

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

# 2016 SPORTS MANAGEMENT CONFERENCE

**9th  
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  
SPONSORED BY**



Matt Afinec  
 Executive Vice President – Business Operations – Hamilton  
 Tiger-Cats – Hamilton  
 Dave Andrews  
 President and Chief Executive Officer – American Hockey  
 League – Springfield  
 Tom Anselmi  
 Former Chief Operating Officer – Maple Leaf Sports &  
 Entertainment – Toronto  
 Anthony Antonelli  
 Vice President – Marketing, Brand, & Content Distribution –  
 Ultimate Fighting Championship – Toronto  
 Mark Atkins  
 President – Lighthouse Search – Toronto  
 Jeff Atkinson  
 President – Honda Indy Toronto – Toronto  
 Michael Bartlett  
 Executive Director – MLSE Foundation – Toronto  
 Anthony Batchelor  
 Partner – Odgers Berndtson – Toronto  
 Kate Beirmess  
 Host of Sports Centre – The Sports Network (TSN) – Toronto  
 Jessica Berman  
 Vice President – Special Projects & Corporate Social  
 Responsibility – National Hockey League – New York  
 Gary Bettman  
 Commissioner – National Hockey League – New York  
 Tim Bezbatchenko  
 General Manager – Toronto FC – Toronto  
 Dr. Cheri Bradish  
 Professor – Sports Marketing – Ryerson University – Toronto  
 Brian Burke  
 President of Hockey Operations – Calgary Flames – Calgary  
 Meghan Chayka  
 Co-Founder – Stathletes – St. Catharines  
 Ned Colletti  
 Senior Advisor – Los Angeles Dodgers – Los Angeles  
 Brian Cooper  
 President & CEO – S & E Sponsorship Group – Toronto  
 Michael Copeland  
 President and Chief Executive Officer – Toronto Argonauts –  
 Toronto  
 Taylor Coulis  
 Director, Programmatic – theScore Inc. – Toronto  
 Rick Curran  
 Registered Player Agent – Orr Hockey Group – Boston  
 Bill Daly  
 Deputy Commissioner – National Hockey League – New York  
 Maria Dennis  
 Associate Counsel – National Hockey League Players’  
 Association – Toronto  
 John Doig (Invited)  
 Executive Vice President & Chief Marketing Officer –  
 Scotiabank – Toronto  
 Leo Ezerins  
 Executive Director – CFL Alumni Association – Hamilton  
 Don Fehr  
 Executive Director – National Hockey League Players’  
 Association – Toronto  
 Lisa Ferkul  
 Director of Hockey Partnership – Scotiabank – Toronto  
 Mike Ferriman  
 Director – Toronto Maple Leafs – Toronto  
 Mark Francis  
 Sports Business Professor – UCLA Anderson Center for MEMES –  
 Los Angeles  
 Landon French  
 President – Canadian Tire Jumpstart Charities – Toronto  
 Elliott Friedman  
 Broadcaster – Sportsnet – Toronto

Mike Futa  
 Vice President of Hockey Operations and Director of Player  
 Personnel – Los Angeles Kings – Los Angeles  
 Andrew Greenlaw  
 Senior Director – Sponsorship Marketing & Strategy – CIBC –  
 Toronto  
 Denis Hainault  
 Executive Director – 2017 IIHF World Junior Championship –  
 Hockey Canada – Calgary  
 Clifford J. Hart  
 Partner – Borden Ladner Gervais LLP – Counsel to NHL Clubs in  
 Salary Arbitration – Toronto  
 Dave Hopkinson  
 Chief Commercial Officer – Maple Leaf Sports & Entertainment –  
 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 67’s &  
 Ottawa Fury FC – Ottawa  
 Sherry Jean  
 Social and Fan Engagement Lead – Toronto Maple Leafs –  
 Toronto  
 Aras Kolya  
 Manager – New Business Development – Maple Leaf Sports &  
 Entertainment – Toronto  
 Sophie Kotsopoulos  
 Director, Integrated Marketing – National Hockey League –  
 Toronto  
 Dave Krikst  
 Head of Social Media – The Sports Network (TSN) – Toronto  
 Angela LaChica  
 President and CEO – LaChica Sports – Los Angeles  
 Toby Lang  
 Senior Counsel – Bell Media – Toronto  
 Dr. Lynn Lashbrook  
 President – Sports Management Worldwide & Certified NFL  
 Player Agent – Portland  
 Ralph Lean  
 Counsel – Gowling WLG – Toronto  
 Eric Lindros (Invited)  
 Honorary Chair – See The Line & Former NHL Player – London  
 Matthew Logue  
 Executive Vice President & Chief Operating Officer – S&E  
 Sponsorship Group – Toronto  
 Peter Luukko  
 Executive Chairman – Florida Panthers – Miami  
 Eric Macramalla  
 Partner & Trademark Agent – Gowling WLG and Host, TSN  
 Radio’s Offside – Ottawa  
 Bill Manning  
 President – Toronto FC – Toronto  
 John F. McDonough  
 President & CEO – Chicago Blackhawks – Chicago  
 Gavin McGarry  
 President – Jumpwire Media – Los Angeles  
 Richard McLaren  
 Commissioner on the Independent Commission – World  
 Anti-Doping Agency (WADA) & CEO – McLaren Global Sport  
 Solutions Inc. – London  
 Paul Mella  
 President and CEO – Canadian Centre for Ethics in Sports –  
 Ottawa  
 Bruce Meyer  
 Senior Director, Collective Bargaining, Policy & Legal – National  
 Hockey League Players’ Association – Toronto  
 Gord Miller  
 Play-By-Play Announcer – The Sports Network (TSN) – Toronto  
 Mark Milliere  
 Senior Vice President – Production – The Sports Network (TSN) –  
 Toronto

Reid Mitchell  
 Director – Hockey & Scouting Operations – Toronto Maple Leafs –  
 Toronto  
 Sara Moore  
 Senior Vice President – Business Operations – Toronto Argonauts  
 & Chief Operating Officer – 104th Grey Cup Festival – Toronto  
 Scott Moore  
 President of Sportsnet & NHL Properties – Rogers – Toronto  
 Dan Near  
 Head of adidas Hockey – adidas Group – Woodbridge  
 Andre Nowakowski  
 Partner – Miller Thomson – Counsel to NHL Clubs in Salary  
 Arbitration – Toronto  
 Mike Oke  
 General Manager – Peterborough Petes – Peterborough  
 Jeffrey Orridge  
 Commissioner – Canadian Football League – Toronto  
 Anthony Partipilo  
 Vice President – Marketing & Merchandising – Toronto Blue Jays –  
 Toronto  
 Jeff Pash (Invited)  
 EVP & General Counsel – National Football League – New York  
 Dave Poulin  
 TV Analyst – The Sports Network (TSN) – Toronto  
 Camille Quenneville  
 CEO – Canadian Mental Health Association, Ontario Division –  
 Ottawa  
 Brian Ramsay  
 Executive Director – CFL Players’ Association – Victoria  
 Dr. Jim Riordan  
 Director – MBA-Sport Management – Florida Atlantic University –  
 Boca Raton  
 Nick Sakiewicz  
 Commissioner – National Lacrosse League – Philadelphia  
 Vijay Setlur  
 Sports Marketing Instructor – Schulich School of Business – York  
 University & Director of Marketing & Communications – Visual  
 Sports – Toronto  
 John Shannon  
 Broadcaster – Sportsnet – Toronto  
 Matthew Shuber (Invited)  
 Vice President – Business Affairs & Legal Counsel – Toronto Blue  
 Jays – Toronto  
 Mark Silver  
 President – Stadium Digital – Hamilton  
 Rand Simon  
 Certified Player Agent – Newport Sports Management –  
 Mississauga  
 Dr. Dana Sinclair  
 Partner – Human Performance International – Toronto  
 Malcolm Sutherland  
 Director of Hockey – Shoot For A Cure – Toronto  
 Jillian Svensson  
 Vice President – Development & Operations – You Can Play –  
 Toronto  
 Masai Ujiri (Invited)  
 President & General Manager – Toronto Raptors – Toronto  
 Justin Vandenberg  
 Account Executive – Twitter Canada – Toronto  
 Mardi Walker  
 Vice President – Human Resources JemPak – Oakville  
 Ritch Winter  
 Certified Player Agent – Wintersports Ltd. – Edmonton  
 Trevor Whiffen  
 Partner – Dickinson Wright LLP & Governor, London Knights  
 Hockey Club – Toronto  
 Tom Wright  
 Former CFL Commissioner and GM for UFC in Canada, Australia  
 and New Zealand – Toronto

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

email: [patricewhiffen@primetimesport.ca](mailto:patricewhiffen@primetimesport.ca)

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# REGISTRATION FORM 2016 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](http://www.primetimesport.ca) to register

Cheque enclosed payable to PrimeTime Sports and Entertainment Inc.  Bill My Credit Card

Total Amount: \_\_\_\_\_ Payment Type:  Visa  Mastercard

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I will be attending the conference on:  November 13  November 14  November 15

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, 2016 in order to receive the preferred rate. Please contact Emile Mansour at [emile.mansour@westin.com](mailto:emile.mansour@westin.com) to book your room. Reservations are based on hotel availability.

### Cancellation and Substitutions

All sales are final. Substitutions are allowed at any time.

### Date & Times

**November 13-15, 2015**

**November 13, 2016**

Welcome Reception Sponsored by BHI  
7:00 pm - 9:00 pm



### Day One - Nov. 14

Registration Opens - 7:00 am

Welcome - 8:15 am

Networking Reception - 5:45 pm

### Day Two - Nov. 15

Registration Opens - 7:45 am

Welcome - 8:15 am

Networking Reception - 5:30 pm

Trade Show Sponsored by:



Careers in Sport Workshop is Sponsored by:



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

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**9<sup>th</sup> ANNUAL PRIMETIME SPORTS MANAGEMENT  
CONFERENCE AND TRADE SHOW**

**AGENDA**

**SUNDAY, NOVEMBER 13, 2016  
WESTIN HARBOUR CASTLE HOTEL  
TORONTO, ONTARIO**

**7:00 pm - Welcome Reception Sponsored by the  
Business of Hockey Institute and Hosted by Elliott  
Friedman of Sportsnet: John F. McDonough, President  
and CEO of the Chicago Blackhawks will be honoured  
with Certified Hockey Professional Designation**

**MONDAY, NOVEMBER 14, 2016  
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: Expansion, Relocation, Broadcast Deals  
and Related Revenue Issues**

**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

**Jeffrey L. Orridge**

Commissioner  
Canadian Football League

**Nick Sakiewicz**

Commissioner  
National Lacrosse League

**Tom Wright**

Former CFL Commissioner & Former General Manager - Ultimate Fighting  
Championship Canada, Australia & New Zealand

**9:40 Player Evaluation: The Key Considerations in Determining Which Player to  
Draft, Trade or Sign**

**Moderator: Brian Burke**

President of Hockey Operations  
Calgary Flames

**Tim Bezbatchenko**

General Manager  
Toronto FC

**Meghan Chayka**

Co-Founder  
Stathletes

**Ned Colletti**

Senior Advisor to the President and CEO  
Los Angeles Dodgers

**Mike Futa**

Vice President of Hockey Operations and Director of Player Personnel  
Los Angeles Kings

**Dr. Dana Sinclair**

Partner  
Human Performance International

**10:45 Networking Break****11:00 Keynote Address: Gord Miller Interview with Gary Bettman, Commissioner of the National Hockey League****11:30 Negotiating Player Contracts****Moderator: Dr. Lynn Lashbrook**

Certified NFL Player Agent  
Sports Management Worldwide

**Tim Bezbatchenko**

General Manager  
Toronto FC

**Brian Burke**

President of Hockey Operations  
Calgary Flames

**Ned Colletti**

Senior Advisor to the President and CEO  
Los Angeles Dodgers

**Rick Curran**

Certified NHL Player Agent  
The Orr Group

**12:30 Networking Luncheon and Keynote Address: Gord Miller Interview with John F. McDonough, President and CEO of the Chicago Blackhawks**

**2:15 Keynote Address: Gord Miller Interview with Don Fehr, Executive Director of the National Hockey League Players' Association**

**2:45 Player Health, Safety and Maintenance Issues: Protecting Your Athletes and Their Careers**

**Moderator: Ralph Lean**

Counsel  
Gowling WLG

**Maria Dennis**

Associate Counsel  
National Hockey League Players' Association

**Paul Melia**

President and CEO  
Canadian Centre for Ethics in Sport

**Brian Ramsay**

Executive Director  
Canadian Football League Players' Association

**Malcolm Sutherland**

Director of Hockey  
Shoot For A Cure

**Camille Quenneville**  
Chief Executive Officer  
Canadian Mental Health Association

**3:45 Legal Issues Affecting Leagues, Teams and Players**

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

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

**Eric Macramalla**  
Partner - Gowlings  
Legal Analyst – TSN Radio

**Bruce Meyer**  
Senior Director: Collective Bargaining, Policy & Legal  
National Hockey League Players’ Association

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

**Ritch Winter**  
Certified NHL Player Agent  
Wintersports Ltd.

**4:45 Mock NHL Labour Arbitration**

**Cliff Hart**  
Counsel to NHL Clubs in Salary Arbitration  
Partner - Borden Ladner Gervais LLP

**Andre Nowakowski**

Counsel to NHL Clubs in Salary Arbitration  
Partner - Miller Thomson LLP

**Rand Simon**

Certified Player Agent  
Newport Sports Management

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

**7:00 & 8:00 Careers in Sport Workshop Part 1: The Power of Networking – Hosted by Sports Management Worldwide**

**7:00 & 8:00 Careers in Sport Workshop Part 2: It Starts Now - Your Resume, Your Brand, Your Career – Hosted by Ryerson University**

**Moderator: Dr. Lynn Lashbrook**

President – Sports Management Worldwide  
Certified NFL Player Agent

**Moderator: Dr. Cheri Bradish**

Professor – Sports Marketing  
Ryerson University

**Tom Anselmi**

Former Chief Operating Officer  
Maple Leaf Sports & Entertainment

**Mark Atkins**

President  
Lighthouse Search

**Anthony Batchelor**

Partner  
Odgers Berndtson



**Taylor Coulis**

Director, Programmatic  
theScore

**Leo Ezerins**

Executive Director  
Canadian Football League Alumni Association

**Aras Kolya**

Manager, New Business Development  
Maple Leaf Sports & Entertainment

**Toby Lang**

Senior Counsel  
Bell Media

**Ralph Lean**

Counsel  
Gowling WLG

**Mike Oke**

General Manager  
Peterborough Petes Hockey Club

**Dave Poulin**

TV Analyst  
The Sports Network (TSN)

**Vijay Setlur**

Sports Marketing Instructor – Schulich School of Business – York University  
Director of Marketing & Communications – Visual Sports

**Mardi Walker**

Vice President, Human Resources  
JemPak

**9:00 Day One of the Conference Concludes**

## **TUESDAY, NOVEMBER 15, 2016**

**7:45 Registration and Continental Breakfast**

**8:15 Welcome by Gord Miller of The Sports Network (TSN)**

**8:30 Business Challenges Facing Sports Organizations**

**Moderator: Steve McAllister**

Former Managing Editor, Sports – Yahoo Canada  
Former Sports Editor – Globe and Mail

**Brian Burke**

President of Hockey Operations  
Calgary Flames

**Ned Colletti**

Senior Advisor to the President and CEO  
Los Angeles Dodgers

**Michael Copeland**

President and CEO  
Toronto Argonauts

**Peter Luukko**

Executive Chairman  
Florida Panthers

**Bill Manning**

President  
Toronto FC

**9:30 Corporate Partnerships, Sponsorship Agreements and Naming Rights**

**Moderator: Mark Francis**

Sports Business Professor  
UCLA Anderson School of Management

**Brian Cooper**

President and CEO  
S & E Sponsorship Group

**John Doig**

Executive Vice President & Chief Marketing Officer  
Scotiabank

**Andrew Greenlaw**

Senior Director, Sponsorship Marketing & Strategy  
CIBC

**Dave Hopkinson**

Chief Commercial Officer  
Maple Leaf Sports & Entertainment

**10:30 Developments In Sports Media**

**Moderator: Gord Miller**

Play-By-Player Announcer  
The Sports Network (TSN)

**Rick Horrow**

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

**Mark Milliere**

Senior Vice President, Production  
The Sports Network (TSN)

**Scott Moore**

President, Sportsnet and NHL Properties  
Rogers

**John Shannon**

Broadcaster  
Sportsnet

**11:30 Affecting Social Change Through Sport****Moderator: Michael Bartlett**

Executive Director  
MLSE Foundation

**Jessica Berman**

Vice President, Special Projects & Corporate Social Responsibility  
National Hockey League

**Lisa Ferkul**

Director of Hockey Partnership  
Scotiabank

**Landon French**

President, Canadian Tire Jumpstart Charities  
Canadian Tire Corporation

**Jillian Svensson**

Vice President, Business Development & Operations  
You Can Play

**12:30 Networking Luncheon & Keynote Address: Gord Miller of The Sports Network Interview with Richard McLaren, Commissioner on the Independent Commission – World Anti-Doping Agency (WADA) & CEO – McLaren Global Sport Solutions Inc.**

**2:00 The Challenges of Hosting a Major Sporting Event in a Crowded Marketplace**

**Moderator: Tom Anselmi**

Former Chief Operating Officer  
Maple Leafs Sports & Entertainment

**Jeff Atkinson**

President  
Honda Indy Toronto

**Mike Ferriman**

Director  
Toronto Maple Leafs (Centennial)

**Denis Hainault**

Executive Director, 2017 World Junior Championship  
Hockey Canada

**Sara Moore**

Senior Vice President, Business Operations – Toronto Argonauts  
Chief Operating Officer, 104<sup>th</sup> Grey Cup Festival

**3:00 Enhancing the Fan Experience Keynote Interview: Gord Miller of The Sports Network (TSN) Interview with Jeff Hunt, President of OSEG Sports, Ottawa Redblacks, Ottawa 67's & Ottawa Fury FC**

**3:30 Creative Marketing Strategies and Alternative Revenue Streams**

**Moderator: Matt Logue**

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

**Matt Afinec**

Executive Vice President, Business Operations  
Hamilton Tiger-Cats

**Mark Francis**

Sports Business Professor  
UCLA Anderson School of Management

**Sophie Kotsopoulos**

Director, Integrated Marketing  
National Hockey League/ World Cup of Hockey

**4:30 Workshop: Using Social Media to Build the Brand of Your Sports Organization****Moderator: Gavin McGarry**

President  
Jumpwire Media

**Sherry Jean**

Social and Fan Engagement Lead  
Toronto Maple Leafs

**Dave Krikst**

Head of Social Media  
The Sports Network (TSN)

**Mark Silver**

President  
Stadium Digital

**Justin Vandenberg**

Account Executive  
Twitter Canada

**5:30 Networking Reception in support of You Can Play**