

2015 Baseball Career Conference

Nashville

DECEMBER 6-7



SPORTSMANAGEMENTWORLDWIDE

BASEBALL CAREER CONFERENCE AGENDA

Sunday, December 6th

7:30-9:30 pm Welcome Networking Reception, Registration Available
Atrium Cafe/Bar, Lobby of The Inn at Opryland (Cash Bar)



Monday, December 7th

8:00am Registration opens. Coffee and bagels.

8:45am Welcome with SMWW President Dr. Lynn Lashbrook



Dr. Lynn Lashbrook, SMWW President & NFL Agent

Dr. Lashbrook, President & Founder of Sports Management Worldwide, the first ever online sports management school with a mission to educate sports business executives. SMWW, under Dr. Lashbrook's guidance, offers a global sports faculty with students from over 140 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 100 NFL clients including current Miami Dolphins Quarterback Matt Moore. Lynn is President of the SMWW Agency with over 200 Agent Advisors worldwide representing hundreds of athletes.

Dr. Lashbrook continues to spearhead an effort to bring Major League Baseball to Portland, Oregon. He led the lobbying efforts that resulted in a \$150 million construction bill for a new baseball stadium in Portland. Under his leadership, the group secured legislative action to subsidize a new stadium with ballplayers' payroll taxes. Due to this campaign, a 25,000-seat stadium in the heart of the city was revitalized rather than torn down, now home to the MLS Portland Timbers. Prior to SMWW, Dr. Lashbrook served at the collegiate level as Athletic Director or Asst AD at University of Missouri, Southern Illinois University at Edwardsville, and the University of Alaska Fairbanks. Dr. Lashbrook is well known for his ethical compass, integrity...and puns! We encourage you to introduce yourself to Dr. Lashbrook. He loves meeting people!

Twitter: @SMWW

9:00am The Changing Landscape of Front Office Analytics

Moderator: Dr. Lynn Lashbrook



Cory Schwartz, MLB.com Vice President Stats

Cory Schwartz is the Vice President of Stats for MLB.com, overseeing year-round live data capture for all Major League, Minor League, winter league and spring training games, as well as the groundbreaking Pitch-f/x system. The data his team produces is used in live applications on MLB.com and its mobile products - including the award-winning At-Bat application - and is shared with the baseball operations, public relations and scoreboard operators for all 30 MLB clubs and hundreds of minor league clubs, as well as dozens of online and offline business partners around the world, such as ESPN, STATS Inc. and Bloomberg Sports. Cory is also the co-host of the Fantasy 411 on MLB Network and MLB.com and competes in several industry expert and high-stakes fantasy baseball competitions.

Twitter: @Schwartzstops



Joe Hamrahi, 2080baseball.com President and Co-Founder

Joe Hamrahi is a co-founder of 2080baseball.com, an organization that publishes a web site devoted to scouting and player development with an emphasis on minor league and amateur baseball. Joe is also the former president of Baseball Prospectus and a graduate of scout school with the Kansas City Royals. During the day, Joe works as the COO and CFO of a public relations agency in midtown Manhattan.

Twitter: @JHamrahi

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AT ALL TIMES**



SPORTSMANAG



Mike Gropman, KC Royals Director of Baseball Operations & Analytics

Mike just completed his eighth year with the Royals and first as the club's Director of Baseball Operations/Analytics, being promoted to his current role last January. He served as the Director of Baseball Analytics for the previous three seasons and two seasons as an Assistant to Baseball Operations. He was also a Baseball Operations Administrative Assistant (2009) and Baseball Operations Intern (2008) with the club.

Gropman oversees the quantitative research, development, and analysis within Baseball Operations, coordinating efforts with Major League operations, amateur and professional scouting, and player development.

Before joining the Royals, Gropman served internships with the Cincinnati Reds Baseball Operations department in 2006, the New York Mets Baseball Operations department in 2007 and Major League Baseball's Labor Relations Department prior to the 2008 season.

9:45am

Break

10:00am

More Than a Season - Building a Championship Culture

Moderator: Dan Evans



Dayton Moore, Kansas City Royals General Manager

Dayton Moore was the primary architect for the 2015 World Series Champion Kansas City Royals. Moore recently completed his ninth full-season with the Kansas City Royals, being named Senior Vice President-Baseball Operations/General Manager on May 30, 2016.

Moore, a native of Wichita, Kan., brought an impressive resume to the Royals in 2006. He had previously worked for the Atlanta Braves organization since 1994, most recently serving as Assistant General Manager/Baseball Operations since August, 2005. Since joining the Royals in 2006, he and his staff have tirelessly worked to build a consistently strong farm system that was rated by Baseball America, MLB.com and ESPN.com as the best in baseball in 2011 and it remains among the best.

The fruits of Moore's labor were realized in 2014 as the club stormed to 89 victories and qualified for the postseason for the first time in 29 years, as a Wild Card participant. The Royals then set a Major League record by reeling off eight-straight wins to open the playoffs, winning the Wild Card game over Oakland and sweeping the Los Angeles Angels (3-0) and Baltimore Orioles (4-0) to qualify for the World Series. KC lost to the San Francisco Giants in a thrilling seven-game series, with the final out recorded with the tying run 90 feet away in the ninth inning. While it was a disappointing end, it did little overshadow the accomplishments of the year.

Twitter: @Royals

11:00am

Providing Guidance in Your Pursuit of a Baseball Career

Moderator: Dr. Lynn Lashbrook



Larry D'Amato, MLB Scout 40+ years, 4-time World Series Champion, SMWW Faculty

Larry D'Amato has been scouting baseball for over 40 years. He started in 1970 as an area scout and held scouting positions as an Area Scout, Scouting Supervisor, National Cross Checker, Pro Scout, and Major League Scout for the Pittsburgh Pirates, Cincinnati Reds, New York Yankees, Major League Scouting Bureau, Texas Rangers and most recently the Houston Astros. The players he personally discovered and signed include Rod Scurry, Fred Breining, Jeff Lahti, Terry Lee, Jim Neidlinger, Steve Cooke. Larry has covered high schools, junior colleges, four year colleges, and the Pacific Coast League, Northwest League, Pioneer League. He has set up and run Free-Agent Tryout Camps all over the USA. He has covered both Arizona and Florida Major League Spring Training, in addition to the National League West, American League West, National League Central, American League East, International League and various Mexican Leagues. Larry is a three time winner of the Topps Scouting Award and he has 4 World Series Rings. Larry has lots of scouting wisdom to share and he is somehow connected to everyone working in baseball. He will personally critique your scouting reports so that you are performing at a major league level! His sense of humor will entertain you, but his knowledge of the game will keep you coming back!

Larry is also a mentor for SMWW's **Baseball GM & Scouting Course**.

EMENT WORLDWIDE

BASEBALL CAREER CONFERENCE AGENDA



Dan Evans, Toronto Blue Jays, Former GM LA Dodgers, SMWW Faculty

A former General Manager of the Los Angeles Dodgers, Dan has been in professional baseball for over three decades, and has had decision-making roles with five MLB franchises throughout his career. He is currently a Major League Scout & Director of Pacific Rim Operations for the Toronto Blue Jays, mentor for Sports Management Worldwide's "Baseball GM and Scouting" course, member of the Baseball Prospectus Advisory Board, and a Board of Director for the Rocky Mountain SABR Chapter.

The Chicago native began his baseball journey as an intern for the Chicago White Sox while a junior at DePaul University, and has worked for the White Sox, Chicago Cubs, Dodgers, Seattle Mariners, and Blue Jays. Evans' experience is wide-ranging, as he is the only former GM of a MLB club who also led a baseball agency.

During his tenure with the White Sox, he was involved in the draft of Hall of Famer Frank Thomas and All-Star Mark Buehrle, along with the acquisition of Paul Konerko. Evans' .548 winning percentage is the second-best mark for any GM in Los Angeles Dodger history and during his tenure he led the transformation of a Dodger franchise which had sunk to an overall rating of 28th among MLB clubs by rebuilding the organization's scouting and player developments to secure the #1 spot just two years later. He was the primary architect of the Dodgers' 1st playoff club in more than a dozen years, and built the National League's best bullpen staff since World War II.

A pioneer in using technology and computers in baseball analysis, Evans evaluates talent throughout the game worldwide at all levels for the 2015 American League Eastern Division champions.

His Twitter account (@DanEvans108) was recently cited by Forbes as among "Top 100 Must-Followed Sports Business Twitter Accounts," and he was an original board member of the Professional Baseball Scouts Foundation. Dan is also a mentor for SMWW's **Baseball GM & Scouting Course**.

Twitter: @DanEvans108



Oscar Suarez, MLB Agent, SMWW Faculty

Oscar Suarez is an MLB Certified Agent with over 30 clients. Along with his business partner, Hector Gomez, they have represented former stars including Leo Garcia, Joakim Soria, Fernando Salas, Luis Ayala, Juan Oramas, Raul Valdes, Brayan Villarreal, Logan Moore, Armando Reynoso, Ali Solis, Francisco Cordova, Ricardo Rincon, Ed Vosberg, Elmer Dessens, Juan Castro, Alberto Castillo, Tim Johnson, Alfredo Pedrique, Charlie Montoyo and Edwin Moreno. They also represented superstars in Japan including Balvino Galvez, Dan Serafini and Jolbert Cabrera. Oscar has also represented Karim Garcia and Felix Jose in both the Korean and Mexican Leagues.

Oscar has run Suarez & Associates for over 26 years representing clients mostly from Mexico and other Latin countries. He has a Masters in Accounting from University of Denver. A native of Havana, Cuba and raised in Puerto Rico, Suarez is fluent in Spanish. With a financial background and years of negotiating experience, he has been able to help clients continue their studies and pursue their goal of reaching the top level of the game. This might mean the MLB, or a higher level in other leagues including Asia, Mexico, Japan and Europe. Oscar says, "It's imperative to help your player reach his maximum and the top of his game".

Oscar mentors SMWW's **Athlete Management Course**.

Twitter: @osuarz24



Bill Guertin, Sales Performance Expert, 800-Pound Gorilla, SMWW Faculty

Bill Guertin is an expert sales professional, thought leader, author, speaker, and CEO (Chief Enthusiasm Officer) of The 800-Pound Gorilla, a sales skills development company involved in training, consulting, and speaking to a wide variety of sales and marketing organizations. Through his counterpart, Stadium Gorilla, Bill has worked with sales departments and professional teams in the NBA, NFL, NHL, MLB, MLS, NASCAR, and others to generate increased sales of season tickets, group tickets, premium seating, and team sponsorship.

After a successful 25-year career in small market radio advertising sales and management, Bill followed his passion and hung out his own shingle, The 800-Pound Gorilla, to help companies and individuals become the "dominant player" in the markets they serve. He also enjoys working with sales leadership to give them the skills and mindset necessary to lead others to succeed. No two companies are the same, and his custom-tailored training programs support the priorities of each individual organization.

Bill mentors the **Sports Revenue Management Course** with Indianapolis Colts VP Greg Hylton.

Twitter: @800PoundGorilla



SPORTSMANAG

12 - 1:00pm

Networking Lunch

1:00pm

Baseball Careers in the Media

Moderator: Dr. Lynn Lashbrook



Mike Ferrin, MLB Network Radio “Power Alley” Sirius/XM Host

Mike is in his 9th season with MLB Network Radio on SiriusXM, and his 4th as co-host of “Power Alley” with former Mets & Orioles GM, Jim Duquette.

Mike has also anchored on-field coverage of the ALCS, NLCS, ALDS, NLDS, Spring Training, served as Play-By-Play announcer for the SiriusXM Futures Games, the Arizona Fall League, and the Perfect Game All-American Classic.

The last five years, Mike has hosted “SiriusXM College Baseball This Week with Perfect Game”, on SiriusXM College Sports Nation, the only national radio show dedicated to college baseball.

Twitter: @MikeFerrinSXM



Thomas Harding, MLB.com Colorado Rockies Beat Reporter

Thomas Harding has been working around pro baseball press boxes since his senior year of high school, 1981, when many of the players were actually older. His career path has been rare. By working at the Bluefield (W.Va.) Daily Telegraph, the Sun News in Myrtle Beach, S.C., and The Commercial Appeal in Memphis, Tenn., he had the opportunity to cover Rookie, Class A, Double-A and Triple-A baseball. He’s been covering the Colorado Rockies since December 1999, first for the Gazette in Colorado Springs and, since 2002, for MLB.com.

Twitter: @harding_at_mlb



Tracy Ringolsby, Baseball America and MLB.com Columnist

Tracy Ringolsby is a columnist with Baseball America and MLB.com, who also handles pre-game and post-game shows for ROOT Sports Rocky Mountain telecasts of the Colorado Rockies, and is an MLB Network insider. He worked for the Rocky Mountain News in Denver, Colorado, until its closure during spring training 2009. He began covering baseball in 1976. He is the former president of the Baseball Writers Association of America and has been a member since 1976. He was awarded the Spink Award by the BWAA in 2005. He has an honorary doctorate in letters from the University of Wyoming.

Twitter: @TracyRingolsby

2:00pm

Baseball Analytics

Moderator: Dan Evans



Dave Cameron, FanGraphs Managing Editor and a Senior Writer / Owner-Operator of USS Mariner Blog

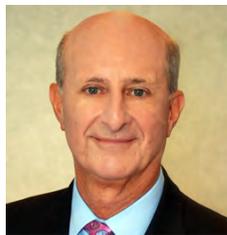
Dave Cameron is the Managing Editor of FanGraphs, where he has been employed since 2008. He has also contributed work to ESPN, Fox Sports, the Wall Street Journal, and MLB Network. He also got leukemia once and didn’t die, so he takes every chance he gets to encourage others to donate blood and plasma, as well as supporting all kinds of cancer research.

Twitter: @DCameronFG

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Vince Gennaro, SABR President

Vince Gennaro is the author of **Diamond Dollars: The Economics of Winning in Baseball**, a consultant to Major League Baseball teams, and the host of a weekly national radio show, Behind the Numbers: Baseball SABR Style on SiriusXM radio. He is also the Director of the Graduate Sports Management program at Columbia University, where he is also on the faculty. He appears regularly on TV on MLB Network's studio shows, featuring various topics from the viewpoint of baseball analytics. Vince is also the President of the Society for American Baseball Research (SABR) and the architect of the Diamond Dollars Case Competition series, which brings together students and sports team and league executives and serves as unique learning experience, as well as a networking opportunity for aspiring sports executives.

This follows a successful business career, which is highlighted by a 20-year career at PepsiCo, where he was President of a billion dollar division. Vince also has experience as a sports entrepreneur startup endeavor early in Vince's career complements his success with a blue chip Fortune 50 company. At the age of 27, he raised capital, led the purchase of a franchise in the Women's Pro Basketball League—the forerunner of today's WNBA—and served as its President.

Twitter: @vincegennaro



Sahadev Sharma, Baseball Prospectus, Lead Writer/Editor in Chief of @BPWrigleyville

Sahadev Sharma started in 2015 with an in-depth focus on the Chicago Cubs, with articles, analysis, pod casts, and statistics provided.

In addition, Sharma is the Manager of Baseball Prospectus Locals, and is a writer for Baseball Prospectus, one of baseball's most respected websites.

A graduate of the University of Illinois-Chicago, Sharma spent the initial stages of his sports career as an ESPN Radio Chicago producer before covering the Chicago Cubs and Chicago White Sox as an ESPN Radio Chicago reporter for four years.

Twitter: @SahadevSharma



John Olshan, TrackMan General Manager

John Olshan is the General Manager of TrackMan Baseball. Hired as the first employee in 2008, Mr. Olshan established TrackMan's US base of operations, and has overseen all aspects of TrackMan's growth from proof of concept to industry standard. With applications in player development and evaluation, TrackMan unique measurements are used by professional and amateur teams and players in the US, Japan and Korea.

Prior to joining TrackMan, Mr. Olshan worked for the Major League Baseball Players Association (MLBPA) where he was responsible licensing player rights for use in video game and online products, and served time in the video game business as product manager on the NBA Jam and Mortal Kombat franchises.

Twitter: @TrackManBB

Tuesday, December 8th

**7-9am - 2015 Baseball Industry
Network Baseball Winter Meetings
Meet-Up**

Gaylord Opryland Hotel Lobby

Grab coffee and mingle with fellow members of Baseball Industry Network. This is a great opportunity for more networking, meeting executives at all levels.

*Must register by the afternoon on Monday, December 7th
Please ask Alyssa for the registration link.*



SPORTSMANAG

3:00pm

Building a Playoff Team

Moderator: Dr. Lynn Lashbrook



Tyrone Brooks, Pittsburgh Pirates Director of Player Personnel

Tyrone Brooks just completed his sixth year as a member of the Pirates Baseball Operations department, Baseball America's 2015 Organization of the year. He spent two years as the club's Director of Baseball Operations before being named Director of Player Personnel in 2011. Brooks leads the Professional Scouting Department and the International Scouting Department (non-Latin American) for the Pirates, who have been in the MLS postseason each of the last three seasons, ending a 20-year drought.

He also assists General Manager Neal Huntington with strategic planning, personnel moves and decision making for the Baseball Operations department. Prior to joining the Pittsburgh organization, Brooks spent three seasons (2007-09) as a Professional Scout with the Cleveland Indians, with an emphasis on the Pacific Coast League, Texas League and California League while giving secondary Major League coverage.

Brooks spent 11 years working with the Atlanta Braves, most recently as their Director of Baseball Administration in 2006. He originally joined the Braves as their Baseball Operations Trainee in May of 1996 through the club's Career Initiative Program. Tyrone also served the Atlanta organization as a Baseball Operations Assistant, Area Scouting Supervisor, Assistant, Player Personnel and Director of Brooks is the founder of the Baseball Industry Network, a baseball networking group that includes nearly 25,000 members from around the world, covering the full gamut of people working within or connected to the baseball industry. A major purpose of the group is to also give back and assist those trying to gain entry into the baseball industry. Through networking events in various parts of the country, the Baseball Industry Network raises money that is used for local charities (Pirates Charities, American Red Cross Hurricane Sandy Disaster Relief, Aurora, Colorado Shooting Victims, Shannon Stone.)

Twitter: @tybbnet



Kevin Goldstein, Houston Astros, Director of Pro Scouting

Kevin Goldstein joined the Astros on Aug. 31, 2012 and was named Director of Pro Scouting in January 2014.

In addition to consulting with the General Manager on trades, free agent signings and other baseball transactions, Kevin oversees the Astros pro scouting efforts, which includes comprehensive scouting of both minor league and Major League players across the 30 MLB clubs as well as independent leagues and foreign professional leagues.

Kevin also assists in both international and amateur scouting efforts, while also working with player development and decision sciences to ensure the proper integration of scouting information in various decision-making processes.

Prior to joining the Astros, Kevin developed a reputation as one of the top specialists in scouting and player development for several years as a national writer for Baseball Prospectus and ESPN.

Twitter: @Kevin_Goldstein



Gene Watson, Kansas City Royals Director of Professional Scouting

Gene Watson was named a Major League scout for the Kansas City Royals on August 16, 2006, before being promoted to Coordinator of Pro Scouting on October 31, 2008 and to his current position in 2015. Watson oversees the Royals' Pro Scouting staff. He came to the Royals from the Florida Marlins' organization, where he was a professional scout covering the A.L. and N.L. Central Divisions, as well as the Double-A Texas League for four years, including the Marlins' 2003 World Series season. He worked with the San Diego Padres beginning in 1997 and then joined the Atlanta Braves in 2000, working under current Royals' GM Dayton Moore covering a number of minor leagues, as well as evaluating the top amateur players. He has 16 years of experience covering Major League Spring Training, minor league scouting, and has scouted the Dominican, Venezuelan and Mexican winter leagues.

Watson has been a member of several USA Baseball selection committees, including for the 2008 Summer Olympics, 2009 World Baseball Classic, the 2009 Gold Medal-winning team at the IBAF World Cup and most recently, for the 2015 Pan Am Games.

He played college baseball at the University of Texas at Arlington from 1989-91 and joined the Texas Rangers stadium operations staff in 1989. A 1987 graduate of Temple High School in Temple, Texas, he now resides in Georgetown, Texas.

Twitter: @ARINGFORKC

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BASEBALL CAREER CONFERENCE AGENDA

4:00pm

Same Game, Different Continents

Moderator: Dan Evans



Teppei Shiokawa, Yomiuri Giants Director US Scouting Operations

After working for the Sumitomo Corporation in Tokyo for three years, Teppei decided to pursue a career in baseball and relocated to Los Angeles, CA. He began the baseball career in 2003 with the Los Angeles Dodgers as the translator for Hideo Nomo and Kaz Ishii. Later, he worked as the team translator for two of the best teams in Japan Professional Baseball (NPB), the Softbank Hawks and the Yomiuri Giants between 2005 and 2012. After, Teppei went on to work in the front office of the Yomiuri Giants and assisted with player contract negotiations and scouting. Recently, he began working as the Director of U.S. Scouting Operations (New York office). His main responsibility is to scout 3A/MLB players and exporting them to the Yomiuri Giants.



Logan White, San Diego Padres' Special Advisor to the General Manager and Director of Pro Scouting

White is responsible for overseeing all of the organization's professional scouting efforts and player acquisition at the major and minor league level. White joined the Padres in October 2014 following 13 seasons with the Los Angeles Dodgers, where he most recently held the title of vice president, amateur scouting for the last two seasons. In that capacity, White's primary responsibilities were overseeing the organization's amateur scouting efforts, including the annual First-Year Player Draft. Since White started overseeing the Dodgers' amateur draft in 2002, more than 50 selections have reached the Major Leagues, including a stretch of eight first-round picks from 2002-08, a group that includes James Loney (2002), Chad Billingsley (2003) and Clayton Kershaw (2006). In addition, White headed the Dodgers' international scouting efforts from 2002-12, and was instrumental in helping sign Cuban outfielder Yasiel Puig, Korean pitcher Hyun-Jin Ryu and Japanese pitchers Takashi Saito and Hiroki Kuroda. White began his scouting career in 1988 with the Seattle Mariners, Baltimore Orioles, and San Diego Padres.

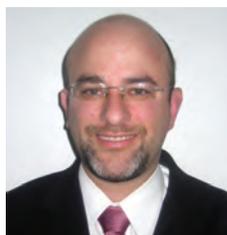
With White in charge of amateur scouting, the Dodgers' 2004 First-Year Player Draft was rated by Baseball America as the best draft in the National League and second best in baseball. Its 2003 draft was tabbed as the best in the Major Leagues by the publication, and its 2002 draft was rated as the fourth-best in baseball. The Dodgers were the only team to have their draft rated in the top five in each of those three seasons.

Originally selected by the Seattle Mariners in the 23rd-round of the 1984 First-Year Player Draft out of Western New Mexico University as a relief pitcher, White played three seasons in the Mariners system prior to his scouting career. He was inducted into the school's Hall of Fame in 1996.

4:30pm

Baseball Analytic Pioneers

Moderator: Dan Evans



Ari Kaplan, AriBall President & MLB Analyst, SMWW Faculty

Ari is a leading figure in sports analytics, having worked with over half of all MLB organizations and many global sports media organizations. His baseball career spans 25 seasons. Sports Illustrated named Ari a "Top Ten General Manager Candidate". He received Caltech's "Alumni of the Decade" distinction for pioneering groundbreaking sabermetrics used to evaluate pitcher talent. Crain's Chicago Business also recognized Kaplan's work in business, baseball and humanitarian endeavors by including him in their annual "40 Under 40" cover story.

Kaplan is President of AriBall with Fred Claire. AriBall has provided advance scouting and analytics to broadcast and online media to over half of all MLB organizations. In 2010, Cubs owner Tom Ricketts brought in Kaplan to create and lead the organization's analytics department. Kaplan's work included roster strategy, forecasting, advance scouting, player/coach game preparation, Minor League player development, draft analysis, international arbitration, financial, budgeting, marketing, and community outreach. During his tenure Kaplan led the in-house analytical and technical transformation.

Ari is one of the few long-term baseball leaders with a proven track record at Fortune 500 companies. Ari has co-authored five best-selling books on analytics, databases, and baseball. Ari's work has been profiled on CNN, Chris Matthews, and the Today Show. Ari also mentors SMWW's **Baseball Analytics Course**.

Twitter: @arikaplan1



SPORTSMANAG



Fred Claire, AriBall and LA Dodgers Former GM & 1988 World Series Champion

Fred Claire was a member of the Los Angeles Dodgers' front office for 30 years, advancing from publicity director of the team to the position of Executive Vice President with responsibility for player personnel decisions and baseball operations.

In a distinguished career with the Dodgers, Claire served the team as a publicity director; vice president of public relations, promotions and marketing; Executive Vice President in charge of day-to-day operations; and Executive Vice President and General Manager in charge of player personnel.

Claire joined the Dodgers in 1969 and he proved to be an award-winning executive at every stage of his career. Claire was directing the team's marketing efforts when the Dodgers first hit the three-million mark in attendance and established a period of record-setting attendance figures.

In April of 1987, Claire was named general manager of the Dodgers and when the team won the World Series in 1988 he was selected Major League Baseball's "Executive of the Year" by The Sporting News. Claire became the fifth Dodger executive in the team's history to win the award, following Larry MacPhail (1939), Branch Rickey (1947), Walter O'Malley (1955) and Buzzie Bavasi (1959).

Since his departure from the Dodgers in June of 1998, Claire has maintained an active schedule as an educator and as a consultant to a variety of businesses in addition to an on-going civic involvement. He also is a partner in AriBall, a leading company in the world of sports analytics.

The past two years Claire has served as a lecturer at Caltech in the first sports business class ever offered by the prestigious university. He also has served as an instructor at the University of Southern California and helped to launch the successful class of "Sports, Business and the Media" that is offered by the Annenberg School. He also is on the advisory board of the Long Beach State sports management program.

Twitter: @Fred_Claire



Mark Goodstein, Managing Director of TDA Partners

Mark Goodstein has been a catalyst for many different startups over the last 20+ years, including starting the Progressive Automotive X Prize, a global competition for high mileage vehicles, X1 Technologies, an enterprise search software company, GoTo.com (Overture Services), the pioneer of paid search, and Intranets.com, an early enterprise intranet software company. He is a founding executive board member of Innovative Pasadena, a Bell Commission member for LANsync, an Annenberg Foundation program to bring more philanthropic and federal dollars to Los Angeles, and active advisor to several extraordinary early stage startups in Pasadena.

5:15pm Closing Remarks with Lynn Lashbrook

WHAT ARE THE WINTER BASEBALL MEETINGS?

The Baseball Winter Meetings are an annual event, held each December, attended by representatives from all 30 Major League Baseball organizations, more than 160 minor league baseball teams, and various league offices, companies associated with baseball and guests from international baseball-playing countries for four days during the offseason. This is a time when many offseason trades and transactions are completed. The Rule 5 draft, where players who are not on a team's 40-man roster can be drafted by another team, is held on the shortened last day of the meetings. It is generally considered the culmination of baseball's "hot stove league." The tradition of baseball holding offseason meetings during December dates back as far as 1876, the first offseason of the National League.



Executives from all 30 Major League Baseball organizations attend, as well as more than 160 Minor League Baseball teams. This event is the major baseball event of the year. GMs, player agents, executives, managers, and yes, a few players all attend. It's an event worth attending if you are looking to network, report on the signings and trades that go down, or for fans to feel the energy and excitement. Where else can you have Tommy Lasorda, Bill James, Frank Robinson, Scott Boras, Billy Beane, and Bobby Cox all within 20 feet of each other? There's also trainers, scouts, media, reps from the leagues, ESPN, Baseball America, MLB Network, MLB.com...it is a plethora of baseball who's who.

SMWW COURSES

SMWW SPORTS CAREER COURSES

SMWW offers over 20 Sports Career Courses to accelerate your career in sports. You have met many people who have taken our courses here today. Some were speakers, some were attendees. All of the courses are similar to today's session that they give you the "*what you know*" and the "*who you know*".

For attending today's conference, you receive a \$200 discount (\$300 for SMWW Alumni) on a SMWW Course.

COURSES INCLUDE:

- Live Audio Chats with your Mentors
- Advice & Mentoring for years to come
- Resume Enhancement
- Informational Interviews
- Software and textbooks
- References from your mentors
- Access to SMWW network
- Invitation to the SMWW Alumni Association
- Cutting edge technology
- Academic credit transferable to your school



Books and materials are included. Courses are 8 weeks long, but can be taken at your own pace.

COURSE DESCRIPTIONS: (Price includes today's discount. Payment plans available.)

Athlete Management - \$1250: Become a Sports Agent! Learn skills and strategies necessary to represent professional athletes. Recruiting, draft preparation, contract negotiation, marketing, endorsements, sponsorship and legal requirements to represent clients in each sport. **Live Audio Chat Mentors: NFL Agent Dr. Lynn Lashbrook, former NFL and NBA Agent Joel Corry, FIFA Agent John Print, MLB Agent Oscar Suarez, NBA Agent Bret Kanis, and NHL Agent Manny Schmidt.**

Baseball Analytics - \$1250: Learn how to disseminate objective knowledge about baseball including sabermetrics, baseball analytics, data science, and the statistical tools used by the major leagues. **Live Audio Chat Mentor: Ari Kaplan, AriBall CEO.**

Baseball GM & Scouting - \$1250: Sabermetrics, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: former LA Dodgers GM Dan Evans, MLB Scout Larry D'Amato.**

Basketball Analytics - \$1250: Learn how to utilize basketball statistics, understand analytical concepts and data science within the context of basketball to measure the value of players and teams. Go inside the numbers with statistical tools and rules that can help explain the winning, or losing, ways of a basketball team. Learn how teams use statistics to interpret player and team performance. Join a cutting edge field of experts. **Live Audio Chat Mentor: Basketball Analytics Pioneer Dean Oliver.**

Basketball GM & Scouting - \$1250: Includes digital video editing, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentor: NY Knicks, Director of Player Personnel, Mark Warkentien.**

Coaching the Next Level - \$795: Skill development, funding, sponsorships and marketing as it relates to coaching. Skills and strategies to grow a career in coaching. Player evaluation, coaching evaluation, recruiting, retention, liability, leadership, management, and the steps to building a championship program. **Live Audio Chat Mentor: Dr. Jim Krause, Winning Sports Programs President.**

Cricket Business Management - \$795: Including team operations, club management, talent identification, team sponsorship, umpiring, coaching, junior, womens, new technologies, recruiting, the business of running a club and essential tools of professional and amateur cricket clubs. **Live Audio Chat Mentor: Ken Jacobs, former CEO of Cricket Victoria, the largest cricket club in Australia.**

Digital Video Editing - \$1250: Designed for individuals wanting to break into sports via the video department of professional and university teams. You will be trained in Synergy Sports Technology or XOS Technology used by NBA & NFL teams and EA SPORTS. **Live Audio Chats with Synergy Sports Technology Staff and/or XOS Technologies.**



SPORTSMANAG

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Football Analytics - \$1250: Learn how to utilize football statistics, understand analytical concepts and data science within the context of football to measure the values of players and teams. Learn how the NFL uses statistics to interpret player and team performance. **Live Audio Chat Mentors: NFL Analytic Experts**

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Hockey Analytics - \$1250: Advanced hockey scouting, game and player analysis, using hockey analytics and statistical tools utilized by the NHL. **Live Audio Chats with NHL Experts hosted by Mike Oke, Peterborough Petes' General Manager.**

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Soccer Management & Scouting - \$1250: Traditional scouting skills and transfer dynamics, evaluation tools and the business side of managing a team, player personnel and the job of the GM. **Live Audio Chat Mentors: ESPN Analyst Tommy Smyth, Aston Villa Scout (EPL) Steve Simmons, and Portland Timbers Scout (MLS) Matt Martin.**

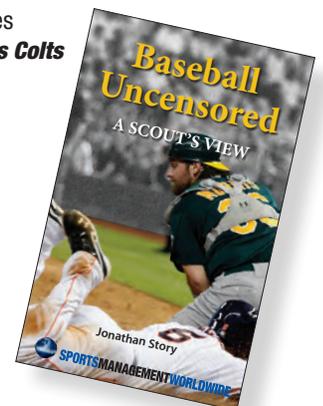
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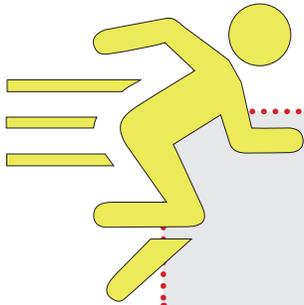
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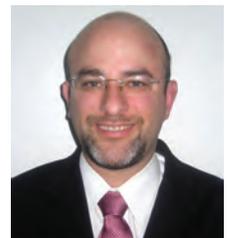
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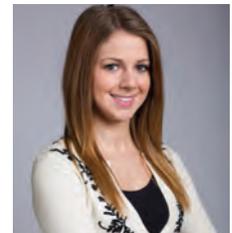
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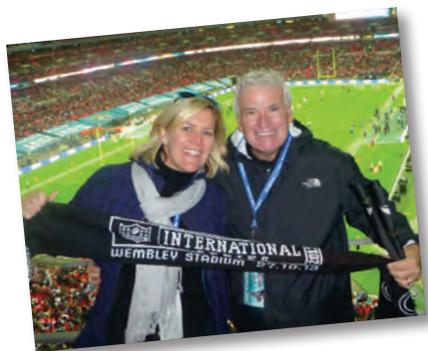
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Thierno Diallo, Global Foot Agency
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Jim Sherry, Viola FC Football Agency (Scotland)
Justin Clutter, Rabun County High School
Devon Teeple - The GM's Perspective
Jerry Differding - Biz of Baseball
Bill Jordan - Business of Sports Network
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