in 1986 to form JBA.

John's marketing background serves as a constant source of exposure and opportunity for JBA clients. An example of John's creativity was when he introduced Oakley sunglasses as a presence in Major League Baseball. With Tony Gwynn's cooperation, a new concept in eyewear on the field was created. John has also nurtured relationships with other sports related companies such as Nike, Louisville Slugger, Rawlings, Under Armour, Franklin and No Fear.

John also has a commitment to charitable endeavors. He is on the Board of Directors for the TAG Foundation (Tony and Alicia Gwynn Foundation) which provides funding for several charitable institutions that care for children in the San Diego area who have been abused or are seriously ill. John is also a Champion level member of the National Baseball Hall of Fame and Museum. John's support helps to ensure that the Hall of Fame will continue to preserve baseball's priceless treasures, share the rich history of our National Pastime with generations of baseball fans and reach more than 10 million school children through their education programs. **Twitter: @JBASPORTS**

11:15am

**Power Hour with Rick White, Atlantic League President**



**Rick White, Atlantic League of Professional Baseball Clubs President**

Rick White is the President of the Atlantic League of Professional Baseball Clubs, where he supervises the activities of baseball's leading independent professional league. During his time with the League, White has overhauled league financial affairs, instituted sponsorship and retail licensing programs and led Pace of Play efforts (reducing average time of game from 3:01 to 2:41) while influencing Major League Baseball to take similar steps. Due to White's efforts, the League enjoys the only formal Working Agreement with MLB among independent Leagues.



White was formerly President and CEO of Imperial Headwear, a top headwear provider to the golf, collegiate and outdoor industries.

Rick founded Major League Baseball Properties, which oversaw trademark licensing, corporate marketing, publishing, international and special events. White originated sports' first head-to-toe authentic fan apparel ("Diamond Collection"), pioneered vintage products ("Cooperstown Collection"), created sports fan festivals ("All-Star FanFest") and launched MLB Clubhouse Shops. He guided licensed product sales from \$200M to \$2B and was the first non-Commissioner to be conferred the Baseball Alumni Team's Big Bat Award.

White founded Strategic Merchandising Associates, a leisure-market consulting firm, serving clients such as the Dallas Cowboys, plus other professional and collegiate teams, leagues and conferences. He was an architect of the largest sponsorship in U.S. team sports history between Adidas and the New York Yankees. Post-SMA, White headed subsidiary brands for Nike, including Cole Haan, Nike Team Sports and Bauer-Nike Hockey and also served as CEO of Reed Exhibitions, the largest trade show and conference production company in North America and later as CEO of the Phoenix Footwear Group. **Twitter: @AtlanticLg**

# BASEBALL CAREER CONFERENCE AGENDA

Noon

## SMWW Networking Lunch:

Hard Rock Hotel San Diego, Woodstock Terrace (4th Floor)

1:00pm

## Careers in Sports Media and Communications

Moderator: Dr. Lynn Lashbrook, SMWW Founder and President

### Craig Calcaterra, NBC Sports Lead Baseball Writer



Craig Calcaterra is a writer from New Albany, Ohio. Craig was a litigation attorney for 11 years, handling civil, criminal and sometimes political matters.

In 2009 Craig became the lead national baseball writer for NBC Sports, where he covers current baseball events, offering opinion, insight and analysis. In addition to NBC his written work can be found at National Public Radio, Bloomberg News, MSNBC, Yahoo, Bleacher Report, Baseball Prospectus and The Hardball Times. He has made numerous television appearances, being featured on MLB Network, NBC Sports Network, NBC Nightly News, BBC, ESPN and MSNBC. He is a regular guest on talk radio and podcasts. Beyond baseball, Craig has written extensively about politics and culture.

Craig was the winner of the 2012 Joe Posnanski Award, honoring the top internet baseball writer of the year. In 2014, Craig was one of 24 writers selected out of 13,000 applicants to receive the inaugural Amtrak Writers Residency.

**Twitter:** @craigcalcaterra



### Bill Shaikin, Los Angeles Times Sports Writer

Bill Shaikin, a California Sportswriter of the Year honoree, covers baseball and sports business for the Los Angeles Times. His story on the Dodgers' Russian physicist-turned-healer who claimed to channel positive energy to the team – "If You Think It, They Will Win" – was featured in the Best American Sports Writing anthology. He was the beat writer when the Dodgers filed for bankruptcy in 2011 and the Angels won the World Series in 2002, two events considered beyond improbable before they happened. He incurred the wrath of Kelly Clarkson's fans while wondering why she was singing at the Turin Olympics, in a country with a cultural lineage that included da Vinci, Michelangelo and Fellini. He has reported from the Dominican Republic, Israel, England, Italy, Mexico, Canada and Hickory, N.C. He graduated from UC Berkeley and hopes to see the Golden Bears in the Rose Bowl during his lifetime, just once. **Twitter:** @BillShaikin



### Alyson Footer, MLB Correspondent

Alyson Footer has worked in Major League Baseball for 17 years, all in Houston, for both the Astros and MLB.com. During that time, she covered five All-Star Games and seven postseasons, including the Astros' pennant-winning campaign in 2005.

Prior to moving to Houston, Footer, a native of Dayton, OH, worked for the Double-A affiliate of the Cleveland Indians in Canton, Ohio. She received her bachelor's degree in English Literature and a master's degree in Journalism, both from the University of Cincinnati, where she spent two years as a graduate assistant for the Sports Information Department.

Away from the ballpark, Footer enjoys reading, visiting family, eating large amounts of Mexican food, running at Memorial Park and doing anything on Sundays that doesn't involve watching football. She also spends quite a bit of time trying to convince fans on Twitter that a combination of pitching, speed and defense is the only way to win a championship. **Twitter:** @alysonfooter

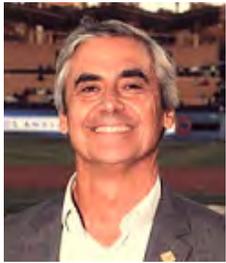


*Red lanyards are speakers or alumni you should meet. Introduce yourself!*

2:00pm

## It All Begins with Scouting

Moderator: Dan Evans, former MLB General Manager, and former MLB Agent, SMWW Mentor



### Hank Jones, Former LA Dodger Scout, SMWW Faculty

For nearly 40 years Hank Jones worked the Pacific Northwest region as a trusted scout for the Los Angeles Dodgers, helping the organization win two World Series (1981, 1988) and succeeding under four different ownership groups, seven general managers and five scouting directors.

Often when there is an organizational regime change, the scouting staff is turned over to new members. But not Hank. His reputation in MLB is beyond reproach, and every new GM and scouting director wanted Jones to stay on their staff.

A slick-fielding middle infielder, Jones was drafted in the 15th round of the MLB Draft to the San Francisco Giants in 1972. He played three seasons in the Giants minor league system before joining the Dodgers organization in 1976 Rule 5 Draft. For the rest of his career in baseball, he represented Dodger blue.

As a scout, Jones was assigned to the Washington, Oregon, Idaho, Montana, Wyoming, Alaska, Hawaii, and Western Canada areas. He was a fixture during the draft, often the only amateur scout allowed in the room due to his highly sought-after judgment and reputation. His expertise is baseball scouting, player evaluation and understanding organizational decision making is beyond compare. Sign up for SMWW's Baseball GM and Management online course and you can learn from this pillar of the game.

**Hank is a mentor for SMWW's Baseball GM and Scouting Course.**



### Alexis Collins, Baseball Prospectus Writer, SMWW Alum

Alexis Collins is an experienced technical and management professional, a software engineer and a developer who is transitioning to a baseball career. Collins took the SMWW "Baseball GM & Scouting" course and spent the 2017 baseball season writing and scouting for 2080Baseball.com, where she evaluated professional and amateur players for their website. Alexis resides in Richmond, VA, and is a graduate of Longwood University. **Twitter: @AlexisCBaseball**



### Sam Ray, San Diego Padres Manager, Amateur Scouting

From Northern California originally, played baseball at UCLA and graduated in 2007 with a degree in Economics. Upon graduation, Sam got an internship with the Boston Red Sox in baseball operations and worked primarily in the amateur scouting department for the 2008 and 2009 seasons. At the end of the 2009 season, Sam became an area scout for the Red Sox in the Ohio Valley area.

After the 2010 season, he was hired by the San Diego Padres as their Assistant to the Director of Amateur Scouting. Sam worked in that role for two years before going back into the field as an area scout in Northern California for the Padres for 5 years. Upon the completion of the 2017 season, Sam was promoted to Manager of Amateur Scouting for the Padres, the role he currently resides in.

**Twitter: @Padres**



### Trey Rose, Pittsburgh Pirates Baseball Operations Assistant, SMWW Alum

Trey Rose is an Assistant in Baseball Operations with the Pittsburgh Pirates. A graduate of Virginia Military Institute, Trey took SMWW's "Baseball GM & Scouting" course in 2016 with an amazing capacity for work, established himself as a part-owner and analyst for MLB Reports, then secured a fellowship with the Pirates earlier this year which led to an eventual full-time position this Fall.

**Twitter: @rosetc16**



**YOU MUST WEAR  
YOUR NAME BADGE  
AT ALL TIMES**

# BASEBALL CAREER CONFERENCE AGENDA

3:00pm

## The Life of A Sports Agent

Moderator: Dr. Lynn Lashbrook, SMWW Founder and President



### Oscar Suarez, MLB Agent, SMWW Mentor

Oscar Suarez is an MLBPA certified agent with over 25 years of experience. He has worked in the USA and foreign baseball markets and negotiated numerous contracts for his players which have included the likes of Armando Reynoso, Joakim Soria, Leo García, Francisco Cordova, Elmer Dessens, Ed Vosberg, Juan Castro, Dennys Reyes, Jolbert Cabrera, Ricardo Rincón and Balbino Gálvez amongst others. He has also helped several management personnel with their contractual needs; amongst them are Al Pedrique, Tim Johnson, Charlie Montoyo and his son, Gabriel Suarez. Oscar has a Bachelor's degree from Florida Atlantic University and a Master's degree from the University of Denver, both with majors in Accounting. He was born in Cuba and spent his youth years in Puerto Rico before commencing his college studies in the USA. He heads Suarez & Associates, LLC and is fluent in Spanish. **Twitter: @osuarez24**

**Oscar is a mentor for Agent Advisors in the SMWW Agency Program.**



### Phil Van Horn, MLB Agent

Phil Van Horn has represented baseball players, coaches, Christian Film, TV, radio talent, producers and writers. An Emmy Award-winning writer/producer, Phil is a former network sportscaster and journalist for ESPN and CNN/Turner Sports. He has coached college baseball at USC, Cal State Northridge as well as internationally in China, AUS, and Mexico. Van Horn founded and leads the Influencers Men's Ministry in La Crescenta, California.

### Sylvia Lind, MLB Agent

Long before the internet so generously did it for us, Sylvia Lind would keep score of games and recalculate Tom Seaver's ERA after every start. While it may not have helped her on the physics she was supposed to be studying, it certainly set her on the path to her future career.



While earning her undergraduate degree at Adelphi University, the first generation Cuban American held internships at both MLB Productions and Yankees Magazine, on her way to post-graduation employment at ABC Radio Network Sports. After ABC, where she was privileged to work with the legendary Howard Cosell, she worked at famed labor firm Weil, Gotshal & Manges while earning her degree from Fordham University School of Law at night. Sylvia arrived at Major League Baseball in 1995, spending two decades dealing with legal, player development and baseball operations matters. During her time at MLB, she created and oversaw both the All-Star Futures Game – the premier showcase for up-and-coming Major League prospects, and the Civil Rights Game, a moving event designed to pay tribute to those who labored on and off the field for the rights of all.

A former member of the board of directors of the Puerto Rico Baseball Academy and High School, Lind has been honored by the New York State Hispanic Task Force and has consulted with various entities on legal and business affairs matters. In the summer of 2016, she put her extensive player development experience to use and became a player agent, establishing Esquina Caliente, LLC.



### Dan Rosquette, The Warner Companies Vice President, General Counsel and MLB Agent

Rosquette graduated from Massachusetts School of Law. He received his Masters in Criminal Justice from Boston University, and Bachelors in Legal Education from the University of Massachusetts.

Upon completion of his law degree, Dan has been with the Boston Sports Counsel specializing in sports and immigration law. In 2013, Dan merged the sports practice of his baseball clients into The L. Warner Companies Sports Management Group. Dan continues to focus on salary arbitration and immigration. **Twitter: @TWC\_Baseball**

*Over 15,000 graduates  
working in over 160  
countries! Here are a  
few of our success stories.*



**RON KNIGHT**  
Atlanta Braves  
Manager,  
Minor League  
Administration



**MIKE MATHENY**  
Kansas City Royals  
Manager

**4:00pm**

## **What Really Goes On in the Front Office?**

*Moderator: Oscar Suarez, MLB Agent, SMWW Mentor*



### **Dan Duquette, Former General Manager Baltimore Orioles, Boston Red Sox, and Montreal Expos**

Dan Duquette is the former General Manager of the Baltimore Orioles (2011 - 2018). He was previously the General Manager of the Montreal Expos (1991-1994) and the Boston Red Sox (1994-2002). He is also the founder of the Dan Duquette Sports Academy. He has twice been named the Major League Baseball Executive of the Year by the Sporting News (1992 with the Expos and 2014 with the Orioles).

After graduating from Amherst College, Duquette became a scouting assistant for the Brewers and worked in the scouting department for 7 years. In 1987, he was hired by the Montreal Expos as the Director of Player Development. He spent a few years in that position before being promoted to Vice President /General Manager in 1991. Over the course of his six years with the Expos, Duquette had a hand in drafting players like Rondell White, Marquis Grissom, Cliff Floyd, Jose Vidro, Kirk Reuter, and Javier Vasquez.

In 1994, he became the General Manager of the Boston Red Sox. He spent eight years at the helm of his hometown team. The Red Sox achieved a record of 656-574 under Duquette, setting attendance records and appearing in the playoffs on three separate occasions. The team won the American League East division in 1995.

As the Red Sox GM, Duquette made several notable moves, including drafting Nomar Garciaparra in 1994 and trading for Pedro Martínez in 1997. He is also known for letting Roger Clemens leave in free agency in 1996.

He is largely considered to have laid the groundwork for the 2004 Red Sox World Series winning team by signing and drafting players like Tim Wakefield, Johnny Damon, Jason Varitek, Manny Ramirez, Derek Lowe, and Kevin Youkilis. In 2002, Duquette was dismissed from his general manager post less than 24 hours after the Red Sox had officially been sold to a new ownership group.

In 2003, he opened the Dan Duquette Sports Academy, a sports training center designed for children aged 8 to 18. Duquette became the General Manager of the Baltimore Orioles in November 2011. In 2012, the team made the playoffs for the first time since 1997. In 2014, the Orioles won the American League East with 96 wins and made it to the American League Championship Series. Duquette was dismissed after the 2018 season. **Twitter: @dandquette**

**4:45pm**

## **Closing remarks with Dr. Lynn Lashbrook**

**5:30pm**

## **Join the frenzy of the Baseball Winter Meetings\* in the San Diego Convention Center & downtown hotel lobbies. Experience the heart of the action!**

**Tuesday, December 10, 2019\* (Optional)**

### **The Baseball Industry Network Meet Up**

**8-10:00am**

### **Manchester Grand Hyatt San Diego, 1 Market Place Marina Room (Lobby Level)**

**\*SMWW's Career Conference is not affiliated or any way connected with MLB, Minor League Baseball, or the Baseball Winter Meetings.**



**CARL MOESCHE**  
Boston Red Sox  
Scouting  
Supervisor



**ÉRIC GAGNÉ**  
Former LA Dodgers  
Pitcher



**NIK LUBISICH**  
NW Futures President,  
former Chicago  
White Sox Pitcher

# ONLINE GRADUATE DEGREES

## CUC / SMWW SUCCESS STORIES:



**Mark Warkentien**

Oklahoma City Thunder Special  
Assignment Evaluator



**Shane Brady**

NBA & NFL Certified Agent



**Nick Nurse**

Toronto Raptors Head Coach



**Joshua Uri**

Synergy Sports Operations



**Stephanie Lovingood**

Phoenix Suns



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

## Degrees available:

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

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



## WHAT DIFFERENTIATES AN ONLINE DEGREE WITH SMWW & CUC?

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

**GLOBAL SPORTS BUSINESS NETWORK** - with over 15,000 graduates from over 140 countries complemented by a global faculty, SMWW has graduates in every major league. Whether you take an online degree program or just one course, you join this vast network.

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

# 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 and 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 Mentors: Basketball analytics pioneer, Dean Oliver and Ben Alamar, former ESPN Director of Analytics.**

**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 and Carl Berman, NetScouts Managing Partner.**

**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.

**History of Hockey - \$1450:** No one knows the Cup, or the history of the game of hockey, better than Phil Pritchard, VP of the Hockey Hall of Fame and Keeper of the Cup. Join Phil as he takes you through the history of the game you love in our 8-week behind the scenes look at the game of Hockey like you've never seen it before. **Live Audio Chats with Phil Pritchard, VP of the Hockey Hall of Fame and Keeper of the Cup.**

**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 Mentor: Newcastle United Football Club Technical Scout, Lee Fraser**

**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 Mentor: Veteran Sports Reporter, Dei Lynam.**

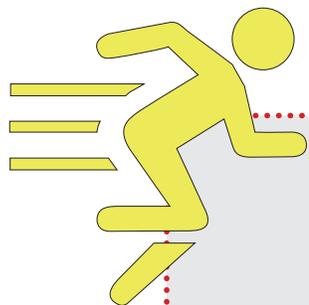
**Sports Media & Communications - \$995:** Public Relations, marketing, new media communications, social networking, and journalism at the major league level. **Live Audio Chat Mentors: Bryan Harper, Minnesota Vikings VP Content and Production and Tim Mead, Baseball Hall of Fame President.**

**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, and adidas Data Specialist, Chris Baker.**

**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.**

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.

# DISCOUNTS FOR ATTENDING TODAY!



Put your career on the fast track!

**Today Only!**

**Any SMWW Course - \$200 Off**

Sign up at the Registration Desk to receive your discount.

## YOUR SMWW TEAM



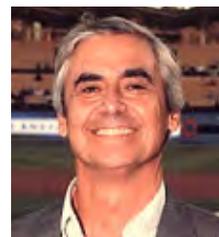
**Dan Evans**  
Baseball GM & Scouting  
Course



**Oscar Suarez**  
Athlete Management  
Course



**Ari Kaplan**  
Baseball Analytics  
Course



**Hank Jones**  
Baseball GM & Scouting  
Course



**Alyssa Rutherford**  
SMWW Business  
Operations Manager



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



**Ike Worth**  
SMWW Business  
Operations Coordinator



**Liz & Lynn Lashbrook**  
SMWW Owners

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

# 2020 CAREER CONFERENCES

---



## **Football Career Conference at the NFL Combine**

Indianapolis, Indiana - February 27-29, 2020

## **Hockey Career Conference at the NHL Draft**

Montreal, Quebec - June 26-27, 2020

## **Basketball Career Conference at the Vegas Summer League Games**

Las Vegas, Nevada - July 2020

## **Baseball Career Conference**

TBD - December 2020

## **Soccer Career Conference at the MLS Draft**

TBA





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

*- Dr. G. Lynn Lashbrook*



**SPORTSMANAGEMENTWORLDWIDE**

The Global Leader in Sports Business Education | [SMWW.com](http://SMWW.com)