



January 11-12, 2019

DURING THE
MLS SuperDraft



SPORTSMANAGEMENTWORLDWIDE

SOCCER CAREER CONFERENCE AGENDA

Friday, January 11th

- 10am-noon** Registration open at Marriott Marquis
- 11:30am-3pm** MLS Super Draft at McCormick Place
- 4-6:00pm** SMWW Welcome Reception at Kroll's South Loop, 1736 S Michigan Ave



Saturday, January 12th - Conference @ Marriott Marquis

- 8:00am** **PRE-GAME: Registration Opens**
- 8:45am** **KICK-OFF: Welcome and Opening Remarks**



Dr. Lynn Lashbrook, SMWW President & Founder

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 162 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 100 NFL clients including current Miami Dolphins Quarterback Matt Moore and Minnesota Vikings Quarterback, Kyle Soter.

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. 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. **Twitter: @SMWW, #SMWW19**

Be mentored by Dr. Lashbrook, take any SMWW course.

9:00am **Analytics Panel**

Moderator: John Print, SMWW Soccer Director and FIFA Agent



Lee Fraser, Newcastle United FC Head of Talent ID Analytics, SMWW Alumni & Mentor

In Lee's position he is tasked with shaping a department infrastructure based on key stakeholders requirements and forming a Recruitment Analysis team. Creating a roadmap and a successful bespoke data model combining both Quantitative and Qualitative data. Lee has over 20 years of experience within the game and has worked within many departments and for several enterprises including Middlesbrough FC, South Africa National Team and the Welsh FA. Lee holds the much coveted Level 4 Advanced Leadership and Management Award from The FA is a part of The FA alumni group. Lee is also the Head of Global Talent Identification for Spotlight ID identifying players through Gap Analysis and careful succession planning for professional football clubs.



Be mentored by Lee Fraser in the Soccer Analytics course.



Red lanyards are speakers or alumni you should meet. Introduce yourself!



Matt Martin, The Soccer Syndicate Director of Scouting, SMWW Mentor

As the Director of Scouting for The Soccer Syndicate Matt has multiple clients throughout North America providing a wide array of scouting and analytical services, including player ID U13 - U23 to USL & MLS and a growing number of International clients. The needs of elite players have expanded Syndicate scouting to clubs in Europe.

Matt scouts 120+ matches and events per year and manages a team of 20+ trained scouts spread across the US and Canada, providing scouting and knowledge management of thousands of evaluations a year on 1000+ players.

Matt scouted for The Scouting Network, London, from 2007-09 under Derek Bragg. He was with New York Red Bulls (Dec 2008 - Jun 2011) under TD, Jeff Agoos. From Aug 2011 to Jan 2015 Matt scouted for Sporting Kansas City under Asst Coach, John Pascarella & Head Coach/SD, Peter Vermes. From Jan 2015 to Feb 2018 Matt was the Director of Domestic Scouting for Portland Timbers FC under Gavin Wilkinson and TD Ned Grabavoy.

Matt conducted detailed systems and process analysis for DISA (1982 to 2014); retired USAF Major. Matt carried a TS/SCI clearance as a NetOps analyst, Inspector, Air Traffic Controller, Air Traffic Control Ops Chief, Airspace Mgr, and Comms & Cyberspace Officer (Master level). **Twitter: @calcio4us**

Be mentored by Matt Martin in the Soccer Management and Scouting, or Soccer Analytics courses.



Dan Altman, North Yard Analytics Founder

Dan Altman is the founder of North Yard Analytics, a consultancy focused on soccer. He works with clubs in the English Premier League, Major League Soccer, UEFA Champions League, UEFA Europa League, and other competitions around the world. He is also an adjunct associate professor of economics at New York University's Stern School of Business, where he co-teaches a seminar on sports analytics in practice, and an editor of the Journal of Sports Analytics.

Prior to launching North Yard Analytics, Altman was a director at a global consulting firm, an economic advisor in the British government, an internationally bestselling author, and an economics columnist for The New York Times and The Economist. He holds bachelor's, master's, and doctoral degrees in economics from Harvard University. A member of the Council on Foreign Relations, he is a citizen of the US, UK, and Canada. **Twitter: @NYAsports**

10:00am

Scouting Panel

Moderator: Matt Martin, The Soccer Syndicate Director of Scouting, SMWW Mentor



Brooks Laimbeer, Portland Timbers Midwest Regional Scout

Brooks Laimbeer graduated from Michigan State University with a double major in Journalism and Media & Information. While at MSU, Laimbeer covered the MSU Men's and Women's Soccer Teams for WDBM for 3 years as well as Lansing United. In the Fall of 2015, he took the Soccer Management and Scouting Course at SMWW where he met Matt Martin. After the class was done with, Martin asked Laimbeer to join the Timbers Scouting staff as an intern. In 2016, he officially joined the Portland Timbers Scouting staff as the Midwest Regional Scout. Along with scouting, Brooks is also an assistant men's soccer coach at Lawrence Tech University, a youth soccer coach and a video analyst for StreamSports.



Matt Pearson, Chicago Fire Academy Scout

Matt has been with the Fire for three years as both the Head of Scouting and the Academy Scout. Prior to working with the MLS franchise, Matt has worked with the Fire's Premier Developmental League as an assistant coach. He graduated from Reid Kerr College with a Bachelor's degree in leisure management.



**YOU MUST WEAR
YOUR NAME BADGE
AT ALL TIMES**

SOCCER CAREER CONFERENCE AGENDA



Tim Regan, Bradley University Assistant Coach, former SMWW Faculty

In 2013, Regan was named as assistant coach for Indy Eleven of the NASL. On June 2, 2015, Regan was named Indy's interim head coach, following the dismissal of Juergen Sommer.

Regan currently is in his first season as an assistant coach for his alma mater, Bradley, under the Braves' 22nd-year head coach, Jim DeRose. He has also been a "Soccer Operations & Scouting" instructor for SMWW. Regan played college soccer at Bradley University from 1999 to 2002, where he established himself as one of the best players in the program's history. After starting 20 games as a freshman, Regan was named second-team All-Missouri Valley Conference as a sophomore, after registering two goals and two assists from a defensive midfield position. Regan was moved to defense as a junior, and proved more than up to the task - he finished the year as a first-team All-MVC winner. Upon graduating, Regan was selected 17th overall in the 2003 MLS SuperDraft by MetroStars of Major League Soccer. As a rookie, he appeared in 15 games, starting seven, at numerous positions in the defense and midfield. Regan received less playing time in 2004, playing in just 12 games. His hard work was rewarded with an expanded role in 2005, as he started 18 out of 20 matches. However, on March 1, 2006, Regan was released by MetroStars. One month later he was signed by his former Metro coach Bob Bradley at Chivas USA where he became a surprise starter.

After the 2006 season, Regan was picked up by Toronto FC in the 2006 MLS Expansion Draft, but later traded to New York Red Bulls (the former MetroStars). He was waived by New York during the 2007 season.

In the spring of 2008, Regan trained with Chicago Fire and appeared in a preseason game for his hometown club, but was not offered a contract. Later that season, he would, sign a 'one-day contract' with Toronto FC. Regan eventually signed a deal with Toronto that kept him at the club until the end of the season. He retired following the 2008 season to become Toronto's head of scouting.



BRADLEY

11:00am

Agent Panel

Moderator: Dr. Lynn Lashbrook



John Print, SMWW Soccer Director, FIFA Agent

John Print is SMWW's Director of Soccer and Licensed Soccer Players Agent by the FA with a focus on the UK, European, and USA markets. As an agent, John has represented client's at all professional levels in England, across Europe and the USA, including the EPL, MLS, & USL. In addition, John has been working as a freelance soccer Scout for professional teams in England for the past six years. Besides working in soccer, John represents Olympic/Paralympic athletes and other sports personalities.

Prior to working with SMWW, John worked with UK Sport within their International Relations and Drug-Free Sport departments. He was also a partner with London-based sports agency, SIML before setting up his own agency called Sports Talent which focuses on promoting athletes to promotions and media projects. Highlights include providing talent for Global TV Commercials on behalf of Nike, adidas, EA Sports, Pepsi and Castrol and soccer talent for Timberland's Worldwide No 1 music video — "The Way I Are". **Twitter: @SMWWsoccer**

Be mentored by John Print, take the SMWW Soccer Agent or Soccer Management and Scouting Course.



Maikel Tsuji, SMWW Agent Advisor

Born and raised in Amsterdam, Maikel comes from a soccer influenced family and played professionally for eight years in Holland, Spain and the US. Maikel moved to the US in 2004 to pursue his career in soccer and ultimately decided to go back to school where he attended Hawaii Pacific University and majored in Business Management.

Maikel started working as a financial specialist for some major financial institutions. While doing that, he was also the Director of Coaching for a local soccer club in Hawaii, the coach of a local high school team, and the Soccer Field Manager for the Special Olympics in Hawaii.

Maikel is an Agent Advisor with SMWW Agency and works closely with John Print in representing multiple clients including Mikey Lopez, Mike Dafonte, Sidney Rivera, and women's player, Sonest Furtado. Together they have Niko DeVera and Jordan Farr attending the MLS Combine and MLS SuperDraft as potential draft picks this year.

Twitter: @maikeltsuji





Shea Richard Soma, XERIC Sports Management Founder and President

Shea Richard Soma is Founder and President of global soccer agency, XERIC Sports Management. Shea's career spans four countries across North and Central America, and Europe, six years of which were spent in Germany. Prior to founding XERIC Sports Management in 2016, Shea worked for reputable companies such as Google and Nintendo before deciding to turn to a sports career. His agency shares over fifty years experience between team members in the soccer industry, and has worked closely with MLS, USL, and large global clubs, including senior national team players from Brazil, Egypt, Honduras, El Salvador and Libya. XERIC Sports has launched focuses in the areas of analytics and augmented reality in order address player/club analysis and marketing needs, and expects large growth in these areas in 2019.



Noon

Lunch (provided with registration)

1:30pm

The Business of Scouting



Peter Wilt, Big Ten Sports Managing Director of Soccer

Peter is the Director of Scouting for Big Ten Sports, where he is launching the first pro team in Madison during 2019. Wilt is a soccer executive who was the first President and General Manager of the Chicago Fire in Major League Soccer, led an effort to bring an expansion MLS franchise to Milwaukee, Wisconsin, and maintains strong connection to the sport of soccer in the Midwest, Chicago in particular. Wilt is most known for his work with the Chicago Fire, where he gained a reputation for being a fan-friendly businessman in the soccer world.

Wilt started his sports career working for the Milwaukee Brewers baseball team and then the Milwaukee Admirals hockey team before starting in soccer.

In his seven seasons as Chicago's GM, the Fire won one MLS Cup, three U.S. Open Cups and one Supporters' Shield. In 2005, Wilt was fired. The following year, he became the chief executive officer of Milwaukee Professional Soccer (a group bidding to bring an MLS franchise to Milwaukee), but left the position to become CEO of the Chicago Red Stars Chicago's Women's Professional Soccer team that started play in 2009. After one season, Wilt left the Red Stars for a front office position with the Milwaukee Wave. After one season with the Wave, Wilt founded the now defunct expansion MISL side Chicago Riot.

In late 2012, Wilt led an effort with a group of Indianapolis, Indiana investors headed by Ersal Ozdemir to determine the viability of the market to support a North American Soccer League team in the city with eventual hopes to join MLS. On January 16, 2013, the league awarded Indianapolis the league's twelfth franchise, naming Wilt the team President that day. The team, known as Indy Eleven, began play in the 2014 season. In January 2016, Wilt stepped down from his role with the Indy 11 to pursue an NASL team in Chicago. In 2017, Wilt was announced that the newly formed National Independent Soccer Association would begin play in 2018 targeting an initial 8 to 10 teams. The league has also outlined plans to introduce a promotion/relegation system, once they reach their goal of 24 teams, the first in US professional soccer and in doing so act as a feeder league to the North American Soccer League. **Twitter: @PeterWilt1**



Red lanyards are speakers or alumni you should meet. Introduce yourself!



2018 Attendees

SOCCER CAREER CONFERENCE AGENDA

2:15pm

Media and Communications Panel

Moderator: Dr. Lynn Lashbrook



Tommy Smyth, Philadelphia Union Announcer, SMWW Mentor

Since 1993, Irish born Tommy Smyth has been an integral part of ESPN soccer coverage for the MLS, EPL, Serie A, La Liga, UEFA Champions League and FIFA World Cup Qualifying matches. His in-game analysis, strategic expertise and player evaluations are unmatched, as are his trademark voice and excitable delivery. Smyth is also well known for his studio work, especially on ESPN SoccerNet Press.

During his tenure at ESPN, Smyth called over 3,000 international matches, giving him an unprecedented point of view into team dynamics, attributes and organization. Smyth now is a fixture on Siriusxm157 where he is heard each morning from 9-12 with Rodney Marsh on their show Grumpy Pundits. During the MLS season Smyth works as the analyst on the TV coverage of all Philadelphia Union telecast. It is this knowledge of the sport, and first-hand exposure to the global game, that makes Smyth such a valued course mentor.

Twitter: @TommySmythESPN



Glenn Crooks, SiriusXM FC

Glenn has been the radio voice of New York City FC since their expansion season in 2015 and host of "The Coaching Academy" on SiriusXM FC Channel 157. He is the former Head Women's Soccer Coach at Rutgers University where he coached two-time FIFA World Player of the Year, Carli Lloyd. **Twitter: @GlennCrooks**



3:30pm

Learn the Business Side of Soccer



Eddie Rock, Chicago Fire Senior Director of Soccer Operations

Eddie is the Senior Director of Soccer Operations at Chicago Fire, where he has been since August 2017. Prior to the Fire, Eddie was a licensed intermediary by the US Federation with Libero Sports. With two other founding partners, they created and represented disparate groups in American soccer by utilizing knowledge of the soccer landscape, coaching experience and legal/business backgrounds. Eddie has also held positions as Player Personnel Intern at the MLS, Project Assistant at Sidley & Austin, and the Assistant Men's Coach at University of Chicago. He graduated Beloit College with a BA in Political Science, and a JD from Mitchell Hamline School of Law. **Twitter: @EddieRock9**



2018 Attendees



4:15pm

Professional League Panel

Moderator: Scott Rezendes, The Soccer Syndicate CEO



Scott Rezendes, The Soccer Syndicate CEO

A lifelong soccer player involved in all aspects of the game was presented with an opportunity to help launch the MLS Players Association while completing his MBA in Sports Management at the George Washington University. During his three years at the PA, he helped open their first office, advocated daily on behalf of the players as their liaison to the MLS Player Relations department on compensation and benefits issues. He worked tirelessly to prepare players & their agents for contract negotiations with the league, audited the league's annual player payrolls, and compiled & released the first player salary survey for the Association.



Scott then moved over to club management and took the helm as General Manager of the Wilmington Hammerheads in preparation for their 2012 season. He was instrumental in building a competitive USL Pro roster that clawed its way to the Cup Final that season, despite having one of the lowest player budgets league wide.

After that successful season in Wilmington, Scott moved on to work for Sporting Kansas City as a domestic scout, based in Washington DC, for 4 seasons. As a team member of their broader scouting efforts, he worked aggressively to provide the club with accurate data on collegiate and lower division professional players for potential acquisition. During that time, Sporting Kansas City had a tremendous amount of success in the MLS Super Draft, identifying and selecting key contributors to their MLS roster. That success gave the club critical depth to withstand the grind of long MLS seasons and led to an MLS Cup and US Open Cup Championship during his time there. In addition, he aided Oklahoma City Energy FC & Swope Park Rangers in preparing for their inaugural seasons with in-depth player analysis.

Scott was then hired as Technical Director of the Oklahoma City Energy in 2016 and helped guide both their USL first team and PDL U-23 to tremendous success. In 2017, the USL roster advanced to the Western Conference Finals while the U-23 roster held the best record nationally throughout all of PDL. **Twitter: @BizOffThePitch**



Oliver Gage, Houston Dynamo Performance Analyst

Gage enters his fourth season with Dynamo in 2019 after spending three seasons as the operations assistant for University of Virginia men's soccer program. His responsibilities with UVA included all aspects of video editing and performance analysis while assisting the coaching staff with day-to-day soccer operations. Virginia reached the NCAA College Cup in each of his three seasons at UVA, including the 2014 campaign when the Cavaliers claimed the NCAA Division I National Championship.



Prior to coming to Virginia, Gage served as the assistant first-team technical assistant with the Sheffield Wednesday Football Club in Sheffield, United Kingdom. His responsibilities included opposition scouting and analysis, production of scouting reports, highlighting key tactical concepts, potential areas of weakness and production of pre-match presentation for players and staff.

Gage earned a master's degree in organizational leadership at Mercyhurst College while playing soccer, and his team made the NCAA tournament. He also competed in the NPSL for the Erie Admirals, reaching the final four in 2011. Gage earned his bachelor's degree in marketing at Leeds Metropolitan University. **Twitter: @G4gey**

**YOU MUST WEAR
YOUR NAME BADGE
AT ALL TIMES**



SMWW Mentors with Liz Lashbrook

SOCCER CAREER CONFERENCE AGENDA



Jason Arnold, Capelli Sport Sporting Director

Jason Arnold holds the position of Sporting Director for Capelli Sport. Capelli Sport is a sports apparel and manufacturing company that also has a management and ownership component. Headquartered in New York City, Capelli Sport supplies team apparel and equipment to top professional and youth clubs around the world, while holding ownership shares in 6 professional teams globally and owns/operates the New York/New Jersey based Development Academy club Cedar Stars Academy. In his role, Jason sits on the board of several of the clubs owned by Capelli Sport and works at many capacities with each club while generating exposure and growth for the Capelli Sport brand.

Jason has strong experience in European soccer, having played within the academy of Viborg FF in Denmark for 4 years before returning to the U.S. to play collegiately at the University of Maryland, College Park. While at College Park Jason made three Final Four appearances and captured an ACC title.

Following his collegiate career and professional trials, Jason moved in to the business side of sport. Starting with the national youth sports league company i9 Sports before moving to work as Senior Director of Operations for United Soccer Leagues in Tampa, Florida. Jason transitioned from the league side to the professional club side with Capelli Sport in 2013, as General Manager of the USL professional club Wilmington Hammerheads, followed by roles as President/General Manager and Sporting Director of USL professional club Penn FC based in Harrisburg, Pennsylvania.



5:00pm

FINAL WHISTLE - Closing Remarks with Dr. Lynn Lashbrook



Dr. Lashbrook with wife Liz, and Alyssa



2018 Attendees @ the Draft



Dr. Lashbrook with Eric Wynalda

2019 MLS SUPERDRAFT

The 2019 MLS SuperDraft is the 20th SuperDraft conducted by MLS. After the successful completion of the 22nd MLS season, the draft order was set and the teams began preparing in earnest for the event where college stars become professional rookies.

There are two types of draftees in the MLS SuperDraft: regular college seniors and Generation adidas draftees. A Generation adidas draftee is a player who has signed a professional contract with the league which guarantees them a three-year contract. GA players do not count against the MLS senior roster salary cap and generally earn a much higher salary than the league minimum. GA players do not have to be and typically are not, college seniors.

2018 MLS Draft Top 10:

Pick #	MLS Team	Player	Position	Affiliation
1	LAFc	Joao Moutinho	Defender	Akron
2	LA Galaxy	Tomas Hilliard-Arce	Defender	Stanford
3	LAFc	Tristan Blackmon	Defender	University of Pacific
4	FC Dallas	Francis Atauhene	Forward	Michigan
5	Chicago Fire	Jon Bakero	Forward	Wake Forest
6	Orlando SC	Chris Mueller	Forward	Wisconsin
7	Minnesota United	Mason Toye	Forward	Indiana
8	New England Revolution	Brandon Bye	Defender	Western Michigan U
9	New England Revolution	Mark Segbers	Defender	Wisconsin
10	Chicago Fire	Mo Adams	Midfielder	Syracuse

2019 MLS Draft Top 10

Player	Affiliation
Bradley Dunwell	Wake Forest
Callum Montgomery	Charlotte
Andre Shinyashiki	Denver
Marcello Borges	Michigan
Logan Gdula	Wake Forest
Amar Sejdic	Maryland
Santiago Patino	Florida International
Camden Riley	Pacific
Abdi Mohamed	Akron
Sergio Rivas	Seattle



Inside the MLS SuperDraft

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, MLB Scout Larry D'Amato.**

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: NY Knicks Director of Player Personnel, Mark Warkentien.**

Break Into Sports - \$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.**

Business of Esports - \$1,450: Designed to expose you to the various areas of esports business and help you find your fit in this growing industry.. **Live Audio Chat with Ben Watley, former professional gamer, broadcaster, caster, team coach, general manager, and esports entrepreneur**

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.**

8 WEEKS. ONLINE. ANYWHERE. ANYTIME.

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.**

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.**

Mixed Martial Arts Management - \$995: One of the fastest growing sports in the world is now looking for all sorts of talented and creative people. Learn from former Olympic silver medalist Matt Lindland, MMA competitor, coach, agent and promoter, the inside of this business. **Live Audio Chat Mentor: Matt Lindland, USA Wrestling Greco-Roman coach.**

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.**

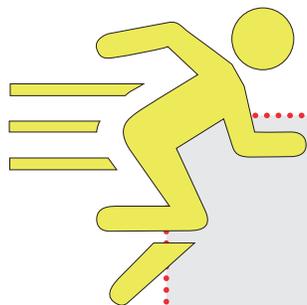
Sports Administration - \$995: Enhance revenues, manage cost-effective programs, manage and maintain a full menu of sports, community relations. Designed for those that want to be Athletic Directors, work for an Olympic Committee, governing bodies, sports hall of fame, and international sports organizations.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

Sports Broadcasting - \$995: Sports casting, 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.**

DISCOUNTS FOR ATTENDING TODAY!



Put your career on the fast track!

Today Only!

Any SMWW Course - \$200 Off

Sign up at the Registration Desk to receive your discount.

YOUR SMWW TEAM



John Print
SMWW Soccer Director
FIFA Agent



Tommy Smyth
Philadelphia Union
Color Analyst



Matt Martin
The Soccer Syndicate
Director of Scouting



Scott Rezendes
The Soccer Syndicate
CEO



Lee Fraser
Newcastle United FC
Talent ID



Ike Worth
SMWW Business
Operations Coordinator



Alyssa Rutherford
SMWW Business
Operations Manager



Liz & Lynn Lashbrook
SMWW Co-Owners

**Thank you for being our guest.
We hope to see you again soon!**

2019 CAREER CONFERENCES



Football Career Conference at the NFL Combine
Indianapolis, Indiana - February 28 - Mar 2nd, 2019

Hockey Career Conference at the NHL Draft
Vancouver, British Columbia - June 20-22, 2019

Basketball Career Conference at the Vegas Summer League Games
Las Vegas, Nevada - July 6-7, 2019

Baseball Career Conference
San Diego, California - December 8-9, 2019

Soccer Career Conference at the MLS Draft
Baltimore, Maryland - January 11-12, 2020



**JOIN US
AGAIN!**

ONLINE GRADUATE DEGREES

CUC / SMWW SUCCESS STORIES:



Mark Warkentien

Oklahoma City Thunder Special
Assignment Evaluator



Shane Brady

NBA & NFL Certified Agent



Nick Nurse

Toronto Raptors Head Coach



Joshua Url

Synergy Sports Operations



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

- Affordable
- No residency required
- Fast, flexible, and self-paced
- Course work is completed through the Internet
- Federal Financial Aid is available
- 8-week delivery format
- No GRE requirement for the Masters
- Regionally accredited with a 150-year history of preparing leaders



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.

“To Catch a Foul Ball
You Need a Ticket to the Game”

- Dr. G. Lynn Lashbrook



SPORTSMANAGEMENTWORLDWIDE

The Global Leader in Sports Business Education | SMWW.com