

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

2015 SPORTS MANAGEMENT CONFERENCE

**8th
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



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 Assistant General Manager, New York Giants - New York

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

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

Darren Arnold
 Senior Director, National Sales Center & General Manager,
 Canadian Operations, The Aspire Group Inc. - Atlanta

Andrew Baker
 Director, Games, Canadian Olympic Committee - Ottawa

Michael Bartlett
 Executive Director, MLSE Foundation - Toronto

Kate Beirness
 SportsCaster, The Sports Network - Toronto

Gary Bettman
 Commissioner, National Hockey League - Toronto

Tim Bezbatchenko
 General Manager, Toronto FC - Toronto

Darryl Boynton
 General Manager, Toronto 2015 & 2017 World Junior
 Championship, Hockey Canada - Toronto

Graham Brown
 Chief Executive Officer,
 Canadian Interuniversity Sport - Toronto

Brian Burke
 President of Hockey Operations, Calgary Flames - Calgary

Patrick Burke
 Director, Department of Player Safety, NHL and Co-Founder
 & President, You Can Play - New York

Chris Cabott
 Chief Operating Officer, Lawyer & NFL Player Agent,
 Steinberg Sports & Entertainment - Philadelphia

Robert Carr (Invited)
 General Counsel, Detroit Red Wings - Detroit

Dan Cohen
 Managing Partner, Senior Vice President, Americas,
 MP & SILVA - New York

Susan Cohig
 Senior Vice President, Business Affairs,
 National Hockey League - New York

Ned Colletti
 Senior Advisor to the President and CEO,
 Los Angeles Dodgers - Los Angeles

Michael Copeland
 President and Chief Executive Officer,
 Toronto Argonauts - Toronto

Taylor Coulis
 Director, Programmatic, the Score - Toronto

Bill Daly
 Deputy Commissioner, National Hockey League - New York

George Daniel
 Commissioner, National Lacrosse League - New York

John Doig
 Chief Marketing Officer, Scotiabank - Toronto

Brian Edwards
 Founder & Chairman of the Board,
 Edwards Technologies Inc. - El Segundo, California

Josh Epstein
 Director of Marketing,
 Newport Sports Management - Mississauga

Leo Ezerins
 Executive Director, CFL Alumni Association - Hamilton

Don Fehr (Invited)
 Executive Director,
 National Hockey League Players Association - Toronto

Steven Fehr
 Special Counsel, NHLPA & Former Legal Counsel,
 MLBPA - Kansas City

Mike Fenton
 Co-Chair, 5 To Watch Awards - Toronto

Mark Francis
 Vice President of Marketing & Media Relations,
 RS Ice Sports & Entertainment and Professor,
 UCLA - Los Angeles

Sandra Gage
 Chief Marketing and Communications Officer,
 FIFA Women's World Cup Canada 2015 - Ottawa

Adam Graves
 Founder, Smilezone Foundation - Oakville

Professor Stephen A. Greyser
 Professor of Marketing/Communications,
 Harvard Business School - Boston

Clark Griffith
 Managing Director & Sports Lawyer,
 Griffith Consulting LLC - Minneapolis

Cliff Hart
 Partner, Borden Ladner Gervais LLP - Toronto

Mark Healy
 Chief Marketing Officer, Tennis Canada - Toronto

Rick Horrow
 CEO, Horrow Sports Ventures & Host, "Beyond the Medals:
 The Business of Sport," NBC Universal Sports - Miami

Jeff Hunt
 President, OSEG Sports, Ottawa Redblacks - Ottawa

Robert Hunter
 Chief Project Development Officer,
 Maple Leaf Sports and Entertainment - Toronto

Derek Kent
 Chief Marketing Officer,
 Canadian Olympic Committee - Toronto

Laurie Kepron
 President, Integrated Marketing,
 National Hockey League - New York

Aras Kolya
 Manager, New Business Development,
 Maple Leaf Sports and Entertainment - Toronto

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

Chris Lencheski
 President and CEO, Phoenicia Sport - Philadelphia

Matthew Logue
 Executive Vice President and Chief Operating Officer,
 S & E Sponsorship Group - Toronto

Dan MacKenzie
 Vice President and General Manager, NBA Canada - Toronto

Eric Macramalla
 Partner, Gowlings & Legal Analyst, TSN Radio - Ottawa

Tyler Mazereeuw
 Vice President, Corporate Partnerships,
 Canadian Football League - Toronto

Tim McBride
 Co-Founder, Pledger - Los Angeles

Don Meehan
 President, Chief Executive Officer and Certified Player Agent -
 Newport Sports Management - Mississauga

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

Reid Mitchell
 Director of Hockey and Scouting Operations,
 Toronto Maple Leafs - Toronto

Scott Mitchell
 Chief Executive Officer, Hamilton Tiger-Cats - Hamilton

Sara Moore
 Senior Vice President of Business Operations,
 Toronto Argonauts - Toronto

Scott Moore
 President, Sportsnet and NHL Properties, Rogers - Toronto

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

Andrew Nicholson
 Senior Director, Digital - Sacramento Kings - Sacramento

Andre Nowakowski
 Partner, Miller Thomson LLP - Toronto

Mike Oke
 General Manager, Peterborough Petes - Peterborough

Michele O'Keefe
 President and CEO, Canada Basketball - Etobicoke

Jeffrey L. Orridge
 Commissioner, Canadian Football League - Toronto

Richard Peddie
 Former President and CEO of Maple Leaf Sports and
 Entertainment - Toronto

Shawn Redmond
 Vice President, Programming and Marketing -
 The Sports Network - Toronto

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

Michael Rossi
 President, Adidas Group Canada - Toronto

Jacqueline Ryan
 Vice President, Sponsorship and Partnerships -
 Scotiabank - Toronto

Vijay Setlur
 Sports Marketing Instructor, Schulich School of Business,
 York University - Toronto

John Shannon
 Sports Broadcaster, Rogers Sportsnet - Toronto

Chris Shewfelt
 Senior Director of Global Partnerships,
 Maple Leaf Sports and Entertainment - Toronto

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

Janet Marie Smith
 Senior Vice President - Planning and Development,
 Los Angeles Dodgers - Los Angeles

Frank Supovitz
 President and CEO,
 Fast Traffic Events & Entertainment - New York

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

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

Trevor Whiffen
 Partner, Dickinson Wright LLP & Governor,
 London Knights - Toronto

Tom Wilson (Invited)
 President, Detroit Red Wings - Detroit

ENROLL TODAY: contact **Patrice Whiffen** ~ 519.868.2399

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REGISTRATION FORM 2015 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.

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I will be attending the conference on: November 9 November 10 November 9 and 10

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. Reservations must be made by October 17th, 2015 in order to receive the preferred rate. Please contact Emile Mansour at emile.mansour@westin.com to book your room. 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 15, 2015. No refunds are available after October 15th.

Date & Times

November 9 & 10, 2015

Day One - Nov. 9

7:00 am - Registration and Continental Breakfast
8:15 am - Welcome
6:00 pm - Networking Reception

Day Two - Nov. 10

7:30 am - Registration and Continental Breakfast
7:50 am - Welcome
6:00 pm - Networking Reception

Trade Show Sponsored by:



Careers in Sport Workshop is Sponsored by:



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**8th ANNUAL PRIMETIME SPORTS MANAGEMENT
CONFERENCE AND TRADE SHOW**

AGENDA

**MONDAY, NOVEMBER 9, 2015
WESTIN HARBOUR CASTLE HOTEL
TORONTO, ONTARIO**

7:00 Registration and Continental Breakfast

8:15 Welcome by Gord Miller of The Sports Network and Conference Chairs

Brian Burke
President of Hockey Operations
Calgary Flames

Trevor Whiffen
Partner - Dickinson Wright LLP
Governor – London Knights

**8:30 League Operations Roundtable: Building for the Future Through
Expansion, Re-Location and New Media Deals**

Moderator: Gord Miller
Play By Play Announcer
The Sports Network

Dave Andrews
President and Chief Executive Officer
American Hockey League

Bill Daly
Deputy Commissioner
National Hockey League

George Daniel
Commissioner
National Lacrosse League

Jeffrey L. Orridge
Commissioner
Canadian Football League

9:30 Keynote Address: Gord Miller Interview with Gary Bettman, Commissioner of the National Hockey League

10:00 Challenges Facing Amateur Sports Organizations

Moderator: Professor Stephen A. Greyser
Professor of Marketing/Communications
Harvard Business School

Graham Brown
Chief Executive Officer
Canadian Interuniversity Sport (CIS)

Mark Healy
Chief Marketing Officer
Tennis Canada

Michele O'Keefe
President & CEO
Canada Basketball

Dr. Rick Powers
Director, Rugby Canada
Professor, Rotman School of Business, University of Toronto

11:00 Legal Issues: Protecting Your League, Team and Players

Moderator: Trevor Whiffen
Partner – Dickinson Wright LLP
Governor – London Knights Hockey Club

Robert Carr (*Invited*)
General Counsel
Detroit Red Wings

Steven Fehr

Special Counsel
National Hockey League Players' Association
Former Legal Counsel, Major League Baseball Players Association

Clark Griffith

Managing Director
Griffith Consulting LLC

Eric Macramalla

Partner - Gowlings
Legal Analyst – TSN Radio

Matthew Shuber (*Invited*)

Vice President, Business Affairs and Legal Counsel
Toronto Blue Jays

12:00 NETWORKING LUNCHEON and PANEL DISCUSSION: "Expanding the Footprint of Professional Sports Beyond North America"

Moderator: Gord Miller

Play By Play Announcer
The Sports Network

Kevin Abrams

Assistant General Manager
New York Giants

Brian Burke

President of Hockey Operations
Calgary Flames

Szymon Szemberg

Former Chief Operating Officer
European Champions Hockey League

Rick Vaive
Former Captain
Toronto Maple Leafs

2:00 Draft Day Decisions: Determining Which Player is Bigger, Stronger, Faster...and Smarter

Moderator: Brian Burke
President of Hockey Operations
Calgary Flames

Kevin Abrams
Assistant General Manager
New York Giants

Tim Bezbatchenko
General Manager
Toronto FC

Ned Colletti
Senior Advisor to the President and CEO
Los Angeles Dodgers

Patrick Morris
Certified Player Agent
Newport Sports Management

3:00 Negotiating Player Contracts in a Salary-Cap World

Moderator: Gord Miller
Play By Play Announcer
The Sports Network

Kevin Abrams
Assistant General Manager
New York Giants

Brian Burke
President of Hockey Operations
Calgary Flames

Ned Colletti
Senior Advisor to the President and CEO
Los Angeles Dodgers

Don Meehan
President, Chief Executive Officer and Certified Player Agent
Newport Sports Management

Chris Cabott
Chief Operating Officer, Lawyer & NFL Player Agent
Steinberg Sports & Entertainment

4:00 Mock NHL Labour Arbitration

Cliff Hart
Partner
Borden Ladner Gervais LLP

Don Meehan
President, Chief Executive Officer and Certified Player Agent
Newport Sports Management

Andre Nowakowski
Partner
Miller Thomson LLP

5:00 5 to Watch Award Winners: Big Deals Done by Young Guns

Moderator: Mike Fenton
Co-Chair
5 to Watch Awards

Andrew Baker
Director, Games
Canadian Olympic Committee

Tyler Mazereeuw

Vice President, Corporate Partnerships
Canadian Football League

Michael Rossi

President
Adidas Group Canada

Chris Shewfelt

Senior Director of Global Partnerships
Maple Leaf Sports and Entertainment

6:00 Networking Reception in support of You Can Play

7:00 – Careers in Sport Workshop: The Power of Networking - Hosted by Sports Management Worldwide

Moderator: Dr. Lynn Lashbrook

President – Sports Management Worldwide
Certified NFL Player Agent

Darren Arnold

Senior Director, National Sales Center & General Manager, Canadian Operations
The Aspire Group Inc.

Andrew Baker

Director, Games
Canadian Olympic Committee

Taylor Coulis

Director, Programmatic
theScore

Leo Ezerins

Executive Director
Canadian Football League Alumni Association

Mike Fenton
Co-Chair
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Aras Kolya
Manager, New Business Development
Maple Leaf Sports and Entertainment

Reid Mitchell
Director of Hockey and Scouting Operations
Toronto Maple Leafs

Mike Oke
General Manager
Peterborough Petes

Dr. James Riordan
Director, MBA in Sport
Florida Atlantic University

Vijay Setlur
Sports Marketing Instructor
Schulich School of Business – York University

TUESDAY, NOVEMBER 10, 2015

7:30 Registration and Continental Breakfast

7:50 Welcome by Kate Beirness of The Sports Network

8:00 Keynote Address: Kate Beirness Interview with Donald Fehr, Executive Director of the National Hockey League Players Association (*Invited*)

8:45 Challenges Facing Team and League Operations: Staying Profitable in a Competitive Marketplace

Moderator: Kate Beirness

Sportscaster
The Sports Network

Brian Burke

President of Hockey Operations
Calgary Flames

Susan Cohig

Senior Vice President, Business Affairs
National Hockey League

Ned Colletti

Senior Advisor to the President and CEO
Los Angeles Dodgers

Michael Copeland

President and Chief Executive Officer
Toronto Argonauts

Richard Peddie

Former President and CEO
Maple Leaf Sports and Entertainment

Tom Wilson (*Invited*)

President
Detroit Red Wings

10:00 Social Responsibility in Sports: The Importance of Giving Back

Moderator: Tom Anselmi

Former Chief Operating Officer
Maple Leaf Sports and Entertainment

Patrick Burke

Co-Founder & President - You Can Play
Director, Department of Player Safety - National Hockey League

Michael Bartlett

Senior Director, Corporate Responsibility – Maple Leaf Sports and Entertainment

| |
|--|
| Executive Director – MLSE Foundation |
| Adam Graves Founder Smilezone Foundation |
| Jacqueline Ryan Vice President, Sponsorships & Partnership Programs Scotiabank |
| 11:00 Organizing and Hosting Special Events: Lessons Learned in 2015 |
| Moderator: Dan MacKenzie Vice President and General Manager NBA Canada |
| Darryl Boynton General Manager Toronto, 2015 and 2017 World Junior Championship at Hockey Canada |
| Sandra Gage Chief Marketing and Communications Officer FIFA Women's World Cup Canada 2015 |
| Sara Moore Senior Vice President of Business Operations Toronto Argonauts |
| Frank Supovitz President and CEO Fast Traffic Events & Entertainment/Former VP – Events, National Football League |
| Allen Vansen Executive Vice President of Operations, Sport and Venue Management Toronto 2015 Pan American Games |
| 12:00 NETWORKING LUNCHEON and PANEL DISCUSSION: “Las Vegas or Bust: Where Sports, Entertainment and Gaming Collide” |

Moderator: Kate Beirness

Sportscaster
The Sports Network

Brian Burke

President of Hockey Operations
Calgary Flames

Ned Colletti

Senior Advisor to the President and CEO
Los Angeles Dodgers

Rick Horrow

CEO – Horrow Sports Ventures
Host – “Beyond the Medals: The Business of Sport,” NBC Universal Sports

John Shannon

Sportscaster
Rogers Sportsnet

2:00 Corporate Partnerships and Sponsorship Agreements

Moderator: Chris Lencheski

President and CEO
Phoenicia Sport & Entertainment

John Doig

Chief Marketing Officer
Scotiabank

Josh Epstein

Director of Marketing
Newport Sports Management

Derek Kent

Chief Marketing Officer
Canadian Olympic Committee

Laurie Kepron

Vice-President, Integrated Marketing
National Hockey League

Matthew Logue

Executive Vice President and Chief Operating Officer
S & E Sponsorship Group

3:00 Key Considerations in New Stadium Construction: If You Build It, Will they Come?

Moderator: Rick Horrow

CEO – Horrow Sports Ventures
Host – “Beyond the Medals: The Business of Sport,” NBC Universal Sports

Jeff Hunt

President, OSEG Sports
Ottawa Redblacks

Robert Hunter

Chief Project Development Officer
Maple Leaf Sports and Entertainment

Scott Mitchell

Chief Executive Officer
Hamilton Tiger-Cats

Janet Marie Smith

Senior Vice President-Planning and Development
Los Angeles Dodgers

4:00 Enhancing the Fan Experience: The Convergence of Sports and Entertainment

Moderator: Mark Francis

Vice President of Marketing & Media Relations, RS Ice Sports & Entertainment and Professor, UCLA Anderson School of Management

Brian Edwards

Founder & Chairman of the Board
Edwards Technologies Inc.

Andrew Nicholson

Senior Director, Digital
Sacramento Kings

Janet Marie Smith

Senior Vice President-Planning and Development
Los Angeles Dodgers

5:00 The Art of the Deal: Developments In Sports Media

Moderator: John Shannon

Sports Broadcaster
Rogers Sportsnet

Rick Horrow

CEO – Horrow Sports Ventures
Host – “Beyond the Medals: The Business of Sport,” NBC Universal Sports

Dan Cohen

Managing Partner, Senior Vice President, Americas
MP & SILVA

Scott Moore

President, Sportsnet and NHL Properties
Rogers

Shawn Redmond

Vice President, Programming and Marketing
The Sports Network

6:00 Networking Reception in support of You Can Play

7:00 Conference Concludes – Thank You For Attending