

CONFERENCE PROGRAM
 IS ELIGIBLE FOR
**CONTINUING
 LEGAL EDUCATION**
 IN SOME JURISDICTIONS

2014 SPORTS MANAGEMENT CONFERENCE

**7th
 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

Matt Alinec
 Senior Vice President and Chief Sales Officer,
 Hamilton Tiger-Cats Football Club - Hamilton

Dave Andrews
 President & Chief Executive Officer,
 American Hockey League - Springfield

Steven Angel
 Senior Vice President, Referee Operations and Analytics,
 National Basketball Association - New York

Tom Anselmi
 Former President and Chief Executive Officer,
 Maple Leaf Sports and Entertainment - Toronto

Chris Armstrong
 Senior Vice President, Wasserman Media Group, LLC - Toronto

Chaka Bainbridge
 President, Bainbridge Sports - Miami

Michael Bartlett
 Senior Director, Corporate Responsibility,
 MLSE & Executive Director, MLSE Foundation - Toronto

Marc Bergevin
 General Manager, Montreal Canadiens - Montreal

Gary Bettman
 Commissioner, National Hockey League - New York

Mark Bradley
 Director, The Fan Experience Company - London, UK

Brian Burke
 President of Hockey Operations, Calgary Flames - Calgary

Chris Cabott
 COO, Lawyer and NFL Player Agent, Steinberg Sports and
 Entertainment - Los Angeles

Dr. Chris Chard
 Sports Management Professor, Brock University - St. Catharines

Brian Cooper
 President & Chief Executive Officer, S & E Sponsorship Group -
 Toronto

Michael Copeland
 President & Chief Operating Officer,
 Canadian Football League - Toronto

Bill Daly
 Deputy Commissioner, National Hockey League - New York

George Daniel
 Commissioner, National Lacrosse League - New York

Mark Ditmars
 Vice President, Corporate Partnerships,
 Toronto Blue Jays - Toronto

Kyle Dubas
 Assistant General Manager, Toronto Maple Leafs - Toronto

Don Fehr
 Executive Director,
 National Hockey League Players' Association - Toronto

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

Mark Francis
 Consultant, BaAM Productions & Professor, UCLA - Los Angeles

Elliott Friedman
 Broadcaster, Sportsnet - Toronto

Brendan Fyfe
 Senior Manager, Lottery Product Development,
 Ontario Lottery and Gaming Corporation (OLG) - Toronto

Dr. Pat Graham
 Founder and Owner, The Core Optimum Health Centre, Official
 Chiropractor for the Toronto Blue Jays - Toronto

Professor Stephen Greyser
 Professor of Marketing and Communications,
 Harvard Business School - Boston

Clark Griffith
 Sports Lawyer, Griffith Consulting LLC - Minneapolis

Bill Guertin
 Owner, The 800 Pound Gorilla - Chicago

Rick Horrow
 Sports Business Consultant/Analyst & Host of 'Beyond the
 Scoreboard', Yahoo Sports Radio - Miami

Shannon Hosford
 Vice President of Marketing and Communications,
 Maple Leaf Sports and Entertainment - Toronto

Cameron Hughes
 Multimedia Host and Fan Engagement Specialist,
 Cameron Cheers - New York

Jeff Hunt
 President and Governor,
 Ottawa Redblacks of the Canadian Football League - Ottawa

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

Stewart Johnston
 President, The Sports Network (TSN) - Toronto

Gord Kirke
 Sports Lawyer and Special Lecturer, Global Resolutions & University
 of Toronto Faculty of Law - Toronto

Jim Kozak
 Senior Director, B2B & Sports Partnerships,
 Canadian Broadcasting Corporation - Toronto

Adam Larry
 Director of Licensing and Associate Counsel,
 National Hockey League Players' Association - Toronto

Dr. Lynn Lashbrook
 President and Certified NFL Player Agent,
 Sports Management Worldwide - Portland

Chris Lencheski
 President, Phoenicia Sport & Entertainment - Philadelphia

Abraham Madkour
 Executive Editor, SportsBusiness Journal/Daily - Charlotte

Dan Marr
 Director of Central Scouting,
 The National Hockey League - Toronto

Kyle McMann
 Group Vice President, Integrated Sales,
 NHL Enterprises - Toronto

Don Meehan
 President, CEO and Certified NHL Player Agent,
 Newport Sports Management - Mississauga

Gilberto Mendoza
 Vice President, World Boxing Association - Panama

Gord Miller
 Play-by-Play Announcer, The Sports Network - Toronto

Johnny Miller
 CEO/Founder, Manomatix,
 Bamboo Social Media CRM Software - Redwood Shores

Patrick Morris
 Certified NHL Player Agent,
 Newport Sports Management - Mississauga

Jim Neish
 Vice President, IMG Sports Licensing - Toronto

Jeffrey Orridge
 Executive Director, CBC Sports and General Manager, Olympics,
 Canadian Broadcasting Corporation - Toronto

Dr. Paul Piccininni
 Dentist, Medical Committee
 International Ice Hockey Federation - Toronto

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

Camille Quenneville
 Chief Executive Officer,
 Canadian Mental Health Association - Ottawa

Dr. Tim Rindisbacher
 Director of Sports Health, Cleveland Clinic Canada - Toronto

Dr. James Riordan
 Director of MBA in Sport Management,
 Florida Atlantic University - Boca Raton

Jacqueline Ryan
 Vice President of Sponsorships & Partnership Programs,
 Scotiabank - Toronto

Greg Sansone
 Head of Programming, Sportsnet - Toronto

Kim Saunders
 Associate Vice President, Sponsorships and Sports Partners,
 Canadian Tire Corporation - Toronto

Daryl Seidman
 Manager of Consumer Products,
 National Football League (NFL) Canada - Toronto

Brendan Shanahan
 President and Alternate Governor - Toronto Maple Leafs - Toronto

John Shannon
 Broadcaster, Sportsnet - Toronto

Matthew Shuber
 Vice President, Business Affairs and Legal Counsel,
 Toronto Blue Jays - Toronto

Carlos Silva
 President and Chief Operating Officer, Back9Network - Hartford

Dr. Dana Sinclair
 Partner & Sports Psychologist,
 Human Performance International - Toronto

Szymon Szemberg
 Chief Operating Officer,
 European Champions Hockey League - Zurich

Dr. John Theodoropoulos
 Orthopaedic Surgeon, University of Toronto,
 Toronto Maple Leafs and Toronto Blue Jays - Toronto

Anton Thun
 Co-Managing Director & Certified Player Agent,
 MFI5 Sports - Uxbridge

Brad Treiving
 General Manager, Calgary Flames - Calgary

Masai Ujiri
 General Manager, Toronto Raptors - Toronto

Allen Vansen
 Executive Vice President of Operations,
 Sport and Venue Management, Toronto 2015 Pan/Parapan
 American Games - Toronto

Tom Whaley
 Executive Vice President and Owner,
 St. Paul Saints Baseball Club - St. Paul

Trevor Whiffen
 Partner, Dickinson Wright LLP and Governor,
 London Knights Hockey Club - Toronto

Tom Wright
 UFC Managing Director, Ultimate Fighting Championship (UFC)
 Canada, Australia and New Zealand - Toronto

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

Register online at: www.primetimesport.ca

Facebook.com/PrimeTimeSE
 Twitter.com/PrimeTimeSE
 YouTube.com/PrimeTimeSE

MONDAY NOVEMBER 17, 2014

6:45 Registration and Continental Breakfast

7:50 Welcome by Conference Chairs

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

8:00 Keynote Address: Gord Miller Interview with Bill Daly, Deputy Commissioner of the National Hockey League

8:30 League Operations Roundtable

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, Referee Operations and Analytics - National Basketball Association
Michael Copeland President and Chief Operating Officer - Canadian Football League
George Daniel Commissioner - National Lacrosse League
Szymon Szemberg Chief Operating Officer - European Champions Hockey League

9:45 Athlete Evaluations and the Role of Analytics

Moderator: Brian Burke President of Hockey Operations - Calgary Flames
Kevin Abrams Assistant General Manager - New York Giants
Kyle Dubas Assistant General Manager - Toronto Maple Leafs
Dan Marr Director of Central Scouting - National Hockey League
Brad Treliving General Manager - Calgary Flames
Masai Ujiri General Manager - Toronto Raptors

11:00 Keynote Address: Gord Miller Interview with Gary Bettman, Commissioner of the National Hockey League

11:30 Sports Injuries and Return to Play Issues

Moderator: Dr. Dana Sinclair Partner and Sports Psychologist - Human Performance International
Dr. Pat Graham Founder and Owner - The Core Optimum Health Centre, Official Chiropractor for the Toronto Blue Jays
Dr. Paul Piccininni Dentist, Medical Committee - International Ice Hockey Federation
Dr. Tim Rindlisbacher Director of Sports Health - Cleveland Clinic Canada
Dr. John Theodoropoulos Orthopaedic Surgeon - University of Toronto, Toronto Maple Leafs and Toronto Blue Jays

12:30 Networking Luncheon

1:00 Panel Discussion – Current Issues in the World of Sports

Moderator: Gord Miller Play-by-Play Announcer - The Sports Network
Elliotte Friedman Broadcaster - Sportsnet
Rick Horrow Sports Business Consultant/Analyst & Host of 'Beyond the Scoreboard' - Yahoo Sports Radio
John Shannon Broadcaster - Sportsnet

1:30 Risk Management and Crisis Avoidance

Moderator: Professor Stephen A. Greyser Professor of Marketing and Communications - Harvard Business School
Steven Fehr Special Counsel - Major League Baseball Players Association / National Hockey League Players' Association
Clark Griffith Sports Lawyer - Griffith Consulting LLC
Patrick Morris Certified NHL Player Agent - Newport Sports Management
Camille Quenneville Chief Executive Officer - Canadian Mental Health Association

2:30 Keynote Address: Gord Miller Interview with Brian Burke, President of Hockey Operations for the Calgary Flames and Marc Bergevin, General Manager for the Montreal Canadiens

3:15 Player Agents Roundtable

Moderator: Elliotte Friedman Broadcaster - Sportsnet
Chris Armstrong Senior Vice President - Wasserman Media Group, LLC
Chaka Bainbridge President - Bainbridge Sports
Chris Cabott Chief Operating Officer, Lawyer and NFL Player Agent - Steinberg Sports and Entertainment
Dr. Lynn Lashbrook President and Certified NFL Player Agent - Sports Management Worldwide
Don Meehan President, Chief Executive Officer and Certified Player Agent - Newport Sports Management

4:30 Legal Issues in Sport: Protecting Players, Teams and Leagues

Moderator: Trevor Whiffen Partner - Dickinson Wright LLP
Governor - London Knights
Rick Horrow Sports Business Consultant/Analyst & Host of 'Beyond the Scoreboard' - Yahoo Sports Radio
Gord Kirke Sports Lawyer and Special Lecturer - Global Resolutions and University of Toronto Faculty of Law
Anton Thun Co-Managing Director and Certified Player Agent - MFIVE Sports
Tom Whaley Executive Vice President and Owner - St. Paul Saints Baseball Club

5:30 Networking Reception

7:00 PrimeTime Sports Management Case Competition Sponsored by Ryerson University - Finalists Presentation

8:00 Conference Concludes for the Day

TUESDAY NOVEMBER 18, 2014

7:30 Registration and Continental Breakfast

8:00 Keynote Address: Gord Miller Interview with Don Fehr, Executive Director of the National Hockey League Players' Association

8:30 Business Challenges Facing Sports Teams, Organizations and Facilities

Moderator: Abraham Madkour Executive Editor - SportsBusiness Journal/Daily

Brian Burke President of Hockey Operations - Calgary Flames
Jeff Hunt President and Governor - Ottawa Redblacks
Robert Hunter Chief Facilities and Live Entertainment Officer - Maple Leaf Sports and Entertainment
Gilberto Mendoza Vice President - World Boxing Association
Tom Wright UFC Managing Director - Ultimate Fighting Championship (UFC) Canada, Australia and New Zealand

9:45 Developing and Maintaining Corporate Partnerships

Moderator: Brian Cooper President and Chief Executive Officer - S & E Sponsorship Group

Mark Ditmars Vice President of Corporate Partnerships - Toronto Blue Jays
Chris Lencheski President - Phoenicia Sport & Entertainment
Jacqueline Ryan Vice President, Sponsorships & Partnership Programs - Scotiabank
Kim Saunders Associate Vice President, Sponsorships and Sports Partners - Canadian Tire Corporation

10:45 Merchandising, Licensing and Alternative Revenue Streams

Moderator: Jim Neish Vice President - IMG Sports Licensing
Brendan Fyfe Senior Manager, Lottery Product Development - Ontario Lottery and Gaming Corporation (OLG)
Adam Larry Director of Licensing and Associate Counsel - National Hockey League Players' Association
Daryl Seidman Manager of Consumer Products - National Football League (NFL) Canada
Matthew Shuber Vice President, Business Affairs and Legal Counsel - Toronto Blue Jays

11:45 PrimeTime Sports Management Case Competition Sponsored by Ryerson University - Award Presentation by Gord Miller

11:50 Networking Luncheon

12:45 Keynote Address: Gord Miller Interview with Brendan Shanahan, President and Alternate Governor of the Toronto Maple Leafs

1:30 Fan Engagement: Improving the Fan Experience

Moderator: Tom Whaley Executive Vice President and Owner - St. Paul Saints Baseball Club

Mark Bradley Director - The Fan Experience Company
Shannon Hosford Vice President of Marketing and Communications - Maple Leaf Sports and Entertainment
Cameron Hughes Multimedia Host and Fan Engagement Specialist - Cameron Cheers
Johnny Miller Chief Executive Officer and Founder - Manumatix (Bamboo Social Media CRM Software)

2:30 Hosting and Selling Out the Big Event

Moderator: Dr. Chris Chard Sports Management Professor - Brock University

Mark Francis Consultant, BaAM Productions Professor, UCLA
Bill Guertin Owner - The 800 Pound Gorilla
Tom Pistore Vice President of Ticket Sales and Service - Maple Leaf Sports and Entertainment
Allen Vansen Executive Vice President of Operations, Sport and Venue Management - Toronto 2015 Pan/Parapan American Games

3:30 Developments in Media

Moderator: Chris Lencheski President - Phoenicia Sport & Entertainment

Stewart Johnston President - The Sports Network
Jeffrey Orridge Executive Director, CBC Sports and General Manager, Olympics - Canadian Broadcasting Corporation
Greg Sansone Head of Programming - Sportsnet
Carlos Silva President and Chief Operating Officer - Back9Network

4:30 Careers in Sport: Business Operations

Moderator: Tom Anselmi Former President and Chief Executive Officer - Maple Leaf Sports and Entertainment

Matt Afinec Senior Vice President and Chief Sales Officer - Hamilton Tiger-Cats Football Club
Michael Bartlett Senior Director, Corporate Responsibility - Maple Leaf Sports and Entertainment & Executive Director - MLSE Foundation
Jim Kozak Senior Director, B2B & Sports Partnerships - Canadian Broadcasting Corporation
Kyle McMann Group Vice President, Integrated Sales, NHL Enterprises
Dr. James Riordan Director of MBA in Sport Management - Florida Atlantic University

5:30 Networking Reception

6:45 Conference Concludes - Thank You for Attending



REGISTRATION FORM

2014 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: \$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 to register

Cheque enclosed payable to PrimeTime Sports and Entertainment Inc.

Bill My Credit Card

Total Amount: _____ Payment Type: Visa Mastercard

Name On Card: _____

Credit Card Number: _____ Expiration (mm/yy) _____

I will be attending the conference on: November 17 November 18 November 17 and 18

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 visiting <https://www.starwoodmeeting.com/Book/2HK14A>. Reservations must be made by October 15th, 2014 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, 2014. No refunds are available after October 17th.

Date & Times

November 17 - 18, 2014

Day One - Nov. 17
6:45 am Registration & Breakfast
7:50 am Welcome
5:30 pm Networking Reception

Day Two - Nov. 18
7:30 am Continental Breakfast
8:30 am Conference Begins
6:45 pm Conference Ends

Trade Show Sponsored by:



Charitable Partner:



www.primetimesport.ca

Facebook.com/PrimeTimeSE
Twitter.com/PrimeTimeSE
YouTube.com/PrimeTimeSE