



SPORTS MANAGEMENT WORLDWIDE

Football Career Conference
DURING THE
NFL Combine

February 27-28, 2020

FOOTBALL CAREER CONFERENCE AGENDA

Thursday, February 27th

7pm - 9pm

Welcome Networking Reception - Punch Bowl Social, 120 S Meridian Street



Friday, Feb. 28th - SMWW Career Conference: JW Marriott Ballroom, 3rd Floor

7:00am **Registration open at the JW Marriott, Grand Ballroom 3rd Floor. Coffee and bagels provided.**

7:45am **Introductions with Jen Mueller**

7:55am **“Adrenalize Today, Monetize Tomorrow”**

Dr. Lynn Lashbrook, SMWW President and Founder, and NFLPA Agent



8:10am **Morning Coffee Inside the NFL**

Moderator: Jen Mueller, Seattle Seahawks Sideline Reporter

Greg Hylton, Indianapolis Colts Vice President Ticket Sales, and SMWW Faculty

Mark Dominik, NFL TV Analyst, former Tampa Bay Buccaneers GM, and SMWW Faculty

8:50am **Break**

9:05am **The Man Behind Breaking News**

Adam Scheffer, ESPN NFL Insider

10:15am **It All Begins with Scouting**

Moderator: Dr. Lynn Lashbrook, SMWW President, and Founder

Salli Clavelle, San Francisco 49ers Pro Personnel Analyst

Russ Lande, Calgary Stampede US Scout, GM Jr. Founder, and SMWW Faculty

Ric Serritella, NFL Draft Bible Founder

Eric Galko, XFL Director of Player Personnel

11:15am **Understanding the Salary Cap**

Moderator: Jen Mueller, Seattle Seahawks Sideline Reporter

Joel Corry, CBSsports.com Writer, and SMWW Faculty

Zack Moore, Caponomics Author

12 noon **Lunch Buffet - Located in Grand Ballroom 7-9**

1:00pm **The Growing Need in Football Analytics and Video Editing**

Moderator: Jen Mueller, Seattle Seahawks Sideline Reporter

Aaron Schatz, Football Outsiders Almanac Founder, and SMWW Faculty

Mike Stoeber, Jacksonville Jaguars Director of Football Technologies, and SMWW Faculty

Steve Palazzolo, Pro Football Focus Senior Analyst

Josh Liskewitz, Pro Football Focus High School Operations Manager, and SMWW Alumni

1:45pm **Break**

2:00pm **The Changing Landscape in Sports Media and Communications**

Moderator: Jen Mueller, Seattle Seahawks Sideline Reporter

Doug Farrar, Sports Illustrated NFL Writer

Dei Lynam, Veteran Sports Reporter, and SMWW Faculty

Herbie Teope, The Kansas City Star Chiefs Lead Beat Reporter

2:45pm **Break**

3:00pm **Behind The Scenes with an NFL Agent**

Moderator: Dr. Lynn Lashbrook, SMWW President and NFLPA Agent

Kelli Masters, KMM Sports President, and Owner, NFLPA Agent

Kristen Kuliga, K Sports & Entertainment Founder, NFLPA Agent

Ray Haija, MGA Sports Agency NFLPA Agent, and SMWW Alumni

Joel Corry, CBSsports.com Writer, and SMWW Faculty

3:45pm **Break**

4:00pm **Power Hour**

Paraag Marathe, San Francisco 49ers President

5:00 pm **“Caption This” with Jen Mueller**

5:10 pm **Networking Happy Hour on 3rd Floor in Foyer**



NFL Agents Tom Mills and Kristen Kuliga

FOOTBALL CAREER CONFERENCE SPEAKERS



Dr. Lynn Lashbrook, SMWW President & NFL Agent

Dr. Lynn Lashbrook is President and Founder of Sports Management Worldwide, the first online sports management school, and a respected voice in the sports business community, often serving as a field expert in publications such as Sports Illustrated, ESPN the Magazine, Reuters and Sports Business International.

As an active NFL Agent Dr. Lashbrook has personally represented over 150 NFL players including 9-time Pro Bowler Brian Dawkins, 31st draft pick Alex Van Dyke and former first rounder Mark Fields. Dr. Lashbrook co-represents NFL Kansas City Chief's QB Matt Moore with graduates of the SMWW Athlete Management Course. SMWW Agency, an international full service sports agency, under Dr. Lashbrook's leadership, represents professional athletes in a variety of major and minor leagues.

Dr. Lashbrook has served at the collegiate level as a coach, scout, recruiter, athletic academic advisor, compliance officer and athletic director. In professional sports, in addition to his work as an NFL certified agent, he helped save Providence Park stadium in Portland, home of the Timbers, and has worked tirelessly to bring Major League Baseball to Portland.

An accomplished speaker, Dr. Lashbrook has spoken on five of seven continents in addition to hosting and moderating SMWW career conferences at major sporting events across the nation. SMWW offers a global sports education via online courses and audio chats, taught by pillars of the sports industry. SMWW graduates currently work in every major sports league in the world, including the NFL, NHL, MLB, NBA, Rugby, Cricket, MLS and the English Premier League.

Dr. Lashbrook is respected in the sports industry for his ethical compass, integrity and puns! We encourage you to introduce yourself to Dr. Lashbrook. He loves meeting people! **Twitter: @SMWW, #SMWW2020**



Matt Moore, Kansas City Quarterback

When Matt signed with SMWW, Lynn advised Matt that he might not be drafted, but that SMWW would do everything they could to promote him. Matt was not invited to the Combine, nor was he drafted. SMWW quickly negotiated an opportunity with the Dallas Cowboys. After being put on waivers, Matt was picked up by the Carolina Panthers. In Matt's first year in the NFL he started three games with Carolina and was named NFL Offensive Rookie of the Month. After 3 seasons with the Panthers, Matt played 7 seasons with the Miami Dolphins.



After retiring in the 2018 season, Matt participated in the Football GM & Scouting Course and started scouting for the Miami Dolphins. Last year, for the first time, Matt attended the NFL Combine as a Scout and spoke at this NFL Combine Conference. In August, KC Head Coach Andy Reid personally called Matt and asked him to come out of retirement as backup quarterback to Patrick Mahomes.

On October 17, 2019 with only 6 weeks of practice, Moore took over as the Chiefs QB after Mahomes injured his knee. Moore started the next 2 games. Moore's performance against the Vikings will always be remembered as it gave the Chiefs the home field advantage to go on to win the Super Bowl. Moore served as backup quarterback in the Chiefs first Super Bowl appearance since Super Bowl IV in 1970, clinching the win against the San Francisco 49ers with a score of 31-20 in Super Bowl LIV.



Salli Clavelle, San Francisco 49ers Pro Personnel Analyst

Salli Clavelle is in her second season with the 49ers and first as a pro personnel analyst. As a scouting assistant with 49ers in 2018, Clavelle assisted the college and pro scouting departments in their evaluation of NFL talent. On the college side, she assisted evaluating talent, attended college games, watched film on draft prospects, created draft cut-ups and attended All-Star events. Clavelle assisted the pro personnel department with updating the free-agent boards, creating cut-ups on prospective free agents and maintaining the free agent database. **Twitter: @SalliClavelle**



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

**Join the conversation
#SMWW2020**

FOOTBALL CAREER CONFERENCE SPEAKERS



Joel Corry, CBSsports.com Writer, and SMWW Faculty

Joel 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's 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 extensions). 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**

If you want to be a Sports Agent meet Joel Corry! Take the SMWW Athlete Management course and the Football Certification course to successfully pass the NFLPA exam.



Mark Dominik, NFL TV Analyst, former Tampa Bay Buccaneers GM, and SMWW Faculty

Mark Dominik is a TV Analyst who has worked with ESPN NFL Network and Fox Sports. Mark also has a weekly show on Sirius XM NFL Radio. Most recently, Mark was the Tampa Bay Buccaneers GM from 2009 through 2013. Mark contributed to seven playoff appearances and four division titles for the Bucs. Dominik quickly gained a reputation as one of the NFL's top talent evaluators, with a keen aptitude for finding late-round gems, in addition to fully utilizing the "second draft"—bringing in rookie contributors through undrafted free agency, scouring the waiver wire and opposing teams' practice squads.

Dominik joined the Buccaneers' staff at the young age of 24 as a pro personnel assistant. He served in that capacity through the 1997 season, before assuming the title of pro scout in 1998 and coordinator of pro personnel in 2000. Prior to the start of the 2001 season, Dominik began the first of his eight years as Tampa Bay's Director of Pro Personnel. In 2002, Dominik helped guide the Buccaneers to their first world championship in Super Bowl XXXVII against Oakland. As Director of Pro Personnel, his duties included overseeing the scouting, recruiting and signing efforts of all NFL players, while also monitoring NFL transactions and overseeing player tryouts. He was also in charge of the Pro Personnel department's evaluation of players in all other professional football leagues, including the Canadian Football League and the Arena Football League, while being responsible for the negotiation and signing of contracts for several free agents and NFL Draft signings. Dominik joined Tampa Bay after spending a year and a half working in both the college and pro personnel departments of the Kansas City Chiefs. Dominik holds a BS degree in Sports Management from the University of Kansas. **Twitter: @MarkDominikESPN**



Be mentored by Mark Dominik, take the SMWW Football GM & Scouting course.



Dr. Lashbrook and Mark Dominik, SMWW Faculty



Conference Ballroom



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

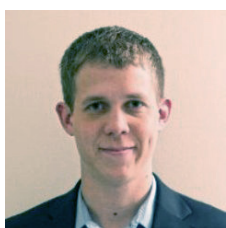


Doug Farrar, Sports Illustrated NFL Writer

Sports Illustrated NFL writer and Seattle resident Doug Farrar started writing about football in 2002 and became Football Outsiders' West Coast NFL guy in 2006. He was fascinated by FO's idea to combine Bill James with Dr. Z, and wrote for the site for six years. He wrote a game-tape column called "Cover-2" for a number of years, and contributed to six editions of "Pro Football Prospectus" and the "Football Outsiders Almanac." In 2009, Doug was invited to join Yahoo Sports' NFL team and covered Senior Bowls, scouting combines, Super Bowls, and all sorts of other things for Yahoo Sports and the Shutdown Corner blog through June 2013. He became the site's editor in 2010.



Doug received the proverbial offer he couldn't refuse from SI.com in 2013, and that was that. Doug has also written for the Seattle Times, the Washington Post, the New York Sun, FOX Sports, ESPN.com, and ESPN The Magazine. He also makes regular appearances on several local and national radio shows and has hosted several podcasts and radio shows over the years. He counts Dan Jenkins, Thomas Boswell, Frank Deford, Ralph Wiley, and Bill Simmons as the writers who made him want to do this for a living. **Twitter: @NFL_DougFarrar**



Eric Galko, XFL Director of Player Personnel

Eric Galko graduated from University of Delaware Business School and Villanova University School of Law. He has worked as a football consultant for over 10 years, working with professional teams, NFL agencies, sports attorneys start-up football leagues, in major media for Sporting News and Bleacher Report, as well as many others. He currently acts as the XFL League's Director of Player Personnel. **Twitter: @EricGalko**



Ray Haija, MGA Sports Agency NFL Agent, SMWW Alumni

Ray Haija is a certified NFL and CFL agent having spent over a decade in the agency business working with professional athletes in both the NFL and CFL.

Prior to and during his work as an agent, Ray has been a successful entrepreneur and has served as a business development consultant in his work with domestic and international start-up firms.

Ray has also had a 10-year career as a University Professor at various universities across the country, including the University of Hawaii and Pacific University. At Pacific University where he was on the faculty, he was also part of the Boxer's NCAA Division III football coaching staff.

Ray holds a Ph.D. from Virginia Tech, a Master's degree from Harvard University, an MBA from Roehampton University in London, and a BS degree from Colorado State University. **Twitter: @RayHaija**



Greg Hylton, Indianapolis Colts Vice President Ticket Sales

Greg Hylton is the Indianapolis Colts Vice President of Premium Seating and Ticket Sales. Greg has been with the Colts for over 18 years. Prior to VP, Greg served as Director of Ticket Sales and Marketing from 2001-05, Director of Ticket Sales from 1998-2000, and Group Sales Manager from 1997-1998. Greg holds a bachelor's degree in communications and psychology from Indiana University. Prior to working with the Colts, Greg started with the Indiana Pacers from 1990- 91 and with the Indianapolis Ice from 1991-97. Greg has worked his way up the ladder and is now excited to mentor passionate and hard-working individuals to do the same. **Twitter: @Colts**



Be mentored by Greg Hylton, take the SMWW Sports Sales and Marketing course.



2019 Scouting Panel

FOOTBALL CAREER CONFERENCE SPEAKERS



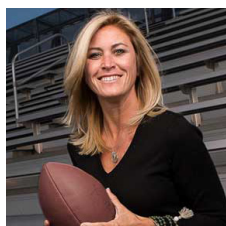
Dr. Jim Krause, former Division I Head Coach, and SMWW Faculty

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 on the game of basketball 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.

Be mentored by Dr. Jim Krause in the Sports Administration and Coaching At The Next Level courses.



Kristen Kuliga, K Sports & Entertainment Founder, NFLPA Agent

Kristen Kuliga, NFLPA Certified Agent Kristen Kuliga is the Principal and founder of K Sports & Entertainment, LLC, a full-service sports and entertainment management and marketing firm in Boston. As an NFL certified contract advisor, Kristen was the first woman to negotiate a starting NFL quarterback contract, having negotiated Doug Flutie's \$33 million contracts with the San Diego Chargers and is one of approximately 30 women certified by the NFLPA (out of approximately 800 certified NFL agents).

Kristen also oversees marketing and endorsement business for many professional athletes as well as corporations and is currently consulting on behalf of the GREAT Grille Group, assisting them in their expansion with NFL and NBA team-themed restaurants. Prior to K Sports, Kristen worked for several sports agencies in business development, sponsorship sales, event management and as general counsel (Highlights include launching new LPGA events, producing event for music icon John Legend's foundation, negotiating to license for Flutie Flakes cereal, launching popchips marketing campaign in New England, producing a fitness show for ESPN2 and attending salary arbitration hearings for NHL players).

Kristen also previously oversaw business development for a venture capital firm with investments in sports and entertainment entities working with mega music artists including Aerosmith, Christina Aguilera, Jewel, and Patti LaBelle. Outside of her day to day responsibilities at K Sports, Kristen sits on the Board of Directors of Veterans Legal Services Foundation, the fundraising committee of The Doug Flutie, Jr. Foundation for Autism is a member of the Sports Lawyers Association and the Boston Chapter Board of the National Sports Marketing Network. She was also an Adjunct Professor of Sports Law at Suffolk University Law School and the University of Massachusetts, Amherst. Kristen is a cum laude graduate of both the University of Massachusetts at Amherst (1991) and Suffolk University Law School (1994). **Twitter: @KSportsEnt**



Russ Lande, GM Jr. Founder and SMWW Faculty

With over 20 years of scouting experience in the NFL, CFL, and XFL, Russ Lande provides great perspective into the ins and outs of professional scouting. Beginning his scouting career as a part-time unpaid recruiting intern with the UCLA Bruins at just 22 years old, Lande eventually got paid for his hard work, becoming a scouting administrator with the Los Angeles Rams in 1994. After four years with the Rams, Lande began delving into the publishing and media side of scouting, founding GM Jr. Scouting, crafting an annual NFL draft guide, consulting with CBS Sports and eventually writing for the Sporting News, National Football Post and Sports on Earth. Lande spent four years as the Midwest Blesto scout with the Cleveland Browns and six years Scouting Director for the Montreal Alouettes. Currently with the Calgary Stampede. **Twitter: @RUSSLANDE**

Be mentored by Russ Lande. Take the SMWW Football GM & Scouting course.



Josh Liskiewitz, Pro Football Focus, and SMWW Alumni

Josh has been intellectually invested in the sport as long as he can remember but didn't get his start in football until taking **SMWW's Football GM and Scouting course** in 2007. After his class, he wrote hundreds of scouting reports independently on 2008 and 2009 NFL draft prospects and cultivated a solid rapport with Russ Lande. Russ eventually invited him to join his team at GM Jr. Scouting, to which Josh contributed hundreds of scouting reports and wrote All-Star game practice recaps. In 2015 Josh joined Pro Football Focus, a company owned by NBC Sunday Night NFL color analyst Cris Collinsworth, which grades every player on every play of every NFL, FBS and AAF game. PFF provides advanced analytics to all 32 NFL teams and many of the top NCAA teams. Josh is currently the high school operations manager for PFF.

Twitter: @PFF_Josh



Dei Lynam, Veteran Sports Reporter, SMWW Faculty

Growing up in a sports family provided Dei Lynam career focus from an early age. Her father Jim, was a coach in college and pro, most notably as head coach of the Philadelphia 76ers and then Washington Bullets in the 1980s and 90s.

But it was Jim's first assistant job in the NBA that gave Dei the bug for the sports industry. When he was named an assistant coach with the Portland Trail Blazers, Dei, just 15 years old, began working with the Blazers production crew, holding the mic in team huddles. She was hooked!

Since those teenage years, Dei's career has flourished. Executive producer for NBA Entertainment, sports anchor, sideline reporter, analyst, radio host - she has done it all. For 20 years she was a fixture with the Philadelphia 76ers as a sideline reporter for Comcast Sportsnet Philadelphia, building relationships with some of the most iconic stars in the NBA stage including Kobe Bryant, Allen Iverson, and Charles Barkley. **Twitter: @dlynamCSN**

Be mentored by Dei Lynam in the Sports Broadcasting Course.

Networking Happy Hour

JW Grand Ballroom Foyer - 3rd Floor
After the Conference: 5-6:30pm

Free Sports Career Advisor Consultation

Visit with our expert Sports Career Advisors. They are happy to discuss where you are in your career path and what the next step should be for you! They know what teams look for in a new hire and when to apply!

Fill out your survey and get a drink ticket!

FOOTBALL CAREER CONFERENCE SPEAKERS



Paraag Marathe, San Francisco 49ers President

Paraag Marathe is in his 19th year with the 49ers, currently serving as both President of 49ers Enterprises & Executive Vice President of Football Operations.



On the team side, Marathe continues in his long-respected role as the team's chief contract negotiator and salary cap architect, while overseeing the team's football analytics department, among other football duties. He is responsible for the 49ers compliance with the NFL's collective bargaining agreement and works alongside general manager John Lynch and head coach Kyle Shanahan on all aspects of the club's football operations.

Within 49ers Enterprises, Marathe oversees outside business ventures, advisory efforts, and major investment opportunities for the club. Marathe recently led the effort by 49ers Enterprises to purchase a minority ownership stake in Leeds United Football Club of the English Championship League. Marathe holds a seat on the Leeds United Board of Directors as part of the investment designed to help the historic club earn promotion to the Premier League. Backed by the 49ers in the 2018-19 season, Leeds fell just shy of promotion, advancing to the Championship play-off semi-final.

While serving as 49ers team president from 2014-16 and COO from 2010-13, Marathe supervised the development of Levi's Stadium and helped bring to life the vision of an unparalleled fan experience at the venue. Using the Bay Area as inspiration, the club focused on bringing technology, sustainability, and culture to the stadium experience. His leadership was critical during the club's transition from Candlestick Park to Levi's Stadium, as he set the vision and hired many of the current executive team members. He also played a critical role on the small team that founded and incubated VenueNext, a technology company that is setting new standards for the live event experience.

Marathe has played an integral role in rebuilding the 49ers current roster, negotiating contract extensions in recent years with a number of key players, including QB Jimmy Garoppolo and T Joe Staley. Additionally, Marathe's work during free agency has helped to land accomplished veteran players, such as All-Pro CB Richard Sherman, Pro Bowlers DL Dee Ford (trade/extension), FB Kyle Juszyk and CB Jason Verrett, as well as LB Kwon Alexander. Over the years, Marathe has consistently kept the club in a competitive salary cap position.

Marathe's Bay Area roots run deep, having received his bachelor's degree with high honors from the Haas School of Business at the University of California-Berkeley and his MBA from Stanford University's Graduate School of Business.

Beyond the 49ers, Marathe was named the Chairman of USA Cricket in October 2018 and moved quickly to ensure USA Cricket earned recognition by the International Cricket Council (ICC) as the organization's 105th member and develop a world-class T20 professional cricket league in the United States. He is also actively involved in the Bay Area community with organizations and causes that are personally important to him. He currently sits on the Board of Directors for Andrea's Voice and Project HEAL, two nonprofits that are focused on bringing awareness and funding, respectively, for fighting eating disorders. He serves on the Board of the Sequoia Hospital Foundation, where both of his daughters were born. Marathe is also a Lecturer at Stanford's Graduate School of Business, co-teaching two courses: Sports Business Investment and Negotiations. In 2015, Marathe was selected as a member of the Sports Business Journal's Forty Under 40 class. **Twitter: @49ers**



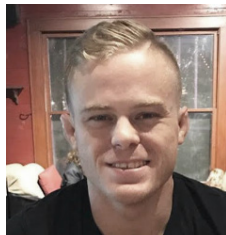
Kelli Masters, KMM Sports President, and Owner, NFLPA Agent

Kelli Masters is the owner and president of KMM Sports and is an NFLPA certified contract advisor. She has represented players in contract negotiations and endorsement deals since 2006 and was the first woman to ever represent a 1st Round Pick in the NFL Draft. She has also practiced Business Litigation since 2000 with the law firm of Fellers, Snider, Blankenship, Bailey & Tippens, P.C., and is a noted speaker and author. Kelli has a heart for charitable work and is a recognized expert on nonprofit law and charitable foundations. Kelli has developed a solid reputation and a vast network of professional relationships including coaches, owners, managers, and scouts from all 32 NFL Clubs, as well as the NFLPA. Kelli's clients include Blake Jarwin of the Dallas Cowboys, Alex Collins of the Baltimore Ravens, Tress Way of the Washington Redskins and other NFL players, as well as Olympic bobsledder Aja Evans and athletes in a variety of sports. **Twitter: @KMMsports**



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

FOOTBALL CAREER CONFERENCE SPEAKERS



Zack Moore, Caponomics Author

Zack Moore is a former college football player at the University of Rhode Island. He received his MBA from Rutgers Business School and has written for Over The Cap since 2014. He is the author of Caponomics: Building Super Bowl Champions, which offers insight into how teams use data and analytics to create sustainable, competitive teams through the salary cap that are capable of competing for championships. Zack's research has appeared on various platforms including ESPN, Sports Illustrated, Bleacher Report, USA Today, and the NFL Network. Zack is also a 2015 Football Career Conference Attendee. **Twitter: @ZackMooreNFL**



Jen Mueller - Seattle Seahawks Sideline Reporter

Jen Mueller, America's Expert Talker, is rarely at a loss for words. She pursued a career in sports broadcasting after repeated comments of "talks too much" from teachers and family members.

An 18-year sports broadcasting veteran, Jen currently serves as the Seattle Seahawks sideline radio reporter, a role she's held for 10 seasons. She's also been part of the Seattle Mariners television broadcast team on ROOT Sports for 12 seasons.

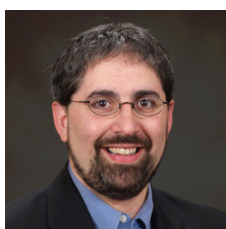
In addition to her work on the sidelines, Jen launched Talk Sporty to Me in 2009 and provides a unique and practical approach to business communication. Jen shows business professionals how to apply the same conversation strategies she uses in sports locker rooms to business settings, so they can become more confident and effective communicators. Jen is the author of three books. The most recent book, The Influential Conversationalist: Conversation skills that develop leadership potential was published in October 2017.

A lifelong sports fan, Jen is also a former high school football official, a passion she discovered while attending Southern Methodist University. Jen graduated from SMU in 2000 with degrees in broadcast journalism and public policy. **Twitter: @TalkSportyToMe**



Steve Palazzolo, Pro Football Focus Senior Analyst

After an 8-year career as a minor league baseball player, Steve joined Pro Football Focus' part-time staff in 2011 before moving to a full-time role in 2012. He moved to a senior analyst role in 2013 and wears many hats at PFF including that of an analyst, writer, and general liaison with NFL team customers. His work has also been featured on ESPN Insider. Steve is a believer that right tackles are just as important as left tackles and that "right-tackle only" prospect is really just guards. **Twitter: @PFF_Steve**



Aaron Schatz, Football Outsiders Almanac Founder, and SMWW Faculty

Aaron Schatz launched the revolution in football analytics when his website FootballOutsiders.com went online in July 2003. He remains editor-in-chief and head statistician for that website as well as the book series Football Outsiders Almanac. In addition, he writes for ESPN.com Insider and ESPN The Magazine, and during the 2011 season was a regular panelist on the ESPN2 show Numbers Never* Lie. He has written for a number of publications including The New Republic, The New York Times, and The Boston Globe, and has consulted for a number of NFL teams. Before Football Outsiders, Aaron spent five years on the radio at WBRU Providence and WKRO Daytona Beach, and three years as the writer and producer of the Lycos 50, the Internet's foremost authority on the people, places, and things that are searched online. **Twitter: @FO_ASchatz**



Be mentored by Aaron Schatz, take the SMWW Football Analytics course.

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

**Join the conversation
#SMWW2020**



Mike Stoeber, Jacksonville Jaguars Director of Football Technologies, and SMWW Faculty

Mike is currently the Director of Football Technologies at Jacksonville Jaguars. Mike has a wealth of experience in football with digital video editing. Prior to the Jacksonville Jaguars, he was the Senior Field Support Representative at XOS Digital. Prior to that, he was the Director of Football Operations and Director of Game Analysis at the University of Florida. Mike has a master's degree from the University of Florida in Sports Administration. Mike's career has seen digital video editing grow to what it is today and he knows first hand what a person needs to know to work for an NFL or collegiate team. Due to his relationship with XOS Digital, Mike also knows which teams need assistance in the Video Department and who is doing the hiring. **Twitter: @mikestoeber**



Be mentored by Mike Stoeber, take the SMWW Digital Video Editing course with XOS Technology



Herbie Teope, The Kansas City Star Chiefs Lead Beat Reporter

Herbie Teope serves as the lead beat reporter covering the Kansas City Chiefs for The Kansas City Star.

Teope previously covered the New Orleans Saints for The Times-Picayune | The New Orleans Advocate. Before that, he covered the NFL on the national front for NFL.com/NFL Network. He formerly had a first stint reporting on the Saints' beat for The Times-Picayune before joining NFL Media. In the past, Teope covered the Chiefs as a beat reporter for The Topeka Capital-Journal | ChiefsDigest. He also served as a Chiefs correspondent for The Associated Press and Pro Football Weekly, and special contributor to The Kansas City Star's website.



Outside of print, Teope was a sports writer and on-air personality for Time Warner Cable Metro Sports, a regional TV sports network in Kansas City, Mo., where he won a regional Emmy® award in 2009. Before entering the civilian sector in 2006, he enjoyed a 20-year active duty career with the U.S. Army, serving as a drill sergeant, air defense artilleryman and military paralegal.

Teope holds a Bachelor of Science in journalism and mass communications with an outside concentration in psychology from Kansas State University. **Twitter: @HerbieTeope**



2020 NFL COMBINE Lucas Oil Stadium Thursday Feb. 27th - Sunday, March 1st

- Check in 30 minutes prior to your ticket time.
- Present your printed ticket with ID when prompted (showing your email/QR code works as well.)
- The Combine personnel request you do not save spots. If you want to sit next to someone, you must enter the arena with them.
- Tickets may be given out in excess by the Combine personnel. If they hit capacity, everyone left will be turned away. With this in mind, please arrive EARLIER than the recommended 30 minutes to secure your spot in line.
- Cell phones, video cameras and other recording devices will NOT be allowed in the arena. If you are caught with one of these devices, you will be escorted out of the arena. *Please note, you can use your phone to check into the arena, and then you will want to turn it off and put away.
- Security Check will be administered, please leave all excess and over sized bags at your hotel. If you need to check out of your hotel, you can leave your bags at the bell hop of your hotel to pick up later in the day.
- This is a serious and stressful day for the athletes, with millions on the line for them. Please respect the rules, players and staff.
- The NFL will not permit cheering, large movements, shouting or any distractions, video or photography. You will be escorted off the premise if security deems necessary.
- On behalf of SMWW, please act appropriately.
- Please email events.combine@NFL.com for any NFL Combine ticket questions.

FOOTBALL CAREER CONFERENCE SPEAKERS



Adam Schefter, ESPN NFL Insider

Schefter was born to a Jewish family in Valley Stream, New York, and grew up in Bellmore, New York, where he attended John F. Kennedy High School, graduating in June 1985. He is a 1989 graduate of the University of Michigan and a graduate of Northwestern University's Medill School of Journalism.

Schefter was an editor at The Michigan Daily, where he began his newspaper career. While at Northwestern, Schefter worked as a freelance reporter for the Chicago Tribune. After graduating from Northwestern in June 1990, Schefter was an intern for the Seattle Post-Intelligencer before moving to Denver in 1990, when he started writing for the Rocky Mountain News in September 1990 and then The Denver Post in July 1996.

Schefter joined the NFL Network in 2004 and appeared on NFL Total Access and also wrote for NFL.COM. Before joining the NFL Network, Schefter appeared five times on ESPN's Around the Horn as a substitute for Woody Paige, who was based in Denver at the time. Before Around the Horn, Schefter appeared on ESPN's The Sports Reporters. Schefter appeared on NBC twice in the summer of 2008, working as the sideline reporter for Al Michaels and John Madden during the Redskins-Colts Hall-of-Fame game and then the Redskins-Jaguars preseason finale.

According to a USA Today survey of fans published January 19, 2009, "NFL Network's Adam Schefter edged ESPN's Chris Mortensen (34%-32%) for best [NFL] insider despite the NFL Network being in less than half as many U.S. households." Schefter was again selected as the best (NFL) insider in a November 2010 USA Today fan poll. Schefter was voted USA Today's best "insider" for a third straight year in November 2011.

In 2009, Schefter became a football analyst with ESPN. He began appearing on-air on August 17, 2009. In October 2010, Sports Illustrated writers included Schefter in its "Power 40", a listing of the NFL's best officials, executives, coaches, players, and media members.

In February 2014, New York magazine selected Schefter as the "Most Influential Tweeter in NY."

In May 2014, the website Awful Announcing selected Schefter as the "Best Newsbreaker" in its second annual People's Sports TV Award Winners. SI.com named Schefter the 2014 "Media Person of the Year." In November 2015, Schefter was named The Synopsis Sports Media Personality of the Year, which is presented annually to a VIP whose work in the sports industry has transcended how sports connect with fans.

Named honorable mention for Sports Illustrated Now's 2015 Media Person of the Year. Named 2015 Sports Media Personality of the Year by Tampa Bay Times. **Twitter: @AdamSchefter**



Ric Serritella, NFL Draft Bible Founder

Established in 2002, NFL Draft Bible Founder Ric Serritella began his independent scouting service as a publication used by all 32 NFL teams. Eventually, it would evolve into an online scouting resource that reaches millions of people each month. An early adaptor to technology, the NFL Draft Bible produced the first-ever live stream video show and live podcast on location from the NFL Draft. The NFL Draft Bible network extends to professional football leagues all over the world and includes general managers, executives, scouts, coaches, and agents, along with other media.

In addition to owning the NFL Draft Bible, Serritella has also served as executive producer of the T.Ocho Show (2010) on NBC Sports, producer for The Mike & The Mad Dog Show (2002) on YES Network, producer for NFL Now with Mike Francesa, one of the only nationally syndicated NFL shows at that time (2003), producer on ESPN Hollywood (2005) and helped start up the Wall Street Journal YouTube channel (2007).

Other involvements include helping build the fiber-optic system for MLB Network during his time as manager at HTN Communications, writing for USA TODAY and working for CBS. Since 2015, he has served as the Director of Media for the Parabolic Performance NFL Draft Prep program. In 2017, Serritella served as the Director of Player Personnel for the College Gridiron Showcase. A graduate of Johnson & Wales University (JWU) in Providence, RI, Serritella earned a B.A. in Sports Entertainment & Event Management and was honored with the Inaugural Sports Entertainment & Event Management Success Board Achievement Award by the school in 2009. While attending JWU, he interned for the New England Patriots and ESPN X-Games. A proud member of the Pro Football Writers of America and the Football Writers Association of America, Serritella currently resides in his home state of New Jersey.

Twitter: @RicSerritella



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 and 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.**

Baseball Player Development - \$1450: The strength of every baseball organization comes down to its ability to develop raw players into contributing major leaguers. Learn Player Development techniques first-hand from 2-time MLB Executive of the Year and 2020 Red Sox HOF. **Live Audio Chat Mentor former Orioles, Red Sox & Expos GM Dan Duquette.**

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 Mentors: Basketball analytics pioneer, Dean Oliver and Ben Alamar, former ESPN Director of Analytics.**

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 (only offered 1x per year): 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.**

8 WEEKS. ONLINE. ANYWHERE. ANYTIME.

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.**

History of Hockey - \$1450: No one knows the Cup, or the history of the game of hockey, better than Phil Pritchard, VP of the Hockey Hall of Fame and Keeper of the Cup. Join Phil as he takes you through the history of the game you love in our 8-week behind the scenes look at the game of Hockey like you've never seen it before. **Live Audio Chats with Phil Pritchard, VP of the Hockey Hall of Fame and Keeper of the Cup.**

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 Mentor: Newcastle United Football Club Technical Scout, Lee Fraser**

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 Mentor: Veteran Sports Reporter, Dei Lynam.**

Sports Media & Communications - \$995: Public Relations, marketing, new media communications, social networking, and journalism at the major league level. **Live Audio Chat Mentors: Bryan Harper, Minnesota Vikings VP Content and Production and Tim Mead, Baseball Hall of Fame President.**

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, and adidas Data Specialist, Chris Baker.**

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 162 countries. We are the global leader in online sports business education.

DISCOUNTS FOR ATTENDING TODAY!

Today Only!
Any SMWW Course - \$200 Off

Put your career on the fast track by signing up today
for any SMWW course!
At registration desk.

SMWW TEAM



Dr. Lynn Lashbrook
President, Founder,
and NFL Agent



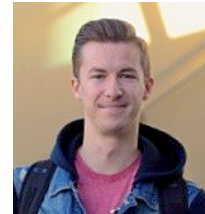
Liz Lashbrook
Executive Director



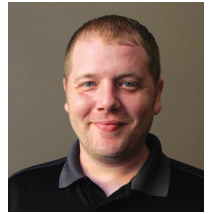
Alyssa Rutherford
SMWW Business
Operations Manager



Jeff Brodie
SMWW Vice President of
Business Operations



Ike Worth
SMWW Business
Operations Coordinator



Jon LaForce
Sports Career Advisor



Mike Patterson
SMWW Staff Assistant



Joel Corry
SMWW Mentor



Mark Dominik
SMWW Mentor



Jen Mueller
SMWW Mentor



Mike Stoeber
SMWW Mentor



Chuck Patterson
Sports Career Advisor



Greg Hylton
SMWW Mentor



Aaron Schatz
SMWW Mentor



Russ Lande
SMWW Mentor



Dei Lynam
SMWW Mentor



Dr. Jim Krause
SMWW Mentor

SMWW CAREER CONFERENCES



Hockey Career Conference at the NHL Draft

Montreal, Canada - June 25-27, 2020

Basketball Career Conference at the Vegas Summer League Games

Las Vegas, Nevada - July 5-6, 2020

Baseball Career Conference

Dallas, Texas - December 6-7, 2020

Football Career Conference at the NFL Combine

Indianapolis, Indiana - February 25-26, 2021



*Happy 2019 Attendees entering
the Combine*



*Adam Scheffer,
ESPN NFL Insider*

GRADUATE PROGRAMS

CUC / SMWW Success Stories



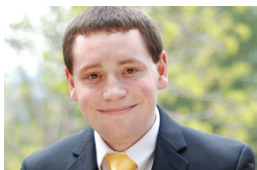
Mark Warkentien: OKC Thunder Special Assignment Evaluator



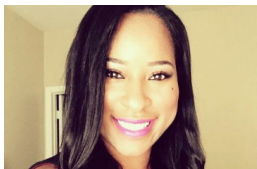
Shane Brady: NBA & NFL Agent



Nick Nurse: Toronto Raptors Coach
2020 NBA Coach of the Year



Joshua Url: 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

- 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.

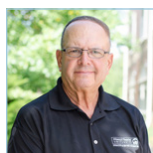
SPORTS CAREER ADVANCEMENT - Sports executives at the highest level and former professional athletes take SMWW/CUC programs. Advance your career to the next level with SMWW & CUC.

SCHOOLS REPRESENTED

84 Schools Represented This Year

Auburn University	Florida State University	McHenry West	Pittsburg State University	The University of Findlay	University of Kentucky
Augustana University	Georgetown	Miami University	Professor/UT College of Law	The University of Tampa	University of Mary Hardin Baylor
Babson College	Grand Canyon University	Michigan State University	Purdue University	Towson University	University of Miami
Baylor University	IMG Academy	Michigan State University College of Law	Quincy University	Trine University	University of New Brunswick
Bob Jones University	Indiana State University	Missouri Baptist University	Rochester Institute of Technology (RIT)	Tufts University	University of North Florida
Butler University	Indiana University	Morgan State University	SMWW & University of Wisconsin-Eau Claire	UCLA	University of North Texas
Central Michigan University	Ingrid Douglas	Mount Ida College	University of Tampa Alum	UMass Amherst	University of Tennessee College of Law
Columbia University	Ithaca College	Mount St. Joseph University	Southern New Hampshire University	University Mary Hardin-Baylor	University of Wisconsin
Columbus State	IUPUI	NASM	Southern Prep	University of Arkansas	Virginia Tech
Concordia University	Lasell College	New Mexico Highlands University	Syracuse University	University of Cincinnati	West Virginia University
Delaware Valley University	Liberty University	NYU	The Ohio State University	University of Colorado Law	Western Michigan University
East Stroudsburg University	Louisiana State University	Ohio Northern University	The University of Colorado Colorado Springs	University of Dayton	Wilmington University
Eastern Michigan University	Macaulay Honors College at CUNY	Oklahoma State University	The University of Akron	University of Findlay	University of Oregon
Emory University	Mary Hardin Baylor University	Pasco-Hernandez State College	The University of Colorado at Colorado Springs	University of Indianapolis	Xavier University

Special thanks to these professors:



Dave Pierce, Missouri Baptist University



Dennis Floyd, West Virginia University



Guy Danhoff, Missouri Baptist University



Patty Raube Keller, University of Mary Hardin-Baylor

SMWW SUCCESS STORIES

Over 15,000 graduates working in 162 countries!

John Ross, Portland Trail Blazers
Mark Warkentien, New York Knicks
Alexa Atria, New York Yankees
Simon Barrette Columbus Blue Jackets
Paul Epstein, San Francisco 49ers
Demetri Betzios, Toronto Argonauts
Andre Sherard, Sporting Kansas City
Taylore Scott, Dallas Cowboys
Alireza Absalan, FIFA Agent
Max Barron Iowa AAA Elite U18
Dean Beardy Shelburne Red Wings
Patrick Bedell PAL Jr Islanders
Steve Simmons, Aston Villa
Joe Aloisi, CFL Agent
Nathan Reid, Kansas City Chiefs
Tony Ciccolella, MLB Agent
Adam McInturf, Washington Nationals
JPaul Dodson, Texas Rangers
Josh Liskiewitz, GM Jr Scouting
Michael Lawlor, Boston Red Sox
Mark Smith, Oakland A's
James Sharp, FIFA Agent
Brett Breece, Seattle Mariners
Josh Stoller, Milwaukee Brewers
Jonne Lindblom, Golden Star Management
Ryan Latham, Seattle Mariners
Tony Piazza, Arizona Diamondbacks
Keith Casey, College Prospects of America
Troy Steffy, Toronto Blue Jays
Chris Colwell, San Francisco Giants
Phil Nicoletti, Cleveland Indians
Juan I Vicioso, Atlanta Braves
Thierno Diallo, Global Foot Agency
Russ Blatt, formerly Chico Outlaws
Richard Garland – Apollo Sports Agents
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
Duncan Maxim – Head of Golf at MB Partners
Ray Milheur, Freelance Baseball Writer
Jeremy Blumes Strathmore Wheatland Kings
Phil Bohlenblust Swiss Ice Hockey Federation
Mike Borders Grand Rapids Griffins
Steve Ouellette Mt Hope High School
Cesar Bertani, Intl. Football Mgmt (Venezuela)
Darryl Bouley College Hockey Prep Academy
Nathan Brandvold Huskies Hockey Skills Academy
Hugh Brown Portland Winterhawks
Curtis Brownlee Prince Albert Raiders
Jonne Lindblom, Golden Star Management (Finland)
Terry Lawriw, AFC Cleveland
Jon Bruenig Beaverlodge Blades
Brad Burud Inside Edge Hockey News
Dave Cadelli Cedar Rapids Roughriders
Ron Contillo Iowa State University
Brent Coombs Strathmore Wheatland Kings
Scott Corcoran Alliston Coyotes
Patrick Costigan Rinknet
Andras Csato Hungary Ice Hockey Federation
Martin Dagenais Ottawa Jr Senators
Bernie Desrosiers Sunbelt Hockey
Hugh Dunlop Pursuit of Excellence
Bryce Edie Fort Frances Lakers
Dan Fisher Colborne Hawks
Kurt Freyman La Ronge Ice Wolves
Dany Gelinas Fribourg General Manager

Michael Gershon Keystone Ice Miners
Travis Gibson Champion Hockey
Frank Gilberti Chatham High School
Bob Gillen Yellowstone Quake
Jessica Gillis Hockey New Brunswick
Tony Griffio London Knights
Mario Guido Rinknet
Brian Gundon HockeyTwentyFourSeven
Aaron Guli President Irish Ice Hockey Association
Corey Hayter Wingham Minor Hockey
Kyle Helms Bad Nauheim Red Devils
Jordan Hensel Penninsula Panthers
Marcus Hirsch
Kevin Hoffman CT Oilers
Robbie Hofmann Pittsburgh Penguins
Olli Lahdesmaki Espoo Blues
Dylan Liptrap Hockeyprospect.com
Paul Macchia Player Representative
Richard Magdolen Nepean Raiders
Cameron Mann Canadian Hockey Enterprises
Robbert McDonald Los Angeles Jr Kings
Colin Mills The Hockey Writers
Dan Moser The Sports Corporation
Jeff Neal Dallas Stars
Victor Nybladh Buffalo Sabres
Brian Orth Cloverdale Minor Hockey Ass.
Steve Ouellette Mt Hope High School
Ed Palumbo Sugarland Imperials
Mark Paul Patton ISS Scout
Brad Purdie University of Manitoba
Derek Puttick, Strathmore Wheatland Kings
Dean Renorchuk Medvescak, Zagreb Bears
Paul Renaud, Fighting The Truth Partner
Harv Rentz, Calgary Mustangs
Jay Rolsten, Toledo Walleye
Borisq Rousson, Hamburg Freezers
Matt Ryan, Professional Hockey Player
Myles Sasley, Selkirk Steelers
Frank Scarpaci, Florida Eels
Sylvain Sigouin, Raiders
Chris St Marseill, Uptown Sports Mgmt
Matt Stewart, TheScout.ca
Doug Todd, Warrior Hockey
Dave Toledano, Hockey Prospect
Julien Turgeon, Vaudreuil Mustangs
Chris Vanstone, Uptown Sports Mgmt
Jon Volker, Rochester Ice Hawks
Bob Wall, Paris Mounties
Greg Linton, NFL Agent
Eric Wolf, Quakers
Bill Wright, UMass Amherst
Afuang Akosibenjo, Ateneo De Manila Univ
AJ Rockwell, Nashville Predators
Alex Lohnes, Toronto Blue Jays
Alex Nelson, University of Oregon
Andre Sherard, Sporting Kansas City
Andrew Mees, Bloomfield College
Anil Kumar, Soccer Newsday
Ari Rosenbaum, Mobile BayBears
Ashley Holstrom, Pheonix Coyotes
Babajide Kassim, CROaqua Football Academy
Bart Madden, Sacramento Kings
Ben Anuge, Faith Nigerian Football Federation
Betsy Hechtner, Tacoma Rainiers
Bill Jordan, Cleveland Browns
Bobby Rigalos, Miami Magic City Bulls
Brett Breece, The Seattle Mariners

Brian Graham, National Scouting Report
Brian Orth, Cloverdale Minor Hockey Association
Brian Gioia, Chicago Bulls
Brian Adams, Boston Celtics
Chad Pennick, Denver Nuggets
Chris Cordero, Miami Heat
Christian Alicpala, Toronto Raptors
Christian Stoltz, USAL Rugby
Christian Payne, Dickinson College
Cortez Hankton, Dartmouth College
Dan Savage, The Las Vegas Stars
Danny Gilbreath, Texas Southern University
Darrick Gibbs, University of Miami
Dave Cadelli, Sioux City Musketeers
David Liu, Seattle Thunderbirds
David Lontini, Toronto Argonauts
Derek Beaulieu, PGA
Chase Sbicca, Portland Trail Blazers
Drew Balen, Inside Edge
Duncan Maxim, MB Partners
Elizabeth Benson LakersNation
Elizabeth Stone, Oakland Raiders
Eric Anderson, Quad City Mallards
Eric Doyle, Portland Winterhawks
Eric Galko, Optimum Scouting
Eric Luck, The Dallas Cowboys
Eric Anang, The Scouting Network
Etienne Jacquet, Heritage College
Giovanni Conte, NetScout
Grant Serafy, 91.7 WHUS
Greg Moore, St. Louis Cardinals
Gustavo A. Bencid Jr., Baltimore Orioles
Adrian Rosenbusch, UFC Cutman
Gustavo Amador, Moure FIFA
Hans Hodvil, San Diego Padres
Jake Sanders, Kansas City Royals
James Kerti, HoopsThink
Jamie Martin, Toronto Marlies
Jamil Cordova, MLB Network
Jarrod Gillis, Synergy Sports
Jason Mahood, Stoney Creek Warriors
Jason Martin, Ohio State University
Josh Url, Synergy Sports Technology
Matt Martin, Sporting Kansas City
Jayson Braddock, KBME Sports Talk 790
Jeff Perry, Sonoma Raceway
Jeff Neal, Dallas Stars
Joe Tyler – Sports Agent
Al Thomas – CFL Agent
Eric Chatmon – Sports Agent
John Oluyole – NFL Agent
Alisa Lauer – NFL Agent
Marcus Chester – Sports Agent
Mark Seabaugh – Sports Agent
Andy Tuitele – Sports Agent
Dan Machado – Sports Agent
Bryan Cimicata – Sports Agent
Jeff Nisius, Bleacher Report
Jeff Perro, Tampa Bay Rays
Jeff Rucker, Colorado Avalanche
Jeffrey Garrison, Vanderbilt University
Jeremy Friedland, NBC Sports Radio 1060
Jeremy Burn, Washington Wizards
Jermaine Blackwood, Integrity Sports
Jill Berryman, Memphis Grizzlies
Jim Risher, Eurotech Soccer Academies
Jimmie Haywood, We Here Productions
AND MANY MORE!

Be our next success story

“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