

Presented by



November 6 & 7, 2010 Westin Harbour Castle Hotel Toronto, Canada

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**THE LAW SOCIETY
OF UPPER CANADA**
FOR AN ONTARIO LAWYERS CLE CREDIT

2010 SPORTS MANAGEMENT CONFERENCE

Leading Edge Strategies for Managing and Marketing the Business of Sport

PROGRAM CO-CHAIRS

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President &
General Manager
Toronto Maple Leafs

TREVOR WHIFFEN

Partner Aylesworth LLP
& Governor
London Knights

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TRADE SHOW PRESENTED BY



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National Football League Players Association

Rick Brace

President of Revenue and Business Planning – CTV

David Branch

Commissioner – Ontario Hockey League
President – Canadian Hockey League

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Josh Epstein

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Royal Bank of Canada

Leo Ezerins

Executive Director
Canadian Football League Alumni Association

Elliott Friedman

Sports Journalist – CBC Sports

Jessica Gelman

Vice President of Customer Marketing & Strategy
New England Patriots

Clark Griffith

Commissioner – Northern Baseball League

Dave Hopkinson

Senior Vice-President, Corporate and Community Partnerships
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Billy Hunter

Executive Director – National Basketball Player's Association

Dr. Ken Jones

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President – Washington Nationals

Phil King

President – The Sports Network

Gord Kirke

Sports Law Professor
University of Toronto and Osgoode Hall Law School

Dr. Lynn Lashbrook

President – Sports Management Worldwide

Chris Lencheski

Owner – SKI Motorsports – NASCAR

Pam Lester

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John McCambridge

Senior Partner – Grippo and Elden LLC

John McCauley

Director, Digital – Maple Leaf Sports and Entertainment

Bob McKenzie

Sportscaster – The Sports Network

Don Meehan

Partner and Certified Player Agent
Newport Sports Management

Gord Miller

Sportscaster – The Sports Network

Nelson Millman

Executive Producer of Studio Productions – SportsNet

Scott Mitchell

President – Hamilton Tiger-Cats
Managing Director – MRX Associates

Scott Moore

Director – CBC Sports

Patrick Morris

Partner and Certified Player Agent
Newport Sports Management

Bernie Mullin

Principal – The Aspire Group
Former President Atlanta Hawks and Atlanta Thrashers

Mark Napier

Executive Director
National Hockey League Alumni Association

Bob Nicholson

President – Hockey Canada

Bob Nicholson

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Chris Overholt

Chief Operating Officer / Chief Marketing Officer
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President / Chief Executive Officer
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John Shannon

Television and Broadcast Executive – SportsNet

Dr. Dana Sinclair

Partner – Human Performance International

Gord Stellick

Sportscaster – SportsNet

Frank Supovitz

Senior Vice President, Events – National Football League

Steve Violetta

Senior Vice President of Business Affairs – Detroit Red Wings

Chris Wagner

Executive Vice President, Marketplace Strategy – NeuLion Inc.

Trevor Whiffen

Partner – Aylesworth LLP
Governor – London Knights

Hayley Wickenheiser

Olympic Gold Medalist and World Champion

ENROLL TODAY contact Wendy Wright 416-777-2392 or wwright@aylaw.com

Register online at www.primetimesport.ca

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SATURDAY NOVEMBER 6, 2010

7:30 Registration and Continental Breakfast

8:30 Welcome by Conference Chairs

Brian Burke, President and General Manager – Toronto Maple Leafs

Trevor Whiffen, Partner – Aylesworth LLP, Governor – London Knights

8:40 Introduction and Opening Remarks

Gord Miller, The Sports Network

8:45 Meeting the Challenges of Operating a Professional Team

Moderator: Brian Burke, President and General Manager
Toronto Maple Leafs

Ned Colletti, General Manager – Los Angeles Dodgers

Andy Dolich, President – Dolich & Associates
Former President – San Francisco 49ers

Stanley Kasten, President – Washington Nationals

Bob Nicholson, President – Toronto Argonauts

Richard Peddie, President / Chief Executive Officer
Maple Leaf Sports and Entertainment

10:00 Creative Marketing Strategies and Alternative Revenue Streams: How to Grow Your Revenue Base and Increase Sponsorships

Jessica Gelman, Vice President of Customer Marketing & Strategy
New England Patriots

Dave Hopkinson, Senior Vice-President, Corporate and Community Partnerships – Maple Leaf Sports and Entertainment

Bernie Mullin, Principal – The Aspire Group
Former President – Atlanta Hawks and Atlanta Thrashers

Graeme Rouston, Chairman – Bauer Hockey

11:00 Networking / Refreshment Break

11:15 Broadcasting Deals and Developments in an Ever Changing World

Moderator: John Shannon, Television and Broadcast Executive
SportsNet

Doug Beeforth, President – Rogers SportsNet

Rick Brace, President of Revenue and Business Planning – CTV

Phil King, President – The Sports Network

Scott Moore, Director – CBC Sports

12:15 Networking Luncheon – Guest Speaker
Frank Supovitz,
Senior Vice President, Events
National Football League



2:00 Sports in the Courts: Protecting the Legal Rights of Leagues, Teams and Players

Moderator: Trevor Whiffen, Partner – Aylesworth LLP
Governor – London Knights

Robin Brudner, Senior Vice President, General Counsel and Corporate Secretary – Maple Leaf Sports and Entertainment

Gord Kirke, Sports Law Professor
University of Toronto and Osgoode Hall Law School

Pam Lester, President – Lester Sports and Entertainment, Inc.

Patrick Morris, Partner and Certified Player Agent
Newport Sports Management

3:00 The Approaching Storm: Labour Unrest in Major League Sports

Moderator: Brian Burke, President and General Manager
Toronto Maple Leafs

Alex Anthopoulos, Senior Vice President of Baseball Operations and General Manager – Toronto Blue Jays

Richard Berthelsen, General Counsel
National Football League Players Association

Billy Hunter, Executive Director
National Basketball Player's Association

John McCambridge, Senior Partner – Grippo and Elden LLC

Don Meehan, Partner and Certified Player Agent
Newport Sports Management

4:15 Networking Reception



5:45 Conference Adjourns for the Day

SUNDAY NOVEMBER 7, 2010

7:45 Continental Breakfast

8:30 Opening Remarks

Brian Burke, President and General Manager – Toronto Maple Leafs

Trevor Whiffen, Partner – Aylesworth LLP
Governor – London Knights

Gord Miller, Sportscaster – The Sports Network

8:45 Expansion, Contraction, Relocation, or Status Quo: Tackling the Challenges Facing Sports Operators Over the Next Decade

Moderator: Clark Griffith, Commissioner – Northern Baseball League

Dave Andrews, President and CEO – American Hockey League

David Branch, Commissioner – Ontario Hockey League
President – Canadian Hockey League

Chris Lencheski, Owner – SKI Motorsports – NASCAR

Dan Quinn, Managing Director – NFL Canada

10:00 What Happens Once the Cheering Stops: Preparing Athletes for Their Next 50 years

Moderator: Dr. Dana Sinclair, Partner – Human Performance International

Leo Ezerins, Executive Director
Canadian Football League Alumni Association

Dr. Ken Jones, Dean – Ted Rogers School of Management
Ryerson University

Dr. Lynn Lashbrook, President – Sports Management Worldwide

Mark Napier, Executive Director
National Hockey League Alumni Association

11:00 Networking / Refreshment Break

11:15 Alternative Media: Utilizing Internet Facebook, Twitter, YouTube and Social Networking Sites in Building Your Brand

John McCauley, Director, Digital – Maple Leaf Sports and Entertainment

Scott Mitchell, President – Hamilton Tiger-Cats
Managing Director – MRX Associates

Steve Violetta, Senior Vice President of Business Affairs
Detroit Red Wings

Chris Wagner, Executive Vice President, Marketplace Strategy
NeuLion Inc.

12:15 Networking Luncheon Guest Speaker – Bill Daly Deputy Commissioner, National Hockey League

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2:00 The Role of the Media in Sports: Friend, Foe, or Impartial Observer?

Moderator: Gord Miller, Sportscaster – The Sports Network

Elliott Friedman, Sports Journalist – CBC Sports

Bob McKenzie, Sportscaster – The Sports Network

Nelson Millman, Executive Producer of Studio Productions – SportsNet

Gord Stellick, Sportscaster – SportsNet

3:00 Roundtable Discussion: Vancouver 2010 – Building Towards Sochi in 2014 After the Best Winter Olympic Games Ever

Moderator: Trevor Whiffen, Partner – Aylesworth LLP
Governor – London Knights

Brian Burke, President and General Manager – Toronto Maple Leafs

Josh Epstein, Senior Manager, Sports Brand Marketing
Royal Bank of Canada

Bob Nicholson, President – Hockey Canada

Chris Overholt, Chief Operating Officer / Chief Marketing Officer
Canadian Olympic Committee

Hayley Wickenheiser, Olympic Gold Medalist and World Champion

4:15 Conference Ends – Thank You For Attending



REGISTRATION FORM

2010 SPORTS MANAGEMENT CONFERENCE

Personal Information

Name: _____ Title: _____

Contact Information

Company: _____

Street Address / Box Number: _____

City: _____ Province / State: _____

Postal Code / Zip Code: _____ Country: _____

Mailing Address: _____

Daytime Phone: _____ Cell Phone: _____ Fax Number: _____

Email Address: _____

Fee Per Delegate - Fees include attendance, program materials, continental breakfast, lunches, and break refreshments.

Registration fees are as follows:

1. **EARLY BIRD SPECIAL DISCOUNT:** First 50 Registrations received and paid in full by September 22: \$799.00 + HST (\$902.87)

2. * University and College students: \$ 249.00 + HST (\$281.37) Per Day

3. All other Regular Registrations: \$949.00 + HST (\$1,072.37)

NOTE: All prices in Canadian funds. * Valid student identification required at time of check-in.

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Cheque enclosed payable to PrimeTime Sports and Entertainment Inc. Bill My Credit Card

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Thank you for your order.

Program Changes

We will make every effort to present the program as advertised, but it may be necessary to change the date, location, speakers or content with little or no notice. Delegates acknowledge that there will be no partial or full refunds as a result of any such changes.

Location:

Westin Harbour Castle • 1 Harbour Square
Toronto, Ontario • M5J 1A6

Hotel Rooms:

PrimeTime Sports and Entertainment has secured a number of rooms for delegates at the Westin Harbour Castle Hotel at a preferred rate. Details are available by contacting;
Wesam Metwalli, CMP Sales Manager,
Tel: 416-361-7471, Fax: 416-869-1420,
Email: wesam.metwalli@westin.com

Cancellation and Substitutions

Substitutions of registrants is permitted at any time. If you are unable to find a substitute, a full refund (less \$100 administrative fee) is available if a cancellation request is received in writing by October 13, 2010. No refunds are available after October 13, 2010.

Date & Times

November 6 – 7, 2010

Day One:

7:30 am. Registration,
8:30 am. Opening Remarks,
4:15 pm. **Networking Reception**

Day Two:

7:45 am. Continental Breakfast,
8:30 am. Opening Remarks,
4:15 pm. **Conference Ends**

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