

Presented by



November 9 & 10, 2009
Westin Harbour Castle Hotel

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

2009 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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Partner – Thompson Dorfman

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Vice President of Marketing – Rogers SportsNet

Doug Beeforth

President – Rogers SportsNet

Richard Berthelsen

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Commissioner – National Lacrosse League

Jim Devellano

Vice President – Detroit Tigers and Detroit Red Wings

Matt Devlin

(Invited) Toronto Raptors

James Duthie

Host of the NHL on TSN

Josh Epstein

Manager of Sponsorship and Olympic Marketing
Royal Bank of Canada

Don Fehr

(Invited) Executive Director
Major League Baseball Players Association

Steven Fehr

Outside Counsel – MLBPA, Partner
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John Ferguson

Director of Pro Scouting – San Jose Sharks

Peter Gall

Partner – Heenan Blaikie

Clark Griffith

Commissioner – Northern Baseball League

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Senior Vice President, Corporate and Community Partnerships
Maple Leaf Sports and Entertainment

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Sports Lawyer and Professor

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Tony Mandarich

President – Mandarich Media Group LLC

EJ McGuire

Director of Central Scouting – National Hockey League

Don Meehan

Partner and Certified Player Agent – Newport Sports

Paul Melia

President and CEO – Canadian Centre for Ethics in Sports

Nelson Millman

General Manager – The Fan 590

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President – Hamilton Tiger-Cats

Scott Moore

Director – CBC Sports

Pat Morris

Partner and Certified Player Agent – Newport Sports

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Mike Ouellet

Chief of Business Affairs
National Hockey League Players' Association

Jeff Pash

Executive Vice President and General Counsel
National Football League

Richard Peddie

President and CEO – Maple Leaf Sports and Entertainment

Ian Penny

(Invited) General Counsel
National Hockey League Players' Association

Dr. Paul Piccinini

International Ice Hockey Federation – Medical Committee

Dan Quinn

Managing Director – NFL Canada

Graeme Roustan

Chairman – Bauer Hockey

John Shannon

Television Broadcast Executive

Dana Sinclair Ph.D.

Partner – Human Performance International

Brad Watters

President – Toronto Rock Lacrosse Club

Tom Whaley

Vice President Business Development
St. Paul Saints Professional Baseball Club

Trevor Whiffen

Partner – Aylesworth LLP, Governor – London Knights

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

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MONDAY NOVEMBER 9, 2009

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 – James Duthie
Host of the NHL on TSN

8:45 Franchise Re-locations: Who decides when
a franchise can move, and what are the legal
and economic considerations

Moderator: Trevor Whiffen

Brian Burke, President and General Manager – Toronto Maple Leafs

Bill Daly, Deputy Commissioner – National Hockey League

Clark Griffith, Commissioner – Northern Baseball League

Jeff Pash, Executive Vice President and General Counsel
National Football League

9:45 Creative Marketing Strategies and Alternative
Revenue Streams: How to grow your revenue
base and increase sponsorships

David Ballingall, Vice President of Marketing – Rogers SportsNet

Josh Epstein, Manager of Sponsorship and Olympic Marketing
Royal Bank of Canada

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

Bernie Mullin, Principal – The Aspire Group

10:45 Networking / Refreshment Break

11:00 Player Associations: Navigating salary caps,
arbitrations, grievances, free agency,
and player rights

Richard Berthelsen, General Counsel
National Football League Players Association

Don Fehr, (Invited) Executive Director
Major League Baseball Players Association

Ron Klemperer, Associate Counsel – NBA Players Association

Larry Landon, Executive Director – Professional Hockey Players' Association

Ian Penny, (Invited) General Counsel
National Hockey League Players' Association

12:15 Networking Luncheon – Guest Speaker
Brian Burke, President and General Manager
Toronto Maple Leafs

1:45 Broadcast News and the Media: Attracting
new properties, controlling expenditures
and maximizing media opportunities

Moderator: John Shannon, Television Broadcast Executive

Doug Beeforth, President – Rogers SportsNet

Rick Brace, President of Revenue, Business Planning and Sports – CTV

Nelson Millman, General Manager – The Fan 590

Scott Moore, Director – CBC Sports

2:45 Drug Testing: Educating leagues, teams and players
on the signs, symptoms and possible consequences

George Atallah, Assistant Executive Director of External Affairs
National Football League Players Association

Tony Mandarich, President – Mandarich Media Group LLC

Paul Melia, President and CEO – Canadian Centre for Ethics in Sports

Dr. Paul Piccininni, International Ice Hockey Federation – Medical Committee

3:45 Networking / Refreshment Break

4:00 Competing with the Giants: Holding your own
financially in the crowded sports marketplace

Moderator: Tom Whaley, Vice President Business Development
St. Paul Saints Professional Baseball Club

Tom Anselmi, Executive Vice President
Maple Leaf Sports and Entertainment and Toronto FC

Scott Mitchell, President – Hamilton Tiger-Cats

Bob Nicholson, President – Toronto Argonauts

Brad Watters, President – Toronto Rock Lacrosse Club

5:15 Conference Adjourns for the Day

5:15 – 6:15 Delegate/Speaker Wine and Cheese Reception

TUESDAY NOVEMBER 10, 2009

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

8:45 The Commissioners Roundtable: Charting a critical path for the next ten years

Moderator: Clark Griffith, Commissioner – Northern Baseball League

Dave Andrews, President and Chief Executive Officer
American Hockey League

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

Mark Cohon, Commissioner – Canadian Football League

George Daniel, Commissioner – National Lacrosse League

9:45 Building Your Brand: Innovative strategies for raising product awareness and increasing your market share

Chris Lencheski, Owner – SKI Motorsports – NASCAR

Mike Ouellet, Chief of Business Affairs
National Hockey League Players' Association

Dan Quinn, Managing Director – NFL Canada

Graeme Rouston, Chairman – Bauer Hockey

10:45 Networking / Refreshment Break

11:00 Team Operations: Growing franchise values in a world of multi-sport competition, revenue challenges, and financial re-structuring

Moderator: Matt Devlin, (Invited) Toronto Raptors

Brian Burke, President and General Manager – Toronto Maple Leafs

Bryan Colangelo, President and General Manager – Toronto Raptors

Jim Devellano, Vice President – Detroit Tigers and Detroit Red Wings

Peter Luukko, President and CEO
Philadelphia 76ers and Philadelphia Flyers

Richard Peddie, President and CEO
Maple Leaf Sports and Entertainment

12:15 Networking Luncheon – Guest Speaker
Richard Peddie, President and CEO
Maple Leaf Sports and Entertainment

1:45 Legal Issues in the World of Sports: Protecting your league, teams and players in a litigious environment

Moderator: Trevor Whiffen

Don Baizley, Partner – Thompson Dorfman

Steven Fehr, Outside Counsel – MLBPA
Partner – Jolley Walsh Hurley Raisher

Peter Gall, Partner – Heenan Blaikie

Gordon Kirke Q.C., Sports Lawyer and Professor

2:45 Athlete Evaluations: Predicting which players will help your team long after Draft Day

John Ferguson, Director of Pro Scouting – San Jose Sharks

EJ McGuire, Director of Central Scouting – National Hockey League

Dana Sinclair, Partner – Human Performance International

3:45 Networking / Refreshment Break

4:00 Player Agents Roundtable: Getting the best deal for your player in the face of salary caps, shrinking revenues, and restrictions on player movement

Moderator: Dr. Lynn Lashbrook, President
Sports Management Worldwide

Anthony Agnone, Certified National Football League Player Agent
Eastern Athletics

Randy Hendricks, Athlete Representative
Hendricks Sports Management

Don Meehan, Partner and Certified Player Agent – Newport Sports

Pat Morris, Partner and Certified Player Agent – Newport Sports

5:15 Conference Ends



REGISTRATION FORM

2009 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.

1. University and college students: \$499 Canadian + GST (\$523.95) Canadian
2. Members of amateur teams and leagues: \$799 + GST (\$838.95) Canadian
3. All other Regular Registrations: \$949 + GST (\$996.45) Canadian
4. **EARLY BIRD SPECIAL DISCOUNT:** For Regular Registrations received and paid by September 22, 2009: \$849 + GST (\$891.45) Canadian

Payment Information

- Cheque enclosed payable to PrimeTime Sports and Entertainment Inc. Bill My Credit Card
 For on-line credit card registrations, please visit our partner website www.smww.com to register.

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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; Mitzi Soegandhono, CMP Sales Manager, Tel: 416-361-7471, Fax: 416-869-1420, Email: mitzi.s@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 20, 2009. No refunds are available after October 20, 2009.

Date & Times

November 9 – 10, 2009

Day One:

7:30 am. Registration,
8:30 am. Opening Remarks,
5:15 pm. Delegate / Speaker
Wine and Cheese
Reception

Day Two:

7:45 am. Continental Breakfast,
8:30 am. Opening Remarks,
5:15 pm. Conference Ends

Corporate Partners:



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Mail to: Trevor Whiffen • Aylesworth LLP • PO Box 124, 18th Floor, 222 Bay Street, Toronto, ON M5K 1H1 Fax: 416-777-2402 Tel: 416-777-2399