

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

- Dr. G. Lynn Lashbrook



# 2017 Hockey Career Conference at the NHL Draft

Chicago, Illinois  
JUNE 22-24, 2017



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**Thursday, June 22**  
**7pm-9pm**

Chicago Sports Museum  
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Chicago, IL 60611



Come network with hockey executives, SMWW Staff and other hockey conference attendees. Held at **Chicago Sports Museum, just half mile from the Chicago Marriott Hotel**, the welcome reception is always a great time. Everyone there is excited about the career conference, learning from each other and sharing a few adult beverages.

**Friday, June 23 - Chicago Marriott Magnificent Mile Hotel**

**7:30am Bagels & Coffee**

**8:00am Opening Remarks with Lynn Lashbrook**



**Dr. Lynn Lashbrook, SMWW President and Founder**

Dr. Lashbrook, President & Founder of Sports Management Worldwide, the first ever online sports management school with a mission to educate sports business executives. Lynn has been working and teaching in Sports Management for over 40 years and has demonstrated a lifelong passion for helping students strategize and reach their career goals in the world of sports. SMWW, under Dr. Lashbrook's guidance, offers a global sports faculty with over 10,000 alumni from 140 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 100 NFL clients including current Miami Dolphins Quarterback Matt Moore as well as other clients. Lynn is President of the SMWW Agency with over 200 Agent Advisors worldwide representing hundreds of athletes including certified hockey agents and their clients.

Dr. Lashbrook continues to spearhead an effort to bring Major League Baseball to Portland, Oregon. He led the lobbying efforts that resulted in a \$150 million construction bill for a new baseball stadium in Portland. Under his leadership, the group secured legislative action to subsidize a new stadium with ballplayers payroll taxes. Due to this campaign, a 25,000-seat stadium in the heart of the city was revitalized rather than torn down, now home to the MLS Portland Timbers. Prior to SMWW, Dr. Lashbrook served at the collegiate level as Athletic Director or Asst AD at University of Missouri, Southern Illinois University at Edwardsville, and the University of Alaska Fairbanks. During his years as the AD at UAF, Dr. Lashbrook brought UAF Hockey into the Central Collegiate Hockey Association. In addition Lashbrook mentored the rising young hockey coach Don Lucia, now University of Minnesota Head Coach, where Don has led the Gophers to the Frozen Four in back-to-back national championships. Dr. Lashbrook is well known for his ethical compass, integrity...and puns! We encourage you to introduce yourself to Dr. Lashbrook. He loves meeting people!  
**Twitter: @SMWW #SMWWHockey17**

**8:30am The Role and Expectations of a General Manager**



**John Ferguson, NHL Boston Bruins Exec. Dir. Player Personnel and GM Providence Bruins**

John Ferguson is in his third season in the Bruins organization, as he joined the hockey operations staff in 2014. As the club's Executive Director of Player Personnel, he scouts at the professional and amateur levels with an eye to adding both prospects and roster players to the team. He also serves as an advisor in evaluating potential trades, signings and other transactions.

The Montreal native brought a wealth of experience to Boston's front office, as he joined the Bruins having run every facet of a hockey operations department. He has previously served for six seasons as the Director of Pro Scouting for the San Jose Sharks (2008-14), four-plus seasons as Vice President and General Manager of the Toronto Maple Leafs (2003-08), and six seasons as Assistant General Manager and Director of Hockey Operations with the St. Louis Blues (1997-2003). He has also been both an amateur and professional scout for the Ottawa Senators.

Ferguson played college hockey at Providence College and was drafted by Montreal as a 12th round selection in the 1985 NHL Entry Draft. He played four seasons at the AHL level before earning his law degree in 1995 and he was a player agent for one season in 1996-97. **Twitter: @NHLBruins**



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  
Taylore 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  
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JPaul Dodson, Texas Rangers  
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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 Bouley College Hockey Prep Academy  
Nathan Brandvold Huskies Hockey Skills Academy  
Hugh Brown Portland Winterhawks  
Curtis Brownlee Prince Albert Raiders  
Jonne Lindblom, Golden Star Management (Finland)  
Terry Lawriw, AFC Cleveland  
Jon Bruenig Beaverlodge Blades  
Brad Burud Inside Edge Hockey News  
Dave Cadelli Cedar Rapids Roughriders  
Ron Contillo Iowa State University  
Brent Coombs Strathmore Wheatland Kings  
Scott Corcoran Alliston Coyotes  
Patrick Costigan Rinknet  
Andras Csato Hungary Ice Hockey Federation  
Martin Dagenais Ottawa Jr Senators  
Bernie Desrosiers Sunbelt Hockey  
Hugh Dunlop Pursuit of Excellence  
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Brian Guindon HockeyTwentyFourSeven  
Aaron Gulik President Irish Ice Hockey Association  
Corey Hayter Wingham Minor Hockey  
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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  
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Babajide Kassim, CROaqua Football Academy  
Bart Madden, Sacramento Kings  
Ben Anuge, Faith Nigerian Football Federation  
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Brian Graham, National Scouting Report

Brian Orth, Cloverdale Minor Hockey Association  
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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  
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Matt Martin, Sporting Kansas City  
Jayson Braddock, KBME Sports Talk 790  
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Jeremy Burn, Washington Wizards  
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AND MANY MORE!



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Las Vegas, Nevada - July 8-9, 2017

## NFL London Sports Career Conference

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Orlando, Florida - December 10-11, 2017

## Soccer Career Conference at the MLS Draft

Philadelphia, Pennsylvania - January 2018

## NBA D-League Showcase Basketball Career Conference

January 2018, location to be announced

## Football Career Conference at the NFL Combine

Indianapolis, Indiana - March 2018

## Portsmouth Invitational Basketball Career Conference

Portsmouth, Virginia - April 2018

## Hockey Career Conference at the NHL Draft

TBD - June 2018



9:00am

## Inside Hockey Operations – Managing the Team and Scouting the Players

**Moderator: Trevor Whiffen, OHL London Knights Governor**



### Trevor Whiffen, OHL London Knights Governor

Trevor is a partner in the Toronto office of the US-based law firm Dickinson Wright. Since his Call to the Bar, Trevor has developed a significant client base in the sports and entertainment industries. In the sports world, he has represented professional coaches and athletes, sports management firms, player agents, media personalities, teams and leagues, sporting facilities, and sports publications. In the entertainment field, he has provided legal and representation to television networks, film and video companies, special effects companies, concert promoters, ticket distribution agents, entertainment facilities, theatre production companies, actors, singers, songwriters, recording artists, and professional dancers.

From 2008 through 2016, he has co-Chaired the PrimeTime Sports Management Conference in Toronto with Brian Burke, which is now the largest sports management conference in Canada. In February of 2015, Trevor was featured on the cover of *Lexpert Magazine* and was identified as a leading expert in sports law in Canada.

For the past twenty years, Trevor has served on the Ontario Hockey League Board of Governors, and was the Co-Chair of the 2017 World Junior Hockey Championships held in Toronto. Trevor was one of the owners & founders, with media personality Don Cherry, of the OHL Mississauga IceDogs. Commencing in 1996, Trevor served as team President, responsible for overseeing the team's business operations and the construction of the Hershey Centre in Mississauga. He also served as the General Manager, and on the Ontario Hockey League Board of Governors for six years prior to the sale of the IceDogs in 2002.

In 2003, Trevor was appointed as the London Knights' representative on the OHL Board of Governors. Trevor served as Chairman of the Memorial Cup championships hosted by London, Ontario in 2005 and 2014. **Twitter: @trevorwhiffen**



### Mike Oke, OHL Peterborough Petes General Manager, SMWW Faculty

Mike Oke is the General Manager of the Peterborough Petes', previously acted as full-time Director of Player Personnel. Prior to his role with the Petes' he worked with International Scouting Services (ISS) as Chief Scout and was promoted to the position of General Manager/ Chief Scout in September of 2008. Among his many duties, Oke was responsible for overseeing the day to day operations of ISS as well as the scouting staffs responsible for producing reports on players eligible for the NHL Draft, as well as the WHL, QMJHL, OHL and CHL Import Drafts.

Mike was an Assistant Coach in charge of video with Team Pacific at the 2008 World Under 17 Hockey Challenge, worked as the Director of Player Personnel and Assistant Coach with the Oshawa Generals from 2004-2006 and spent four years as Assistant Coach at Wilfrid Laurier University of the Ontario University Athletic Association, where he played a role in the Hawks trip to the Canadian Interuniversity Sport (CIS) National Hockey Championships in 2001 as well as four years as Full-Time Head Coach/Manager with the Trenton Sting of the Ontario Provincial Junior A Hockey League, winning the OPJHL Eastern Conference Championship in 1998. He is a graduate of the Sports Administration program at Durham College.

As a mentor for SMWW Hockey GM & Scouting Course & Hockey Analytics Course, Mike has assisted hundreds of SMWW graduates to acquire jobs in professional and minor league hockey. **Twitter: @PetesOHLhockey**



### Ryan Bowness, NHL Pittsburgh Penguins Professional Scout

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

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

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





## Wendell Young, AHL Chicago Wolves General Manager

Wendell Young has completed eight seasons as the Chicago Wolves general manager. During his tenure, the team has compiled a .593 winning percentage during the regular season and captured four division titles: the 2010 West, 2012 Midwest, 2014 Midwest and 2017 Central.

Young has been a member of the Wolves organization in virtually every capacity — including player, coach, and executive — since the team’s inaugural campaign in 1994. The 53-year-old stands as the Wolves’ all-time leader among goaltenders in games (322), wins (169), saves (8,467), minutes (17,912), and shutouts (16), and was a member of Chicago’s 1998 and 2000 Turner Cup championship squads. His jersey number “1” was retired on Dec. 1, 2001 — becoming the first Wolves player to receive the honor.

The Halifax, Nova Scotia, native was inducted into the Nova Scotia Sport Hall of Fame in 2007, is the only man in hockey history to have won all four North American championships: the Stanley Cup, Turner Cup, Calder Cup, and Memorial Cup.

Young played 18 seasons of professional hockey, including 10 in the National Hockey League. He compiled a 59-86-12 record in 187 games with the Vancouver Canucks, Philadelphia Flyers, Tampa Bay Lightning and Penguins. He also served as goaltending coach for the Calgary Flames from 2001-03. **Twitter: @Chicago\_Wolves**



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10:00am

## The Business Side of Hockey

**Moderator: Burton Lee, OHL Peterborough Petes, Exec Dir., Business Ops**

### Burton Lee, OHL Peterborough Petes, Exec Dir., Business Ops

Burton joined the Petes’ Business Operations team in August 2013 as the Director, Communications & Game Night Operations, and was named Executive Director, Business Operations in July, 2015. He is responsible for leading the business operations team, and oversees all areas including communications, marketing, sales, merchandise, game operations, and community events. He has previously held positions in ticket sales, marketing, and fan relationship management with The Aspire Sports Management Group, the Sarnia Sting, and the 100th Grey Cup Champion Toronto Argonauts. Burton holds an MBA, Sport Management from Southern New Hampshire University, and a BA, Kinesiology & Phys. Ed. from Wilfrid Laurier University. **Twitter: @BurtonJLee**



### Nicole Lee, NHL Director Integrated Marketing

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



### Sara Bailey, NHL Chicago Blackhawks Dir. Corporate Partnerships

Sara Bailey is in her 12th season with the Chicago Blackhawks and her third as Director of Corporate Sponsorships. In her current role, Bailey is responsible for assisting with sponsorship sales and account management initiatives, facilitating client engagement and cultivating a portfolio of business.

Prior to joining the sponsorship department in 2005, Bailey volunteered with the Chicago Blackhawks through its community outreach campaigns for several years. She previously worked in the hospitality and meetings industries with Maritz Travel Company, the St. Louis Convention and Visitors Commission and Global Experience Specialists.

Bailey was a mentor with the Women in Sports and Events (WISE) Within program from 2012 to 2014. She served on the WISE Chicago Board of Directors from 2008-10 while co-chairing the local chapter’s WISE Within Mentor Program Committee, then joined the WISE Within National Committee in the summer of 2010 for a 2-year term as Program Director.

A native of St. Louis, Mo., Bailey is a graduate of Bradley University with a Bachelor of Science in business management and administration. She and her daughter, Nora, reside in Chicago. **Twitter: @NHLBlackhawks**



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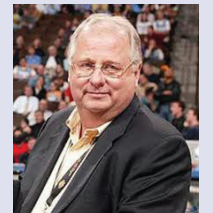
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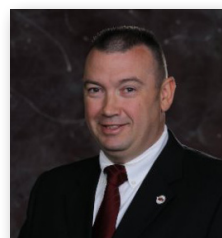
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**Dino Caputo**  
Tri-City Americans Scout  
& SMWW Faculty



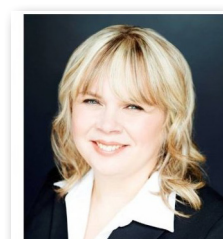
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**Danielle Berehowsky**  
Statstrack COO,  
& SMWW Faculty



**Bill Guertin**  
800-pound Guerilla CEO  
& SMWW Faculty

**11:00am**

### Player Representation in Hockey

**Moderator: Dr. Lynn Lashbrook, NFL Agent**



#### Manny Schmidt, NHLPA Agent, SMWW Alumni

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

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

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



#### Matt Keator, NHLPA Agent

Matt Keator played hockey at Trinity College in Hartford and then professionally in Sweden where he was his own agent. In 1989 at the age of 23 he returned to the U.S. to become a scout for the St. Louis Blues of the NHL and did that all over the world for 8 years. After getting his Master’s in Sports Management from the University of Massachusetts, and doing a year of grad work at Harvard, Keator decided to get into the agent business and now runs Olympic Sports Management, LLC.

Not only is Keator an agent, he’s also an adviser and business manager for more than 15 NHL players, including 5 recent Olympians. Keator provides guidance on how to deal with the media and served as a character reference for a league hearing for Zdeno Chara during his “check heard round the world” incident. For other players, such as those who might be on the trading block, Keator sometimes talks to GMs to try to position his clients to land in the best place for them, where they might get more playing time, a better shot at the Stanley Cup or just a better lifestyle situation.



#### Eustace King, NHLPA Agent

Eustace L. King oversees all aspects of O2K’s business, contract negotiation, sports marketing, athletic training, health management and wealth management. Before O2K, King was a Director at the National Hockey League. By the age of 31, he had become one of the NHL’s most influential young executives. Aside from the traditional day-to-day operations of the League, King jointly oversaw corporate sponsorship and was directly responsible for new business development.

King, in conjunction with his Senior Vice President, managed a division that represented in excess of \$375 million in worldwide marketing, advertising and promotional support for the sport of hockey. Despite a challenging economic environment, King worked to renew several high profile NHL business partners such as Anheuser-Busch, MasterCard and MBNA, while adding four new partners - Best Buy, Kellogg’s, Sirius Satellite Radio and Starwood Hotels and Resorts. While at the NHL, King served as a member of NHL Diversity, designed to introduce economically disadvantaged children of diverse ethnic backgrounds to the game of hockey while also teaching them other essential life skills.

Prior to joining the National Hockey League, King served as a Media Buyer/Planner for Leo Burnett Worldwide, one of the most prominent advertising agencies in the world. King was a key contributor to strategic consulting, marketing plan development and promotional program implementation. In addition to those responsibilities, King identified and negotiated placement in national and local media to generate awareness, increased sales and repeat purchases for the Miller Brewing Company, and McDonalds.

King received his joint degree in Mass Communications and Sociology at Miami University (Oxford, Ohio). He also was a member of the nationally ranked men’s CCHA Division 1 Varsity Ice Hockey Championship Team and was a two-time recipient of an Academic and Athletic Excellence Award. King recently continued his education by completing The Program on Negotiation at Harvard Law School. **Twitter: EustaceKing**

**12:00 - 1:00pm Networking Lunch - Mexican Fiesta**

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



# SPORTSMANAGEMENTWORLDWIDE



Join the Conversation,  
tweet us  
**#SMWWHockey17**

1:00pm

## Life of a Hockey Broadcaster Moderator: Dr. Lynn Lashbrook



### NHL Live Host, and former SMWW Faculty

E.J. Hradek joined NHL Network/NHL.com as a Senior Reporter in May 2011, working across the League's multiple media platforms. He serves as the regular co-host for NHL Live (Monday through Friday, 5-7 pm ET), discussing the game's hot topics with players, coaches, executives and fans. He is also featured on various segments within NHL Live including "The EJ 5", "Plus/Minus" and "Fantasy/Reality", a Friday feature in which he discusses Fantasy Hockey with NHL.com Fantasy guru Matt Cubeta. Hradek also pens the "Tuesday 10" column for NHL.com, which covers the top 10 stories from the week in hockey.



Prior to arriving at NHL Network, E.J. spent 13 years as a Senior Writer for ESPN The Magazine. He was part of the original staff that helped launch the magazine in March 1998. During his time at ESPN, Hradek's work appeared across all the company's media platforms. He appeared as an NHL analyst for ESPN on SportsCenter, ESPNNews, First Take and NHL 2Nite, as well as delivering daily columns for ESPN.com. Prior to leaving ESPN, he served as host of the company's hockey webcast, Inside the NHL. **Twitter: @EJHradek\_NHL**



### ESPN Reporter and SMWW Alum

Stewart-Binks, a versatile sports event journalist and host emerging as one of soccer's best sideline reporters, joined ESPN in December 2016 as a sideline reporter for Major League Soccer and U.S. Men's and Women's National Teams' games.



Stewart-Binks joined ESPN from FOX Sports where she served myriad roles including update anchor, studio host, sideline reporter for soccer and on-site reporter for other live events. She also conducted one-on-one interviews and more.

Stewart-Binks was a roving reporter during FOX Sports' presentation of the 2015 FIFA Women's World Cup in Canada. Covering the sport in her home country, she earned critical acclaim for her insightful reporting from 20 games in seven different Canadian cities during the tournament. In February 2014, she hosted daily segments and updates from the Winter Olympic Games in Sochi for Fox Sports. Her last assignment for the sports network was as sideline reporter for Fox Sports' presentation of the 2016 MLS Cup on Saturday, Dec. 10, in Toronto.

Stewart-Binks made her U.S. national television debut in July 2011 as an anchor on FOX Soccer Report, then FOX Soccer Channel's flagship soccer news, highlights and information program, originating from a studio in Winnipeg. In June 2013, she joined FOX Sports 1 at its launch - moving from Canada to Los Angeles to host the network's FOX SOCCER DAILY studio show.

Born in Toronto, Stewart-Binks began her journalism career as a program assistant at the Canadian Broadcasting Corporation (CBC). At the CBC, she covered the National Hockey League working on the popular Hockey Night in Canada show. She also worked for CTV in Canada as a reporter and anchor before joining Fox Sports 1. An avid hockey fan and former prep player, Stewart-Binks has continued her work as a sideline reporter on NHL games.

**Julie is a proud graduate of the SMWW Hockey GM & Scouting Course. Twitter: @JSB\_TV**

### John Shannon, Sportsnet.ca Sportscaster



Shannon has expertise in the game of hockey after more than 30 years of overseeing the television production of regional and national NHL hockey games, including the production of 23 Stanley Cup Finals. Before joining the NHL and NHL Network in 2008, Shannon served as the vice-president of programming and executive producer of MLSE, overseeing the launch, implementation and operation of Leaf's TV and Raptors NBA TV.



Shannon has also been involved in the production of five Olympics, receiving a Sports Emmy for his work on NBC's coverage of hockey at the 2002 Olympic Winter Games in Salt Lake City. **Twitter: @jsportsnet**

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



# SPORTSMANAGEMENTWORLDWIDE

**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: Mike Tanier, Bleacher Report NFL Lead Writer, and Aaron Schatz, Football Outsiders Founder, ESPN Insider NFL Analyst**

**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 & legend John Wooten & former NFL Scout Russ Lande.**

**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 and Dino Caputo Tri-City Americans Scout.**

**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: Boston Bruins former GM Harry Sinden & Mike Oke, Peterborough Petes' General Manager.**

**Mixed Martial Arts Management - \$995:** One of the fastest growing sports in the world is now looking for all sorts of talented and creative people. Learn from former Olympic silver medalist Matt Lindland, MMA competitor, coach, agent and promoter, the inside of this business. **Live Audio Chat Mentor: Matt Lindland, USA Wrestling Greco-Roman Coach.**

**Motorsports Management - \$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: Steve Sudler, 25-year veteran of motorsports industry.**

**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.**

**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 Andrews.**

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

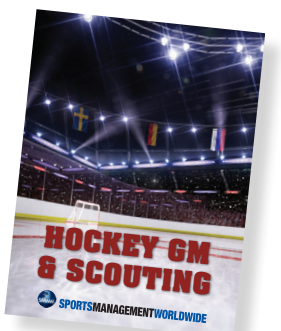
**Soccer Management & Scouting - \$1450:** Traditional scouting skills and transfer dynamics, evaluation tools and the business side of managing a team, player personnel and the job of the GM. **Live Audio Chat Mentors: ESPN Analyst Tommy Smyth, Aston Villa Scout (EPL) Steve Simmons, and Portland Timbers Scout (MLS) Matt Martin.**

**Sports Administration - \$1450:** Enhance revenues, manage cost-effective programs, manage and maintain a full menu of sports, community relations. Designed for those that want to be Athletic Directors, work for an Olympic Committee, governing bodies, sports hall of fame, and international sports organizations. **Live Audio Chat Mentors: Dr. Jim Krause Winning Sports Programs.**

**Sports Broadcasting - \$995:** Sportscasting, play-by-play with cutting edge technology. Conduct coach's interviews, execute live pre/post game interviews, host weekly coaching shows, and create an on-air sports personality. **Live Audio Chat Mentors: Portland Trail Blazer Announcer Brian Wheeler and Sports Talk Radio Host Scott Moore.**

**Sports Media & Communications - \$995:** Public Relations, marketing, new media communications, social networking, and journalism at the major league level. **Live Audio Chat Mentor: Seahawks and Mariners Sideline Reporter Jen Mueller.**

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 140 countries. We are the global leader in online sports business education.



# SMWW COURSES

## SMWW SPORTS CAREER COURSES

SMWW offers over 20 Sports Career Courses to accelerate your career in sports. You have met many people who have taken our courses here today. Some were speakers, some were attendees. All of the courses are similar to today's session that they give you the "*what you know*" and the "*who you know*".

For attending today's conference, you receive a \$200 discount (\$400 for SMWW Alumni) on any SMWW Course.

### COURSES INCLUDE:

- Live Audio Chats with your Mentors
- Advice & Mentoring for years to come
- Resume Enhancement
- Informational Interviews
- Software and textbooks
- References from your Mentors
- Access to SMWW network
- Invitation to the SMWW Alumni Association
- Cutting edge technology
- Academic credit transferable to your school



Books and materials are included. Courses are 8 weeks long, but can be taken at your own pace.

### COURSE DESCRIPTIONS:

**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: Ari Kaplan, AriBall CEO.**

**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, MLB Scout Larry D'Amato.**

**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 basketball team. Learn how teams use statistics to interpret player and team performance. Join a cutting edge field of experts. **Live Audio Chat Mentor: Basketball Analytics Pioneer Dean Oliver.**

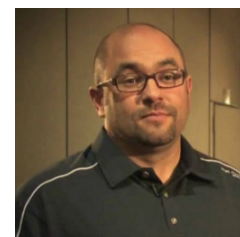
**Basketball GM & Scouting - \$1450:** Includes digital video editing, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentor: NY Knicks, Director of Player Personnel, Mark Warkentien.**

**Break Into Sports - \$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, Tom Leip, & Bill Guertin, CEO, The 800-Pound Gorilla.**

**Coaching 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: Dr. Jim Krause, Winning Sports Programs President.**

**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.**

2:00pm



### Identifying and Developing NHL's Future Stars

**Moderator: Dino Caputo, WHL Tri-City Americans Scout**

#### Dino Caputo, WHL Tri-City Americans Scout, SMWW Faculty

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



#### Mike Johnston, WHL Portland Winterhawks Head Coach and General Manager

Mike Johnston brings ten years of NHL experience to the Portland Winterhawks as the team's GM and Head Coach. Johnston held the Head Coach position with the Pittsburgh Penguins of the NHL from 2014-15. Prior to 2008 Mike spent two seasons with the Los Angeles Kings as Associate Coach and prior to that, Associate Coach with the Vancouver Canucks, where he played a major role in the team's development.

Johnston has an extensive experience internationally including coaching Canada's entry in the 2009 World Under-18 Hockey Championship, and in 2007, Assistant Coach for Canada at the World Championships in Moscow winning a gold medal. This was Johnston's second World Championship after winning in Helsinki in 1997 and his fourth medal at that level (bronze in 1995 and silver in 1996). Johnston worked for Team Canada for five seasons from 1994-99 serving in the capacity of GM and Associate Coach and finally Head Coach for the 1998-1999 season, and was an Assistant Coach at the 1998 Winter Olympic Games in Nagano, Japan. In addition to the championships at the senior level Johnston has won three gold medals as Head Coach for Canada at the prestigious Spengler Cup Tournament and two World Junior Championships as an Assistant Coach in 1994 and 1995.

Johnston started at the College & University level in Canada. He coached college hockey in Alberta for five seasons before becoming the Head Coach of the University of New Brunswick from 1989-1994, winning two McAdam Division titles, and finishing with three first place finishes and an overall record of 77-44-6. He was named the 3M Coach of the Year in 1994 and won the Telegraph Journal Coach of the Year Award in 1993.

Born in Dartmouth, Nova Scotia, Johnston holds a Master's degree in Coaching Science and he recently co-authored the book "Simply The Best - Insights and Strategies From Great Hockey Coaches". Johnston has presented at major international conferences in Russia, Austria, Switzerland, Finland, and Sweden. **Twitter: @MikeJohnstonHC**



#### Barclay Parneta, WHL Tri-City Americans Asst. GM

Beginning his 6th season with the Americans, Parneta holds the titles of Head Scout and Assistant GM. Parneta works with Americans' GM Bob Tory in several aspects, including overseeing and managing the team's scouting network. Parneta works closely with Tory and Am's scouting staff evaluating talent, preparing for the annual Bantam Draft as well as other hockey related operations.

Over the past 26 years, Parneta has been involved in scouting hockey from the Western Hockey League to the National Hockey League. Parneta first entered the scouting profession in 1989-90 when he scouted for the WHL's Medicine Hat Tigers. After one season with the Tigers, Parneta spent the next 10 as the British Columbia scouting director for the Americans under Bob Brown and Scott Bonner. In 2000, he joined the then-expansion franchise, Vancouver Giants.

Parneta made the jump to the NHL in 2003 when he was named an amateur scout for the St. Louis Blues. Then, in 2008, Parneta took a similar position within the Phoenix Coyotes organization where he has spent the past two seasons. **Twitter: @TCAmericans**



#### James Boyd, OHL Ottawa 67's General Manager

James Boyd has been coaching and managing in the Ontario Hockey since the 1990-2000 season in Assistant, Co-Coach and Head Coach capacities. He has also served in management as both Assistant General Manager/Assistant Coach and Head Coach/GM. James has also worked with Hockey Canada's U-17 and U-18 Programs. A former player in the league with the Kitchener Rangers, Ottawa 67s and Belleville Bulls, James went on to play 2 years of CIA hockey at the University of Guelph and return to Belleville to begin coaching with the Bulls from Guelph. James has moved into a new role for the 2017-2018 season as General Manager of the Ottawa 67s.



# SPORTSMANAGEMENTWORLDWIDE

# NHL CAREER CONFERENCE AGENDA

3:00pm

## Cutting Edge Methods to Analyze Hockey

**Moderator: Dr. Lynn Lashbrook**



### Ari Kaplan, Scoutables President, Analytics Expert, SMWW Faculty

Ari Kaplan is a leading figure in sports analytics. ‘The real Moneyball guy’ as he is known throughout the Major Leagues for revolutionizing and modernizing player assessment. Kaplan has worked with over half of all MLB organizations and many global sports media organizations. His work with Scoutables includes roster strategy, forecasting, advance scouting, player/coach game preparation, Minor League player development, draft analysis, international, arbitration, financial, budgeting, marketing, and community outreach.

Ari has a proven track record at Fortune 500 companies including 3Com, Hallmark, Merck, and the Chicago Board Options Exchange. Kaplan is the co-author of six best-selling books. His work has been covered by more than 400 print, online, and broadcast outlets, including the TODAY, CNN, TIME, the History Channel, Chris Matthews Hardball, Newsweek, USA Today, the Wall Street Journal, the New York Times, the Los Angeles Times, CIO, Financial Times, MSNBC, and the BBC. Sports Illustrated named him a ‘Top 10 General Manager Candidate’ in 2011.

**Ari is a mentor for SMWW’s Baseball Analytics Course. Twitter: @arikaplan1**

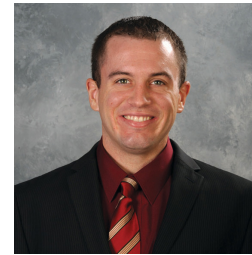


### Drake Berehowsky, statstrack Founder, ECHL Orlando Solar Bears Head Coach, former NHL Player, SMWW Faculty

Drake Berehowsky began his junior hockey career as the #1 overall draft pick to the Kingston Raiders of the OHL. During his time in Junior, he was selected CHL Defensemen of the Year in 1992; as Captain, led the North Bay Centennials to the OHL finals in the 1991-1992 season and was named to the OHL/QMHL All Star team. He was drafted 10th overall by the Toronto Maple Leaf’s in 1990 and enjoyed a 13-year career in the NHL.

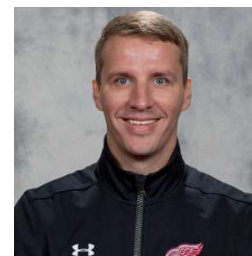
In 2007, Drake began his coaching career with the Barrie Colts of the OHL. He was an assistant coach with the Peoria Rivermen of the AHL, and Head Coach with the Orlando Solar Bears of the ECHL and the WHL’s Lethbridge Hurricanes. He has also completed Level II of Hockey Canada’s High-Performance coaching certification.

Recently, Drake has developed a hockey analytics tool called statstrack, which has been endorsed by the NHL Alumni Association and has begun teaching hockey at the minor hockey league level to give back to the sport which has given him so much. **Drake mentors students in the SMWW Hockey Analytics Course. Twitter: @DrakeBerehowsky**



### Bob Teofilo, Synergy Sports Technology Manager of Hockey Products & Services

Bob Teofilo is the Manager of Hockey Products & Services at Synergy Sports Technology. With Synergy, Bob is facilitating the development and design of the hockey video and analytics software for team use around the world. Prior to joining Synergy, he spent eight years with the Arizona Coyotes (formerly Phoenix) in their Hockey Operations department, working as their Director of Hockey Operations and Hockey Analytics. Bob graduated from Saint Louis University with his bachelor’s degree in finance.



### Bryan Campbell, Detroit Red Wings Dir. of Stat’s Analysis & Hockey Admin.

Bryan Campbell begins his second season as director of statistical analysis and hockey administration. Joining the organization in the summer of 2015, Campbell will work closely with Executive Vice President and General Manager Ken Holland and Assistant General Manager Ryan Martin, focusing on advanced statistical analysis and analytics in the areas of salary trends, contract valuations, free agent market acquisitions, trades and other areas, as well as comparative research for contract negotiations and salary arbitrations, collective bargaining agreement administration and compliance and coordinating player transactions. He will also scout games locally at the professional, collegiate and junior levels. Campbell played college hockey and skated in 100 games with the Dutchmen from 2002-06. He went on to earn a master’s degree in business administration at York University. Before his time with the Red Wings, Campbell worked in finance in New York. **Twitter: @DetroitRedWings**



#### DRAFT TICKET INFO

Your draft ticket was issued with your name badge. Tickets are for the lower bowl at United Center. Please wear your name badge to the draft in addition to showing your draft ticket to get in. This will enable you to continue networking throughout the draft. Keep in mind, with that name badge on you represent Sports Management Worldwide. Please handle yourself in a professional manner. The NHL invites our group back every year to attend the draft and we want to continue that tradition!



# SPORTSMANAGEMENTWORLDWIDE

3:45 – 4:15pm **Getting out of Your Own Penalty Box**



### Bill Guertin, The 800-Pound Gorilla CEO, SMWW Faculty

Bill Guertin is an expert sales professional, thought leader, author, speaker, and CEO (Chief Enthusiasm Officer) of The 800-Pound Gorilla, a sales skills development company involved in training, consulting, and speaking to a wide variety of sales and marketing organizations.

Through his counterpart, Stadium Gorilla, Bill has worked with sales departments and professional teams in the NBA, NFL, NHL, MLB, MLS, NASCAR, and others to generate increased sales of season tickets, group tickets, premium seating, and team sponsorship.

After a successful 25-year career in small market radio advertising sales and management, Bill followed his passion and hung out his own shingle, The 800-Pound Gorilla, to help companies and individuals become the ‘dominant player’ in the markets they serve. He also enjoys working with sales leadership to give them the skills and mindset necessary to lead others to succeed. No two companies are the same, and his custom-tailored training programs support the priorities of each individual organization. **Bill mentors students in the SMWW Break into Sports Course. Twitter: @800PoundGorilla**

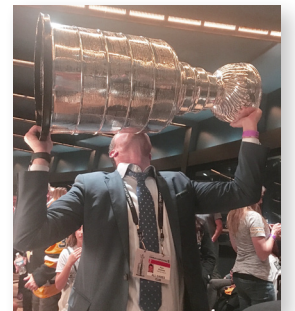
6-9:00pm

## Fan Fest

**@ United Center Parking Lot C**

### Stanley Cup Viewing

At the United Center, fans can have their picture taken with the Stanley Cup outside Section B Note: The Stanley Cup leaves to go on stage prior to the first pick. It returns later for photos.



Speaker Ryan Bowness, Penguins Scout, with the 2017 Stanley Cup

5:50pm

## BE IN YOUR SEAT FOR THE LIVE BROADCAST

6:00pm

### Round 1 of the 2017 NHL Draft

#### First Round Draft Order

- |                        |                         |                         |
|------------------------|-------------------------|-------------------------|
| 1. New Jersey Devils   | 6. Vegas Golden Knights | 11. Los Angeles Kings   |
| 2. Philadelphia Flyers | 7. Arizona Coyotes      | 12. Carolina Hurricanes |
| 3. Dallas Stars        | 8. Buffalo Sabres       | 13. Winnipeg Jets       |
| 4. Colorado Avalanche  | 9. Detroit Red Wings    | 14. Tampa Bay Lightning |
| 5. Vancouver Canucks   | 10. Florida Panthers    | 15. New York Islanders  |

## Saturday, June 24

9:00am-12pm **Rounds 2-7 of the 2017 NHL Draft**

(On your own. Sit with someone you met this week!)

