



**SMWW**

# **Basketball Career Conference**

**July 6-7, 2019**



**SPORTSMANAGEMENT WORLDWIDE**

# BASKETBALL CAREER CONFERENCE AGENDA

## Saturday, July 6th - SMWW Welcome Reception

**5:00-7:00pm** SMWW Welcome Reception with cocktails and hors d'oeuvres at Bahama Breeze, 375 Hughes Center Dr, Las Vegas, NV 89109



## Sunday, July 7th - SMWW Career Conference

Four Seasons Hotel, 3960 S Las Vegas Blvd, Las Vegas, NV 89119



**8:00am** **Registration Opens (Coffee and muffins provided)**

**8:30am** **Welcome & Opening Remarks**

**8:45am** **The Business of Sports Agency**

**Bret Kanis**, Hightower Law Firm NBA Agent, SMWW Mentor  
**Max Raseni**, FIBA Agent (Italy)  
**Tony Dutt**, Dutt Sports Services President



**9:45am** **How Money Talks in the NBA**

**Joel Corry**, CBSsports.com "The Agent's Take", SMWW Mentor  
**Eric Pincus**, Basketball Insiders NBA Salary Cap Expert; Bleacher Report  
Los Angeles Lakers Lead Reporter



**10:30am** **The Changing Landscape in Sports Media**

**Amin Elhassan**, ESPN Commentator  
**Ray LeBov**, Basketball Intelligence Founder and Publisher  
**Chris Haynes**, Yahoo Sports Senior NBA Insider



**11:30am** **The Growing Industry of Sports Betting**

**Brett Richey**, BlitzPredict CEO



**Noon** **Lunch with Special Guests**

**Brian Hagen**, Chicago Bulls Assistant General Manager  
**Chad Buchanan**, Indiana Pacers General Manager (tentative)



**1:00pm** **The Operations of a Professional Sports Team**

**James Andrisevic**, G-League Northern Arizona Suns Assistant Coach  
**Chris Taylor**, G-League Fort Wayne Mad Ants Dir. of Basketball Operations  
**John Ross**, Portland Trail Blazers Personnel Video Coordinator, SMWW Alum  
**Beth Hancock**, Portland Trail Blazers Executive Assist. to Operations



**2:00pm** **Basketball's Statistical Revolution**

**Dean Oliver**, Pioneer of Basketball Analytics, SMWW Faculty  
**Ben Zirman**, NBA G-League Basketball Operations Statistical Analysis



**3:00pm** **Learning the Second Language of Basketball**

**Mark Silver**, Synergy Sports Technology President  
**Carl Berman**, NetScouts Basketball Managing Partner



**3:30pm** **Differentiating yourself among the competition**

**Mark Warkentien**, Oklahoma City Thunder Executive, SMWW Faculty

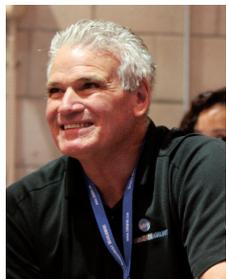


**4:15pm** **Closing Remarks with Dr. Lynn Lashbrook and Dr. Jim Krause**



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YOUR NAME  
BADGE AT ALL  
TIMES**

# BASKETBALL CAREER CONFERENCE SPEAKERS



## 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. Lynn has been working and teaching in Sports Management for over 40 years and has demonstrated a lifelong passion for helping students strategize and reach their career goals in the world of sports. SMWW, under Dr. Lashbrook's guidance, offers a global sports faculty with over 15,000 alumni from 162 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 125 NFL clients including former Miami Dolphins QB Matt Moore and current Minnesota Vikings Kyle Slotter. Lynn is President of the SMWW Agency with over 100 Agent Advisors worldwide representing hundreds of athletes including certified hockey agents and their clients.

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. At the University of Missouri, the Men's Basketball won 4 consecutive Big 8 Championships. While at University of Alaska Fairbanks, Dr. Lashbrook created the Top of the World Basketball Tournament.

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 | #SMWW19**

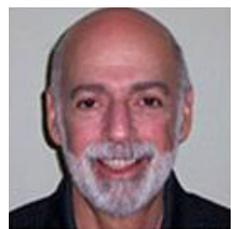


## James Andrisevic, G-League Northern Arizona Suns Assistant Coach

Andrisevic spent last year as the head coach of the Hiroshima Dragonflies in Japan's professional basketball league, the B. League. He returns to the NBA G League, where he most recently was the associate head coach for the Santa Cruz Warriors under current Los Angeles Clippers' assistant coach, Casey Hill. Andrisevic worked three years with the Warriors, his first two as an assistant coach. The Warriors were league champions under Hill and Andrisevic in 2014-15 after going 35-15 in the regular season, the best mark in the Western Conference. Before landing in Santa Cruz, Andrisevic served as head coach of BC Prievidza in Slovakia and of Asker BC in Norway's top basketball league.



The Lee's Summit, Missouri, native is no stranger to the area, as he was a forward for Arizona State's men's basketball team from 2003-05. He began his collegiate career at Johnson County Community College in Overland Park, Kansas, before transferring to ASU. Andrisevic played professionally in England, Denmark and Germany. **Twitter: @JAndrisevic**



## Carl Berman, NetScouts Basketball Managing Partner

Carl has over 30 years of business, financial and operational management experience as well as significant experience in the basketball industry. In addition to finance he has long term experience in contract administration, negotiation and marketing. He holds degrees from the University of Rhode Island and the University of Southern California and earned an MBA certificate from the Tuck Business School at Dartmouth College.



Carl oversees all Media and Business operations for NetScouts Basketball. He scouts college basketball extensively on the west coast, mainly the Pac-12, and takes several scouting trips to the east coast each season that includes coverage of prep school events and high school All-Star events. Carl is NetScouts Basketball's representative in our partnership with Universal Hoops LLC, in organizing and managing the National Prep School Invitational, the oldest prep school tournament in the nation, held each February in Rhode Island.

Carl is one of the top experts on International Basketball in the country and has been a featured columnist for over a decade on International Basketball for Basketball Times. He coordinates all the international NBA draft profiles for Turner Broadcasting on NBA.com. Carl is an excellent in talent evaluation and has worked representing overseas teams. He is a member of the U.S. Basketball Writers Association (USBWA) and has had his work featured in a host of publications and websites. Prior to starting NetScouts, Carl was the General Manager as well as Interim Head Coach and Assistant Coach for the Eugene Chargers of the International Basketball League. **Twitter: @carlberman**

# BASKETBALL CAREER CONFERENCE SPEAKERS



## Chad Buchanan, Indiana Pacers General Manager

Buchanan is entering his second season with the Pacers after serving two years as the assistant general manager for the Charlotte Hornets. Prior to that, he spent the previous 10 years with the Portland Trail Blazers, including the last seven seasons as director of college scouting. In that role, he focused on all college, international and high school scouting, while also managing the development of the team's scouting database, organizing pre-draft workouts and assisting in NBA player evaluation. Buchanan also served as the team's acting general manager from 2011-12, where he was responsible for all player transactions, including the 2011 NBA Draft and free agency. Buchanan made the trade that sent Gerald Wallace to the Nets in exchange for the first-round draft pick that was later used to draft Damian Lillard. He initially joined the Trail Blazers in 2004 as a scout before becoming director of college scouting in 2007.



Prior to the Trail Blazers, Buchanan spent five seasons as an assistant coach at Simpson College, his alma mater, from 1997-2002 and one season as an assistant coach at Drake University in 2003-04. In between, he served as assistant coach and assistant director of player personnel for the ABA's Kansas City Knights in 2002-03. **Twitter: @Pacers**



## Joel Corry, CBSsports.com "Agent's Take", SMWW Faculty

Joel Corry was a Sports Agent for 16 years, representing NFL & NBA players. In 1992 at Management Plus Enterprises, who represented top-level athletes including Ronnie Lott, Hakeem Olajuwon, and Shaquille O'Neal. Joel left Management Plus in 1995 to co-found Premier Sports and Entertainment, which focused on representing NFL players, college and NFL coaches. He was the primary and co-negotiator of numerous NFL player contracts, including Hall of Famer John Randle's 5-year, \$32.5 million contract with the Minnesota Vikings (1998), Patrick Surtain 6-year, \$44.63 million contract with the Kansas City Chiefs (2005), which made Patrick the highest paid player in the franchise's history. Randle's contract made him the NFL's highest-paid defensive player with unprecedented guarantees that have become the norm in the most lucrative NFL contracts. Other Premier clients included Pro Bowlers Eric Allen, Keenan McCardell, and Jimmy Smith. Joel served as a consultant with Management Plus for several years after starting Premier. As a consultant, he played an integral part in the negotiation of Shaquille O'Neal's Los Angeles Lakers contracts (\$120 million over 7 years & subsequent 3-year, \$88.3 million extension).

In 2012, Joel became a contributing writer for the National Football Post. He uses his NFL salary cap and collective bargaining agreement knowledge to provide a perspective on player salaries, contract negotiations and the salary cap that is rarely seen in the media. In 2013, Joel began writing for CBSSports.com on similar topics, but for a larger audience. Joel also appears regularly on radio shows, including SiriusXM NFL Radio. **Twitter: @corryjoel**

**Joel Corry is a returning speaker to the Basketball Career Conference. He mentors our Athlete Management Course, Salary Cap Analysis, and the NFLPA Prep Course.**



## Tony Dutt, Dutt Sports Services President

Tony Dutt is the President of Dutt Sports Services, Inc. (DSSI), a basketball agency based in The Woodland, Texas. DSSI's website's catchy phrase states, "With Dutt, it's a done deal." Dutt has negotiated deals for many NBA players, including Marcus Camby, Rashard Lewis, Raymond Felton, and Brandon Bass. Throughout his career, Dutt has secured hundreds of millions of dollars in contracts on behalf of his clients. Dutt represented three players selected in the 2011 NBA Draft – Markieff Morris, Marcus Morris, and Tyler Honeycutt. **Twitter: @duttssports**



## Amin Elhassan, ESPN Reporter

Amin Elhassan is entering his sixth season at ESPN as an NBA analyst and commentator after working for a decade in the NBA, most recently as the assistant director of basketball operations with the Phoenix Suns. He can be seen regularly on ESPN's daily NBA show The Jump, as well as SportsNation and The Dan Le Batard Show, and is a contributor to the critically acclaimed podcast The Basketball Analogy.



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## **Brian Hagen, Chicago Bulls Assistant General Manager and Windy City Bulls General Manager**

Hagen has been with the Bulls organization since 2012. Hagen spent the previous nine seasons with the New Orleans Hornets in a number of capacities with their Basketball Operations staff, most recently serving as the team's Director of Player Personnel. In that role, he coordinated the team's amateur and professional scouting operations and assisted in the evaluation of free agents and prospective trade acquisitions.



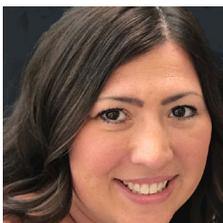
While with the Hornets, he also spent time as the team's video coordinator, Director of Basketball Operations, Director of Scouting and Assistant to the General Manager. Prior to joining New Orleans, he also was an Assistant Coach at Texas A&M-Corpus Christi in 2002-03.

Hagen began his career while at Iowa State as an Undergraduate Assistant (1996-2000). A native of Joice, Iowa, he graduated from Iowa State in 2000 with a degree in Management Information Systems. **Twitter: @chicagobulls**



## **Chris Haynes, Yahoo Sports' Senior NBA Insider**

Haynes is Yahoo Sports' Senior NBA Insider after stints covering the Golden State Warriors, Cleveland Cavaliers, and Portland Trail Blazers. Haynes is one of the few beat reporters to cover both Stephen Curry's NBA champion Warriors and LeBron James' Cavaliers. The Fresno, Calif., native covered James' Cavaliers for the Cleveland Plain-Dealer from 2014 to 2016. Then he jumped to ESPN to cover Curry and the emerging Warriors dynasty in Oakland the past two years. The Fresno State graduate was a security guard writing part-time for SLAM when he landed his first full-time gig in Portland covering the Blazers for NBC Sports Northwest. **Twitter @ChrisBHaynes**



## **Beth Hancock, Portland Trail Blazers Executive Assistant to Basketball Operations**

Beth Hancock is the Executive Assistant to the Basketball Operations Department of the Portland Trail Blazers. She has worked for the organization for 14 years, prior she worked with Coty and Blue Cross Blue Shield of Oregon. Beth works directly with Neil Olshey, President of Basketball Operations for the Portland Trail Blazers.



## **Bret Kanis, Hightower Law Firm NBPA Player Agent and Attorney, SMWW Mentor**

Bret Kanis is a certified player agent with the National Basketball Players Association. Bret's agent practice involves primarily representing professional basketball players both domestically and internationally; however, he also has experience representing baseball, football, and hockey players, as well as basketball coaches. Bret also has sports marketing experience, having worked with professional and Olympic athletes' endorsements.

As part of Bret's legal practice, he has represented professional athlete in contract negotiations, contract disputes and their off-the-field business ventures and personal matters; ownership groups in their potential purchase of sport franchises; and student-athletes in issues relating to their National Letter of Intent.

Bret graduated with a B.S.B.A from Washington University in St. Louis, Missouri; a J.D. from Pepperdine University School of Law; and a LL.M. in Taxation from New York University School of Law. Bret received the highest grade in sports law class where his professors were prominent sports agents, Dan Fegan (basketball) and Barry Axelrod (baseball). Throughout his career, Bret has had the opportunity to work with high-round draft picks, Hall of Fame athletes and Olympic Gold Medalists in various capacities as an agent and attorney.

**Bret is a returning speaker, having spoken at the Vegas Summer League Basketball Career Conference and the Agent Workshop as well.**

# BASKETBALL CAREER CONFERENCE SPEAKERS



## **Dr. Jim Krause, President of Winning Sports Programs, Board Chairman of WSE International, and SMWW Mentor**

Dr. Jim Krause, President of Winning Sports Programs and Board Chairman of WSE International, brings a wealth of experience to anyone in coaching. Coach Krause has had a 25+ year coaching career with stops at every level, including top assistant coach and recruiting coordinator for the University of Oregon basketball team under Jim Haney. Dr. Krause's coaching experience has included basketball, football, softball, baseball and golf at the University level and basketball, men's and women's soccer and softball at High School. Jim's diverse background as an athletic director, coach, and professional sports president, general manager, event coordinator and teacher enables him to guide and train you for any situation. If experience truly is the best teacher Dr. Jim Krause is your greatest asset in learning after having worked or consulted for: The University of Oregon, NABC Convention & NCAA Final Four, DGI (Sports Association of Denmark), 1996 Olympics, Alabama A&M University, University of Alabama, GM of the Huntsville Fire (professional sports team), Title IX Consultant, YMCA, and the NAIA National Office.

Dr. Krause has authored three books including, *Guardians of the Game*, *a Legacy of Leadership*, and believes building championship programs is a process that can be learned and repeated regardless of sport or level.

*Jim Krause is a returning speaker to the Basketball Career Conference. He mentors both our Coaching At The Next Level and Sports Administration courses.*



## **Ray LeBov, Basketball Intelligence Founder and Publisher**

Ray LeBov is the founder and publisher of Basketball Intelligence ([basketballintelligence.net](http://basketballintelligence.net)), a leading NBA-centric blog. Basketball Intelligence publishes a daily newsletter that links to the top 25 NBA-related stories, as well as featuring original content and podcasts with guest appearances from NBA notables.

BI's curation component has been named the #1 NBA-related news aggregated site. Stories are included if they meet BI's "Four-I" test: they must be intelligent, informative, insightful and interesting. Ray is also the co-founder of the critically-acclaimed new subscription-based site, The Basketball Writers ([bballwriters.com](http://bballwriters.com)).

Ray has been actively involved in basketball his entire adult life: serving as a volunteer assistant coach at national power Wilbur Cross High School in New Haven, Connecticut, covering the NBA for Cage World and National Sportsweek magazines and representing an NBA player.

For the past 10 years, Ray has also been the Executive Director of the Association For Professional Basketball Research (APBR), the world's leading pro basketball historians' organization, as well as its affiliate APBRMetrics.

Ray has a B.A. from Yale University and a J.D. from the University of Southern California. He had a prominent career in California state government for three decades and currently teaches the legislative process through his company, Capitol Seminars. **Twitter: @ticketrules**



## **Dean Oliver, Pioneer of Basketball Analytics, SMWW Faculty**

Dean Oliver began with the Kings as Director of Player Personnel and Analytics in the 2014-15 season. Dean is known broadly as a pioneer in the analytics that help govern many basketball teams, from the NBA down to high school. His book, *Basketball on Paper*, was written at the same time as *Moneyball* and helped him to enter the NBA in 2004, working for the Seattle Supersonics. He soon joined the Denver Nuggets as Director of Quantitative Analysis and was part of several very successful teams and the Nuggets VP won Executive of the Year once during his tenure. Dean went to ESPN for the lockout of the 2011 season, where he headed up the construction of their sports analytics group, working on both basketball and football with talent, producers, technology, and executives at the company.

He earned a bachelor's degree in engineering at Caltech while playing on the basketball team. He did his Ph.D. in environmental engineering at North Carolina and Stanford while serving as an advanced scout in college basketball. His work has been published in numerous places, is in regular use on television and radio, and he is often asked to give talks to business and educational groups. His book has been lauded by legendary basketball coach, Dean Smith, and by sabermetrics pioneer, Bill James. **Twitter: @DeanO\_Lytics**

**Dean mentors the Basketball Analytics Course.**

# ONLINE GRADUATE DEGREES

## CUC/SMWW Students & Alumni



Mark Warkentien: OKC Thunder  
Executive



Shane Brady: NBA & NFL Agent



Nick Nurse: Toronto Raptors  
Head Coach



Joshua Uri: Synergy Sports Operations



Stephanie Lovingood: Phoenix Suns



Russ Lande: NFL Scout



Chris Zorich: NFL Pro Bowler,  
and Chicago State Univ. AD



Sports Management Worldwide and Concordia University Chicago (CUC) have partnered to offer accelerated online Masters and Doctorate degrees.

### Degrees available:

- Sports Leadership MBA
- Sports Leadership Ed.D
- Sports Leadership M.A.
- Sports Leadership Ph.D

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- 8-week delivery format
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## What differentiates an online degree with SMWW & CUC?

**MAJOR LEAGUE INSTRUCTORS** - Our live audio chat instructors are currently or formerly working for a professional or collegiate team. At SMWW & CUC we give you the “*what you know*” and the “*who you know*”. Your instructors and mentors are names that are recognized in the industry and can be used as references on your resume.

**GLOBAL SPORTS BUSINESS NETWORK** - with over 15,000 graduates from over 140 countries complemented by a global faculty, SMWW has graduates in every major league. Whether you take an online degree program or just one course, you join this vast network.

**SPORTS CAREER ADVANCEMENT** - Sports executives at the highest level and former professional athletes take SMWW/CUC programs. Advance your career to the next level with SMWW & CUC.

# SMWW COURSES

## SMWW SPORTS CAREER COURSES

SMWW offers 28 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 any SMWW Course.

## 8-WEEK ONLINE COURSES INCLUDE:

- Weekly Live Audio Chats with your Mentors
- Career Advice & Mentoring for years to come
- Resumé / CV professionally redesigned
- Access to web-based classroom and degrees
- Software, Books and materials
- References and experience for your resumé
- Access to SMWW network
- Headset & microphone
- Discounts to courses, conferences,



**Athlete Management - \$1450:** 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 - \$1450:** 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: Scoutables CEO, Ari Kaplan.**

**Baseball GM & Scouting - \$1450:** 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, & Scout, Hank Jones.**

**Basketball Analytics - \$1450:** 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 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 - \$1450:** Includes digital video editing, scouting skills, evaluation tools, 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: OKC Thunder Special Assignment Evaluator, Mark Warkentien and Carl Berman, NetScouts Managing Partner.**

**Coaching at the Next Level - \$995:** 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: former NCAA Coach, Dr. Jim Krause.**

**Cricket Business Management - \$1450:** 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 Mentors: Ken Jacobs, former CEO of Cricket Victoria, the largest cricket club in Australia, and Gladstone Small former English Cricketer.**

**Data Science Analytics - \$1450:** This course covers on the "top three" requested skills of SQL, R, and Python, and the foundations for data management, data science, programming, and visualization. Learn the basics of analytics and go through real-life examples in the context of how sports organizations take action from the insights - MLB, NBA, NFL, motorsports, or NHL. **Live Audio Chat Mentor: Ari Kaplan Scoutables CEO**

**Digital Video Editing - \$1450:** 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, and Mike Stoeber Jacksonville Jaguars.**

**Football Analytics - \$1450:** 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: Bleacher Report NFL Lead Writer Mike Tanier, and Aaron Schatz Football Outsiders Founder and ESPN Insider NFL Analyst.**

**Esports Business - \$1450:** Includes honing your esports passion for content creation, league operations, coordinating social media, event management, fan engagement and much more. **Live Audio Chat Mentor: Ben "FooJee" Watley, former professional gamer, broadcaster, and esports entrepreneur.**

**Football GM & Scouting - \$1450:** Includes Coach's Office software and XOS Technology training, 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 Tampa Bay Buccaneers GM Mark Dominik, former NFL Executive and legend John Wooten, and former NFL Scout Russ Lande.**

# 8 WEEKS. ONLINE. ANYWHERE. ANYTIME.

**Hockey Analytics - \$1450:** 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' GM.**

**Hockey GM & Scouting - \$1450:** Includes training with Steva Digital Video Editing and Rinknet, the scouting software used by the NHL, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the General Manager. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: Harry Sinden, Boston Bruins former GM, and Mike Oke Peterborough Petes' General Manager.**

**Motorsports Management - \$995:** Business side of the racing industry, race team management, speedway and track operations, media and event management, motorsports marketing, pit crew, revenue and sponsorships. **Live Audio Chat Mentor: Gary Ellis, Sales and marketing consultant, motorsports sponsorship manager, and auto racing official.**

**NFL Agent Certification Prep Course - \$995:** Offers study preparation for individuals who have applied and been accepted to take the NFLPA Certification exam. **Live Audio Chats Mentor: former NFL and NBA Agent, Joel Corry.**

**Rugby Business Management - \$995:** Team operations, club management, talent identification, team sponsorship, coaching, women's rugby, new technologies, recruiting, the business of running a rugby club and other essential tools of professional and amateur rugby clubs. **Live Audio Chat Mentor: Newcastle Falcons Managing Director, Mick Hogan.**

**Salary Cap Analysis - \$995:** Understand Collective Bargaining Agreement (CBA) and salary capology. Includes concepts like league wide salaries, minimum team salaries, operations of salary cap computations, exceptions and rules to salary caps, negotiations and extensions and accounting procedures sports leagues and other essential tools of contemporary salary cap analyst. **Live Audio Chats Mentor: Salary Cap Expert Joel Corry.**

**Soccer Agent - \$1450:** Become a Soccer Agent! Learn skills and strategies necessary to represent pro soccer players. Recruiting, transfer windows, contract negotiation, marketing, endorsements, sponsorship, MLS Draft, and legal requirements to represent clients specifically in Major League Soccer & European League Soccer. **Live Audio Chat Mentors: FIFA Agents: John Print and Sky Andrew.**

**Soccer Analytics - \$1450:** Soccer scouting, match a player analysis and transfer dynamics using an online platform utilized by the top soccer clubs in the world. Learn Wyscout, the leading soccer match analysis and player scouting platform. **Live Audio Chat Mentors: Newcastle United Football Club Technical Scout, Lee Fraser, and Matt Martin, The Soccer Syndicate Director of Scouting.**

**Soccer Management & Scouting - \$1450:** 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, Matt Martin, The Soccer Syndicate Director of Scouting, and John Print, FIFA Agent.**

**Sports Administration - \$995:** Enhance revenues, manage cost-effective programs, manage and maintain a full menu of sports, community relations. Designed for those that want to be Athletic Directors, work for an Olympic Committee, governing bodies, sports hall of fame, and international sports organizations. **Live Audio Chat Mentors: President of Winning Sports Programs and former NCAA Coach, Dr. Jim Krause.**

**Sports Betting with an Edge - \$1450:** Sports Betting 101, understanding the odds, pro vs. amateur, fantasy sports betting, bankroll management and the future of betting. **Live Audio Chat Mentor: Jeremy Henderson, WoO Technologies Co-Founder.**

**Sports Broadcasting - \$995:** Sportscasting, play-by-play with cutting edge technology. Conduct coach's interviews, execute live pre/post game interviews, host weekly coaching shows, and create an on-air sports personality. **Live Audio Chat Mentors: Portland Trail Blazer Announcer Brian Wheeler, and Sports Talk Radio Host Scott Moore.**

**Sports Media & Communications - \$995:** Public Relations, marketing, new media communications, social networking, and journalism at the major league level. **Live Audio Chat Mentor: Tim Mead, LA Angels VP Communications.**

**Sports Product Management - \$1,450:** Design process of the apparel design and management sector from product concept and strategy, merchandising, product development, sourcing and manufacturing, go to market and the retail strategy. **Live Audio Chat Mentors: 25-year veteran of the performance, casual, action sports and outdoor industry, Phil Hamilton.**

**Sports Sales & Marketing - \$1450:** Train for entry-level positions in the front office of your favorite team. Includes sponsorship, sales, & entry-level marketing needed to be hired as an Account Executive. **Live Audio Chat Mentors: Indianapolis Colts VP Greg Hylton, and 40-year sports executive Tom Leip.**

SMWW classes can be taken from anywhere in the world. We offer economic discounts based on your country, alumni discounts, and military discounts. Academic credit available for current university students. We have over 15,000 graduates working in sports in over 160 countries. We are the global leader in online sports business education.



## Eric Pincus, Basketball Insiders NBA Salary Cap Expert; Bleacher Report Los Angeles Lakers Lead Reporter

Eric is an NBA Collective Bargaining Agreement expert and capologist, currently covering the league for Basketball Insiders and the Los Angeles Lakers for Bleacher Report. He graduated from UCLA with a Political Science Major. **Twitter: @EricPincus**



## Max Raseni, FIBA Agent

Official FIBA Agent from 2004; best players represented: Awudu Abass (Cantù - Italy National Team), Mantas Kalinetis (EA7 Armani Milan - Lithuania National Team), Mareks Mejeris (VEF Riga - Latvia, Nat.team player), Simone Fontecchio (Virtus Bologna - Italy Nat. Team); Bruno Cerella (EA7 Armani Milano - Euroleague); Former Head and Assistant Coach for 25 years - teams (Italy): Pallacanestro Biella (division 2, 5 years), Auxilium Torino (div.1 and 2, 3 years), Glaxo Scaligera Verona (div.2, 2 years), Jadran Trieste (div.3, 5 years).



Massimo Raseni, nickname "Max", 53 years is an Italian official basketball Agent. Grown up as a basketball coach, he worked with professional teams for more than 20 years. His Slovenian origin (he speaks Slovenian, Croatian and Serbian language, too) helped him to learn and know the differences between worldwide basketball. At 24 (1984) he made also experience as an intern with Coach Dick Motta with the Mavs, wherein preseason sat on the bench as one of the assistants during the games vs. Rockets and Pistons. Coached players like Darryl Dawkins and Jay Vincent (Torino), Ricky Mahorn (Verona), Joseph Blair (Biella) and many others.

Because of some family issues in 2002, he decided to stop coaching, trying to find a different job. He Started his Agent activity and shortly joined Players Group Italy, which the best and worldwide known player is Danilo Gallinari. He is a partner of different American Agencies, During all these years made more than 150 professional agreements all over Europe. **Twitter: @maxraseni**



## Brett Richey, BlitzPredict CEO

Brett is a former poker pro that went into Daily Fantasy Sports (DFS) to build a consumer-friendly mobile app for FanDuel and DraftKings users. Their ultimate goal was preparing for legalized sports betting in the U.S. but when the DFS market cooled off, he decided to head into the blockchain to start building the BlitzPredict platform without waiting for legislation to pass. Since then. the Supreme Court ruled on legalized sports betting and rescinded the federal ban. This has allowed states to opt-in and offer sports betting. To date, eight states of legalized sports betting, seven additional states have recently passed a bill to legalize, and 29 states have introduced bills.

**Twitter: @BrettRichey**



**BlitzPredict**



## John Ross, Portland Trail Blazers Personnel Video Coordinator, SMWW Alum

John Ross is entering his 11th season as part of the Trail Blazers organization, serving the last four seasons as the Personnel Video Coordinator where his primary responsibilities include video breakdown, scouting, and team support. He began his career with the Trail Blazers as a Video Intern and spent five seasons as the Assistant Video Coordinator. Ross is a native of Rockville, Indiana and graduated from Liberty University with a Business Management degree and from Concordia University with a Master's in Sports Leadership. He also serves on the Board with Hands of Hope Africa. **Twitter: @trailblazers**



**Ross is an SMWW Alum, having taken both the Digital Video Editing with Synergy course, and the Basketball GM and Scouting course.**



# BASKETBALL CAREER CONFERENCE SPEAKERS



## Mark Silver, Synergy Sports Technology President

A graduate from the University of Florida, Mark started as an Intern with the Philadelphia 76ers before joining on full time during the 2007-08 season as a Video Coordinator. He then went on to start Logging at Synergy Sports in 2008. After working his way through the ranks, he was promoted to President in 2017. **Twitter: @SynergySST**



## Chris Taylor, Fort Wayne Mad Ants Director of Basketball Operations

Chris Taylor joined the Indiana Pacers back in 2012. Now, he's moved to Fort Wayne to become the Director of Basketball Operations for the Mad Ants, the Pacers' G League affiliate run by General Manager Brian Levy. Taylor previously worked for the Pacers' front office as one of two basketball operations coordinators. A graduate of Emerson College, Chris started out with the Maine Red Claws Operations department, before leaving to head to the pacers.

**Twitter: @TheMadAnts**



## Mark Warkentien, OKC Thunder Executive, SMWW Faculty

Mark has over 34 years of experience in basketball. Mark worked with the New York Knicks as Director of Player Personnel for 9 years. Prior to the Knicks, Mark was the GM for the Denver Nuggets; named such in September of 2006, where he was named NBA Executive of the Year in 2009 for his work in helping the Denver Nuggets reach the Western Conference Finals.

Prior to the Nuggets, Mark has worked with the Cleveland Cavaliers, Portland Trail Blazers, and the Seattle SuperSonics at various positions in scouting, general management and player personnel.

Mark has also coached several Southern California college basketball teams, before joining Jerry Tarkanian's coaching staff as an assistant at the University of Nevada - Las Vegas. During his UNLV years, the Running Rebels advanced to the NCAA Elite Eight four times in five years, the Final Four three times, and won the 1990 NCAA Championship.

Mark graduated with his Sports Leadership Master's degree in May 2014 from Concordia University Chicago, a partnership program with Sports Management Worldwide. **Twitter: @OKCThunder**

**Mark is the mentor for the Basketball GM and Scouting course and a returning conference speaker.**



## Ben Zirman, NBA G-League Basketball Operations Statistical Analysis

Ben currently serves as the G League statistical liaison, responding to inquiries, and internal & external stakeholder requests. Additionally, he manages databases of each team's statistical performance and statistical trends. Lastly, he generates reports on the timing of G League rules that are experimental or affect game flow such as Coaches Challenge, Take Fouls, Instant Replay, Last 2 Minute Report. Prior to working with the NBA, Ben has worked in analytics with EV Hoops, RSPCT, Brooklyn Nets, and The Madison Square Garden Company. Ben is a graduate of Sy Syms School of Business, where he earned a degree in Business Intelligence. **Twitter: @nbagleague**



# SMWW CAREER CONFERENCES

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## **Baseball Career Conference**

San Diego, California - December 8-9, 2019

## **Soccer Career Conference at the MLS Draft**

Baltimore, Maryland - January 17-18, 2020

## **Football Career Conference at the NFL Combine**

Indianapolis, Indiana - February 27-29, 2020

## **Hockey Career Conference at the NHL Draft**

Montreal, Quebec - June 26-27, 2020

## **Basketball Career Conference in Las Vegas**

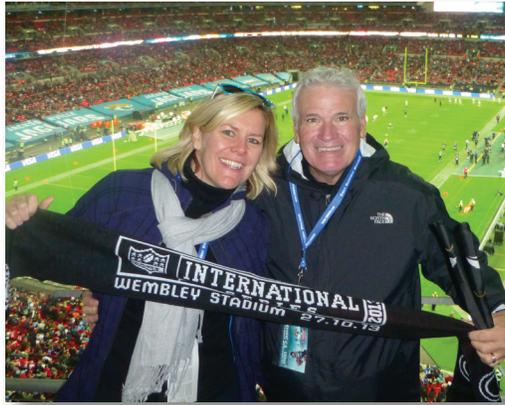
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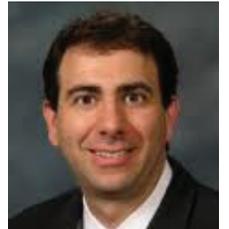
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Jim Sherry, Viola FC Football Agency (Scotland)  
Justin Clutter, Rabun County High School  
Devon Teeple - The GM's Perspective  
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Bill Jordan - Business of Sports Network  
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