

Presented by



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

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**THE LAW SOCIETY  
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# 2010 SPORTS MANAGEMENT CONFERENCE

## Leading Edge Strategies for Managing and Marketing the Business of Sport

### PROGRAM CO-CHAIRS

#### **BRIAN BURKE**

President &  
General Manager  
Toronto Maple Leafs

#### **TREVOR WHIFFEN**

Partner Aylesworth LLP  
& Governor  
London Knights

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President – Canadian Hockey League

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#### **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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Executive Director – National Basketball Player's Association

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Dean - Ted Rogers School of Management - Ryerson  
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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**

President – Lester Sports and Entertainment, Inc.

#### **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**

President – Toronto Argonauts

#### **Chris Overholt**

Chief Operating Officer / Chief Marketing Officer  
Canadian Olympic Committee

#### **Richard Peddie**

President / Chief Executive Officer  
Maple Leaf Sports and Entertainment

#### **Dan Quinn**

Managing Director – NFL Canada

#### **Graeme Roustan**

Chairman – Bauer Hockey

#### **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](mailto:wwright@aylaw.com)

Register online at [www.primetimesport.ca](http://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: \_\_\_\_\_

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Postal Code / Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

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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.

### Payment Information

For Online Credit Card or PayPal Registrations, please visit our website [www.primetimesport.ca](http://www.primetimesport.ca) to register.

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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