

CONFERENCE PROGRAM  
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**CONTINUING  
 LEGAL EDUCATION**  
 IN SOME JURISDICTIONS

# 2013 SPORTS MANAGEMENT CONFERENCE

## 6th Annual

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

#### PROGRAM CO-CHAIRS

##### BRIAN BURKE

President of Hockey Operations  
Calgary Flames

##### TREVOR WHIFFEN

Partner, Dickinson Wright LLP  
& Governor, London Knights

#### CONFERENCE PRESENTED BY



#### CONFERENCE SPONSORED BY



##### Kevin Abrams

Assistant General Manager - New York Giants - New York

##### Dave Andrews

President & Chief Executive Officer - American Hockey League - Springfield

##### Steven Angel

Senior Vice President, League Operations & Officiating - National Basketball Association - New York

##### Tom Anselmi

Former Chief Operating Officer - Maple Leaf Sports and Entertainment - Toronto

##### Chris Armstrong

Senior Vice President - Wasserman Media Group, LLC - Toronto

##### Chaka Bainbridge

President - Bainbridge Sports - Miami

##### Gary Bettman

Commissioner - National Hockey League - New York

##### Doug Boles

President - Indianapolis Motor Speedway - Indianapolis

##### David Branch

President - Canadian Hockey League, Commissioner - Ontario Hockey League - Toronto

##### Richard Brand

Chair of the Sports Industry Practice - Arent Fox LLP - Washington

##### Brian Burke

President of Hockey Operations - Calgary Flames - Calgary

##### Dr. Chris Chard

Sports Management Professor - Brock University - St. Catharines

##### Kevin Cheveldayoff

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##### Brian Cooper

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##### Michael Copeland

President & Chief Operating Officer - Canadian Football League - Toronto

##### Sam Cosentino

Host of Baseball Central & Junior Hockey Analyst - Sportsnet - Toronto

##### George Daniel

Commissioner - National Lacrosse League - New York

##### Rene Fasel

President - International Ice Hockey Federation - Zurich

##### Rob Faulds

Broadcaster - Sportsnet - Toronto

##### Dr. Matthew Fedoruk

Director of Science - United States Anti-Doping Agency - Colorado Springs

##### Don Fehr (Invited)

Executive Director - National Hockey League Players' Association - Toronto

##### Steven Fehr

Special Counsel - Major League Baseball Players Association & National Hockey League Players' Association - Kansas City

##### Tim Fleiszer

Certified Player Agent - Gil Scott Sports Management - Toronto

##### Mark Francis

Sports Marketing Consultant - BaAM Productions & Professor - UCLA Business School - Los Angeles

##### Elliotte Friedman

Sports Broadcaster - CBC Sports - Toronto

##### Clark Griffith

Sports Lawyer - CCG, P.A. - Minneapolis

##### Paul Hardy

Events & Competitions Director - International Association of Athletics Federations - Monaco

##### Katherine Henderson

Senior Vice President of Marketing and Revenue - Pan/Parapan American Games Toronto 2015 - Toronto

##### Dave Hopkinson

Chief Commercial Officer - Maple Leaf Sports and Entertainment - Toronto

##### Robert Hunter

Chief Facilities & Live Entertainment Officer - Maple Leaf Sports and Entertainment - Toronto

##### Stewart Johnston

President - The Sports Network - Toronto

##### Phil King

President, CTV Programming and Sports - CTV Inc. - Toronto

##### Nick Kypreos

Hockey Analyst - Sportsnet - Toronto

##### Larry Landon

Executive Director - Professional Hockey Player's Association - St. Catharines

##### Dr. Lynn Lashbrook

President - Sports Management Worldwide - Portland

##### Tim Leiweke

President & Chief Executive Officer - Maple Leaf Sports and Entertainment - Toronto

##### Chris Lencheski

President - Front Row Marketing Services - A Comcast Spectacor Subsidiary - Philadelphia

##### Matt Maychak

Vice President of Communications - Canadian Football League - Toronto

##### John McCauley

Senior Director of Marketing - Maple Leaf Sports and Entertainment - Toronto

##### Pat McEleney

Executive Director - 2015 & 2017 IIHF World Junior Championships - Hockey Canada - Toronto

##### Brian McKenna

Commissioner - ECHL - Princeton

##### Bob McKenzie

Hockey Analyst - The Sports Network - Toronto

##### Don Meehan

President, Chief Executive Officer & Certified Player Agent - Newport Sports Management - Mississauga

##### Gord Miller

Play-By-Play Announcer - The Sports Network - Toronto

##### James Mirtle

Hockey Writer - The Globe and Mail, Contributor - TSN 1050 Radio - Toronto

##### Sara Moore

Vice President of Marketing - Canadian Football League - Toronto

##### Scott Moore

President of Broadcasting - Rogers Media - Toronto

##### Pat Morris

Certified Player Agent - Newport Sports Management - Mississauga

##### Bob Nicholson

President & Chief Executive Officer - Hockey Canada - Calgary

##### Dave Nonis

Senior Vice President & General Manager - Toronto Maple Leafs - Toronto

##### Jeffrey Orridge

Executive Director of Sports Properties - Canadian Broadcasting Corporation - Toronto

##### Mike Ouellet

Chief of Business Affairs - National Hockey League Players' Association - Toronto

##### Dr. Natalie Petouhoff

Professor - UCLA - Los Angeles

##### Tom Pistore

Vice President of Ticket Sales & Service - Maple Leaf Sports and Entertainment - Toronto

##### Bruce Popko

Senior Vice President of Business Development - Buffalo Bills - Buffalo

##### Dr. Richard Powers

Professor - Rotman School of Business - University of Toronto - Toronto

##### Don Quinn

Director - NFL Canada - Toronto

##### Dr. James Riordan

Director of MBA in Sport Management - Florida Atlantic University - Boca Raton

##### Annemarie Roe

President - BaAM Productions - Toronto

##### Joe Ross

Vice President, Content - theScore, Inc. - Toronto

##### Alex Rucker

Senior Analytics Consultant - Toronto Raptors - Toronto

##### Jacqueline Ryan

Vice President of Sponsorships & Partnership Programs - Scotiabank - Toronto

##### John Shannon

Broadcaster - Sportsnet - Toronto

##### Dr. Dana Sinclair

Partner & Sports Psychologist - Human Performance International - Toronto

##### Jon Sinden

Manager, Digital Content & Social Media - Toronto Maple Leafs, Toronto Raptors, Toronto FC - Toronto

##### Patti-Anne Tarlton

Senior Vice President & Chief Operating Officer - Ticketmaster Canada - Toronto

##### Anton Thun

Co-Managing Director & Certified Player Agent - MFIVE Sports - Toronto

##### Masai Ujiri (Invited)

President & General Manager - Toronto Raptors - Toronto

##### Trevor Whiffen

Partner - Dickinson Wright LLP & Governor - London Knights - Toronto

##### Tom Wright

Director of Operations - UFC Canada - Toronto

**ENROLL TODAY:** contact Patrice Whiffen - 519.868.2399 email: patricewhiffen@primetimesport.ca

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

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# MONDAY NOVEMBER 11, 2013

## 7:30 Registration and Continental Breakfast

## 8:30 Welcome by Conference Chairs

- Brian Burke** President of Hockey Operations - Calgary Flames  
**Trevor Whiffen** Partner - Dickinson Wright LLP / Governor - London Knights

## 8:40 Introduction and Opening Remarks

Emcee: **Gord Miller** Play by Play Announcer - The Sports Network

## 8:45 The Business of Sports: Meeting the Challenges of a Competitive Market

- Moderator: **Gord Miller** Play by Play Announcer - The Sports Network  
**Doug Boles** President - Indianapolis Motor Speedway  
**Brian Burke** President of Hockey Operations - Calgary Flames  
**Tim Leiweke** President and Chief Executive Officer - Maple Leaf Sports and Entertainment  
**Chris Lencheski** President - Front Row Marketing Services - A Comcast Spectacor Subsidiary  
**Bruce Popko** Senior Vice President of Business Development - Buffalo Bills  
**Masai Ujiri** (Invited) President and General Manager - Toronto Raptors

## 10:00 Gord Miller of TSN Interviews Gary Bettman - Commissioner of the National Hockey League

## 10:30 The Importance of Developing Strong Corporate Partnerships in Sports

- Moderator: **Chris Lencheski** President - Front Row Marketing Services - A Comcast Spectacor Subsidiary -  
**Brian Cooper** President and Chief Executive Officer - S & E Sponsorship Group  
**Katherine Henderson** Senior Vice President of Marketing and Revenue - Pan/Parapan American Games Toronto 2015  
**Dave Hopkinson** Chief Commercial Officer - Maple Leaf Sports and Entertainment  
**Jacqueline Ryan** Vice President of Sponsorships & Partnership Programs - Scotiabank

## 11:30 Developments in Drug Testing, Awareness and Enforcement

- Moderator: **Dr. Richard Powers** Professor - Rotman School of Management - University of Toronto  
**Dr. Matthew Fedoruk** Director of Science - United States Anti-Doping Agency  
**Steven Fehr** Special Counsel - Major League Baseball Players Association & National Hockey League Players' Association  
**Clark Griffith** Sports Lawyer - CCG P.A.

## 12:30 Networking Luncheon - Panel Discussion - Current Issues in the World of Sports

Moderator: **Gord Miller** Play by Play Announcer - The Sports Network

- Sam Cosentino** Host of Baseball Central & Junior Hockey Analyst - Sportsnet  
**Elliotte Friedman** Sports Broadcaster - CBC Sports  
**Nick Kypreos** Hockey Analyst - Sportsnet  
**Bob McKenzie** Hockey Analyst - The Sports Network

## 2:00 Event Management: Organizing, Promoting and Hosting Sporting Events

- Moderator: **Paul Hardy** Events & Competitions Director - International Association of Athletics Federations  
**Robert Hunter** Chief Facilities & Live Entertainment Officer - Maple Leaf Sports and Entertainment  
**Pat McEleney** Executive Director - 2015 and 2017 IIHF World Junior Championships - Hockey Canada  
**Sara Moore** Vice President of Marketing - Canadian Football League  
**Annemarie Roe** President - BaAM Productions

## 3:00 Gord Miller of TSN Interviews Rene Fasel of the IIHF and Bob Nicholson of Hockey Canada

## 3:30 Athlete Evaluation and the Role of Analytics

- Moderator: **Dr. Dana Sinclair** Partner and Sports Psychologist - Human Performance International  
**Kevin Abrams** Assistant General Manager - New York Giants  
**Kevin Cheveldayoff** Executive Vice President & General Manager - Winnipeg Jets  
**Patrick Morris** Certified Player Agent - Newport Sports Management  
**Dave Nonis** Senior Vice President and General Manager - Toronto Maple Leafs  
**Alex Rucker** Senior Analytics Consultant - Toronto Raptors

## 4:30 Athlete Representation Roundtable

- Moderator: **Rob Faulds** Broadcaster - Sportsnet  
**Chris Armstrong** Senior Vice-President - Wasserman Media Group, LLC  
**Chaka Bainbridge** President - Bainbridge Sports  
**Tim Fleiszer** Certified Player Agent - Gil Scott Sports Management  
**Don Meehan** President, Chief Executive Officer and Certified Player Agent - Newport Sports Management  
**Anton Thun** Co-Managing Director & Certified Player Agent - MFIVE Sports

## 5:30 Networking Reception in Support of You Can Play

## 6:45 Conference Concludes for the Day

# TUESDAY NOVEMBER 12, 2013

**7:30** Registration and Continental Breakfast

**8:30** Opening Remarks

Emcee: **Gord Miller** Play by Play Announcer -  
The Sports Network

**8:45** Issues Affecting the Operations of  
Sports Leagues, Associations and  
Federations

Moderator: **Gord Miller** Play by Play Announcer -  
The Sports Network

**Dave Andrews** President and Chief Executive Officer -  
American Hockey League

**Steven Angel** Senior Vice President, League Operations and  
Officiating - National Basketball Association

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

**George Daniel** Commissioner -  
National Lacrosse League

**Brian McKenna** Commissioner - ECHL

**Tom Wright** Director of Operations - UFC Canada

**10:00** Networking / Refreshment Break

**10:15** That's The Ticket: Building Your Brand  
and Selling Out Your Events

Moderator: **Mark Francis** Sports Marketing Consultant - BaAM Productions  
& Professor - UCLA Business School

**Tom Anselmi** Former Chief Operating Officer - Maple Leaf Sports  
and Entertainment

**Tom Pistore** Vice President of Ticket Sales and Service -  
Maple Leaf Sports and Entertainment

**Patti-Anne Tarlton** Senior Vice President and Chief Operating Officer -  
Ticketmaster Canada

**Dan Quinn** Director -  
NFL Canada

**11:30** Legal Issues Affecting Players, Teams,  
Leagues and Facilities

Moderator: **Trevor Whiffen** Partner - Dickinson Wright LLP  
Governor - London Knights

**Richard Brand** Chair of the Sports Industry Practice -  
Arent Fox LLP

**Michael Copeland** President and Chief Operating Officer -  
Canadian Football League

**Clark Griffith** Sports Lawyer - CCG P.A.

**Michael Ouellet** Chief of Business Affairs -  
National Hockey League Players' Association

**12:30** Networking Luncheon: Gord Miller of The  
Sports Network Interviews Donald Fehr (Invited) -  
Executive Director of the National Hockey  
League Players' Association

**2:00** Utilizing New Media to Generate a  
Return on Your Investment

Moderator: **James Mirtle** Hockey Writer - The Globe and Mail,  
Contributor - TSN 1050 Radio

**Matt Maychak** Vice President of Communications -  
Canadian Football League

**John McCauley** Senior Director of Marketing -  
Maple Leaf Sports and Entertainment

**Dr. Natalie Petouhoff** Professor - UCLA

**Joe Ross** Vice President, Content - theScore, Inc.

**3:00** Keynote Address by Brian Burke:  
Going for Olympic Gold in Sochi

**3:30** Networking / Refreshment Break

**3:45** Developments in Television  
Broadcasting and Sports Properties

Moderator: **John Shannon** Broadcaster - Sportsnet

**Stewart Johnston** President -  
The Sports Network

**Phil King** President, CTV Programming and Sports -  
CTV Inc.

**Scott Moore** President of Broadcasting -  
Rogers Media

**Jeffrey Orridge** Executive Director of Sports Properties -  
Canadian Broadcasting Corporation

**4:45** Careers in Sport Workshop: The Long  
and Winding Road

Moderator: **Rob Faulds** Broadcaster - Sportsnet

**Dr. Chris Chard** Sports Management Professor -  
Brock University

**Larry Landon** Executive Director -  
Professional Hockey Players' Association

**Dr. Lynn Lashbrook** President -  
Sports Management Worldwide

**Dr. James Riordan** Director of MBA in Sport Management -  
Florida Atlantic University

**Jon Sinden** Manager: Digital Content & Social Media - Toronto  
Maple Leafs, Toronto Raptors, Toronto FC

**5:45** Networking Reception in Support of You Can Play

**6:45** Conference Concludes for the Day  
- Thank You for Attending



# REGISTRATION FORM

## 2013 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 breakfasts, lunches, and break refreshments.

### Registration fees are as follows:

#### 1. EARLY BIRD SPECIAL DISCOUNT:

Available for the first 30 regular registrations received and paid in full by September 30, 2013: \$795.00 + HST (\$898.35)

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

3. Amateur Organizations: \$599 + HST (\$676.87) Both Days

4. All Regular Registrations: \$479 + HST (\$541.27) Per Day or \$949.00 + HST (\$1,072.37) Both Days

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.

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I will be attending the conference on:  November 11  November 12  November 11 and 12

Signature \_\_\_\_\_

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 Hotel - 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 the Reservations Department at 1-800-325-3535. Reservations must be made by October 15th, 2013 in order to receive the preferred rate. Reservations are based on hotel availability.

### 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 17th, 2013. No refunds are available after October 17th.

### Date & Times

#### November 11 - 12, 2013

#### Day One

7:30 am Registration & Breakfast

8:30 am Opening Remarks

5:30 pm Networking Reception

#### Day Two

7:30 am Continental Breakfast

8:30 am Opening Remarks

6:45 pm Conference Ends

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