

**PROGRAMS IN SPORTS BUSINESS**

**Sports Management Worldwide**

Portland, OR

Dr. Lynn Lashbrook, the online education evangelist and Sports Management Worldwide (SMWW) founder and president, says the phrase "it's not your father's Oldsmobile" comes to mind when trying to describe the sports education program his school offers prospective students.

Simply stated, Portland-based Sports Management Worldwide (SportsManagementWorldWide.com) offers numerous sports job career training courses — all delivered online — specially designed to help students get started in a sports job or advance their in-progress sports career (and all available for graduate and undergraduate credit).

"I've been teaching in sports management for 41 years," says the affable Lashbrook. "And it's amazing how much the business has changed. In fact, it's almost inevitable with the changing market that we have students from more than 125 countries, with more than 5,000 alumni now working in sports on six of seven continents."



**Sports Management Worldwide: Dr. Lynn Lashbrook with basketball general manager and scouting faculty.**

Lashbrook describes the SMWW courses as a critical complement to existing college programs.

"We try to offer courses that are not traditionally offered on campuses," Lashbrook says. "SMWW courses are very sports specific with the end goal in mind." Prestigious instructors facilitate weekly live audio chats enabling students to interact with each other and their

instructors. This plugs them into SMWW faculty's huge network of sports business contacts. Instructors include former Boston Bruins general manager Harry Sinden, former Golden State Warriors general manager Ed Gregory, former NFL executive and legend John Wooten, Mixed Martial Arts businessman Matt Lindland and many others. Instructors become mentors, sharing wisdom, contacts, skills and a realistic inside look into the industry.

SMWW's eight-week sports business training programs can be taken via the Web from anywhere in the world, at the student's convenience. Academic credit for graduates and undergraduates is available, however most students take the course for personal growth versus college credit. Many courses offer cutting-edge software used by the big leagues, including Rinknet used by the NHL and Synergy Sports Technology used by the NBA.

"We offer each student the 'what you know' and the 'who you know' so they can jump ahead of the competition in their sports career," says

Lashbrook.

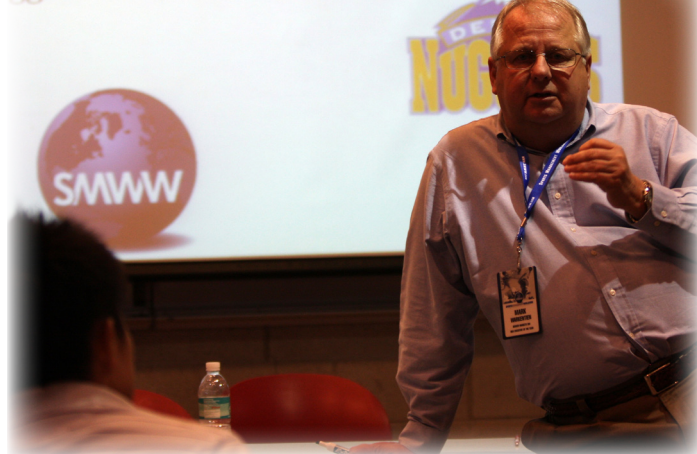
"We provide avenues that catapult our graduates into the business of sports," Lashbrook adds. "We're not interested in duplicating traditional courses, but complementing them."

Lashbrook and his faculty also offer career placement assistance and options. For example, the "Athlete Management" course prepares students for sports agent certifications and offers an opportunity to work for the SMWW Agency and represent professional athletes. SMWW alumni now represent hundreds of professional athletes in every league. Clients include Akeem Jordan (Philadelphia Eagles), Matt Moore (Carolina Panthers), Dion Gales (Kansas City Chiefs), Patrice Cormier (Atlanta Thrashers), Jeff Grey (Chicago Cubs), Rodney Stuckey (Detroit Pistons) and more.

A sample of sports employment opportunities addressed by SMWW courses include sports agent, player personnel, digital video editing, game day operations, sports broadcasting and salary cap analyst.

In addition to the 20 courses SMWW has to offer, it hosts sports business conferences at sporting events, putting students in excellent networking situations while enhancing their skill set. Currently, these conferences are during the NBA Summer League games, NFL Combine, NHL Draft, MLS Draft and NSCAA Convention and Baseball Winter Meetings.

**gets General Manager**



**Sports Management Worldwide: Mark Warkentien, Denver general manager, teaching class.**



**Sports Management Worldwide: SMWW faculty and former Boston Bruins general manager, Harry Sinden.**