

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

# 2014 SPORTS MANAGEMENT CONFERENCE

**7th  
 Annual**

**Leading Edge Strategies for Managing and Marketing the Business of Sport**

## PROGRAM CO-CHAIRS

**BRIAN BURKE**  
 President of Hockey Operations  
 Calgary Flames

**TREVOR WHIFFEN**  
 Partner, Dickinson Wright LLP  
 & Governor, London Knights

## CONFERENCE PRESENTED BY



## CONFERENCE SPONSORED BY



**Kevin Abrams**  
 Assistant General Manager, New York Giants - New York

**Matt Afinec**  
 Senior Vice President and Chief Sales Officer,  
 Hamilton Tiger-Cats Football Club - Hamilton

**Dave Andrews**  
 President & Chief Executive Officer,  
 American Hockey League - Springfield

**Steven Angel**  
 Senior Vice President, Referee Operations and Analytics,  
 National Basketball Association - New York

**Tom Anselmi**  
 Former President and Chief Executive Officer,  
 Maple Leaf Sports and Entertainment - Toronto

**Chris Armstrong**  
 Senior Vice President, Wasserman Media Group, LLC - Toronto

**Chaka Bainbridge**  
 President, Bainbridge Sports - Miami

**Michael Bartlett**  
 Senior Director, Corporate Responsibility,  
 MLSE & Executive Director, MLSE Foundation - Toronto

**Gary Bettman** (Invited)  
 Commissioner, National Hockey League - New York

**Mark Bradley**  
 Director, The Fan Experience Company - London, UK

**Brian Burke**  
 President of Hockey Operations, Calgary Flames - Calgary

**Dr. Chris Chard**  
 Sports Management Professor, Brock University - St. Catharines

**Chris Cabott** (Invited)  
 COO, Lawyer and NFL Player Agent, Steinberg Sports and  
 Entertainment - Los Angeles

**Kevin Cheveldayoff** (Invited)  
 General Manager, Winnipeg Jets - Winnipeg

**Brian Cooper**  
 President & Chief Executive Officer, S & E Sponsorship Group -  
 Toronto

**Michael Copeland**  
 President & Chief Operating Officer,  
 Canadian Football League - Toronto

**George Daniel**  
 Commissioner, National Lacrosse League - New York

**Bill Daly** (Invited)  
 Deputy Commissioner, National Hockey League - New York

**Mark Ditmars**  
 Vice President, Corporate Partnerships,  
 Toronto Blue Jays - Toronto

**Kyle Dubas**  
 Assistant General Manager, Toronto Maple Leafs - Toronto

**Don Fehr** (Invited)  
 Executive Director,  
 National Hockey League Players' Association - Toronto

**Steven Fehr**  
 Special Counsel, Major League Baseball Players Association &  
 National Hockey League Players' Association - Kansas City

**Mark Francis**  
 Consultant, BaAM Productions & Professor, UCLA - Los Angeles

**Elliott Friedman**  
 Broadcaster, Sportsnet - Toronto

**Brendan Fyfe**  
 Senior Manager, Lottery Product Development,  
 Ontario Lottery and Gaming Corporation (OLG) - Toronto

**Dr. Pat Graham**  
 Founder and Owner, The Core Optimum Health Centre, Official  
 Chiropractor for the Toronto Blue Jays - Toronto

**Professor Stephen Greyser**  
 Professor of Marketing and Communications,  
 Harvard Business School - Boston

**Clark Griffith**  
 Sports Lawyer, Griffith Consulting LLC - Minneapolis

**Bill Guertin**  
 Owner, The 800 Pound Gorilla - Chicago

**Shannon Hosford**  
 Vice President of Marketing and Communications,  
 Maple Leaf Sports and Entertainment - Toronto

**Cameron Hughes**  
 Multimedia Host and Fan Engagement Specialist,  
 Cameron Cheers - New York

**Jeff Hunt**  
 President and Governor,  
 Ottawa Redblacks of the Canadian Football League - Ottawa

**Robert Hunter**  
 Chief Facilities & Live Entertainment Officer,  
 Maple Leaf Sports and Entertainment - Toronto

**Stewart Johnston**  
 President, The Sports Network (TSN) - Toronto

**Gord Kirke**  
 Sports Lawyer and Special Lecturer, Global Resolutions & University  
 of Toronto Faculty of Law - Toronto

**Jim Kozak**  
 Senior Director, B2B & Sports Partnerships,  
 Canadian Broadcasting Corporation - Toronto

**Nick Kypreos** (Invited)  
 Hockey Analyst, Sportsnet - Toronto

**Adam Larry**  
 Director of Licensing and Associate Counsel,  
 National Hockey League Players' Association - Toronto

**Dr. Lynn Lashbrook**  
 President and Certified NFL Player Agent,  
 Sports Management Worldwide - Portland

**Chris Lencheski**  
 President, Phoenicia Sport & Entertainment - Philadelphia

**Abraham Madkour**  
 Executive Editor, SportsBusiness Journal/Daily - Charlotte

**Dan Marr**  
 Director of Central Scouting,  
 The National Hockey League - Toronto

**Kyle McMann**  
 Group Vice President, Integrated Sales,  
 NHL Enterprises - Toronto

**Don Meehan**  
 President, CEO and Certified NHL Player Agent,  
 Newport Sports Management - Mississauga

**Gilberto Mendoza**  
 Vice President, World Boxing Association - Panama

**Gord Miller**  
 Play-by-Play Announcer, The Sports Network - Toronto

**Johnny Miller**  
 CEO/Founder, Mamumatrix,  
 Bamboo Social Media CRM Software - Redwood Shores

**Patrick Morris**  
 Certified NHL Player Agent,  
 Newport Sports Management - Mississauga

**Jim Neish**  
 Vice President, IMG Sports Licensing - Toronto

**Jeffrey Orridge**  
 Executive Director of Sports Properties,  
 Canadian Broadcasting Corporation - Toronto

**Dr. Paul Piccininni**  
 Dentist, Medical Committee  
 International Ice Hockey Federation - Toronto

**Tom Pistore**  
 Vice President of Ticket Sales & Service,  
 Maple Leaf Sports and Entertainment - Toronto

**Camille Quenneville**  
 Chief Executive Officer,  
 Canadian Mental Health Association - Ottawa

**Dr. Tim Rindlisbacher**  
 Director of Sports Health, Cleveland Clinic Canada - Toronto

**Dr. James Riordan**  
 Director of MBA in Sport Management,  
 Florida Atlantic University - Boca Raton

**Jacqueline Ryan**  
 Vice President of Sponsorships & Partnership Programs,  
 Scotiabank - Toronto

**Greg Sansone**  
 Head of Programming, Sportsnet - Toronto

**Kim Saunders**  
 Associate Vice President, Sports Partnerships,  
 Canadian Tire Corporation - Toronto

**Daryl Seidman**  
 Manager of Consumer Products,  
 National Football League (NFL) Canada - Toronto

**John Shannon**  
 Broadcaster, Sportsnet - Toronto

**Matthew Shuber**  
 Vice President, Business Affairs and Legal Counsel,  
 Toronto Blue Jays - Toronto

**Carlos Silva**  
 President and Chief Operating Officer, Back9Network - Hartford

**Dr. Dana Sinclair**  
 Partner & Sports Psychologist,  
 Human Performance International - Toronto

**Szymon Szemberg**  
 Chief Operating Officer,  
 European Champions Hockey League - Zurich

**Dr. John Theodoropoulos**  
 Orthopaedic Surgeon, University of Toronto,  
 Toronto Maple Leafs and Toronto Blue Jays - Toronto

**Anton Thun**  
 Co-Managing Director & Certified Player Agent,  
 MFIVE Sports - Uxbridge

**Allen Vansen**  
 Executive Vice President of Operations,  
 Sport and Venue Management, Toronto 2015 Pan/Parapan  
 American Games - Toronto

**Tom Whaley**  
 Executive Vice President and Owner,  
 St. Paul Saints Baseball Club - St. Paul

**Trevor Whiffen**  
 Partner, Dickinson Wright LLP and Governor,  
 London Knights Hockey Club - Toronto

**Tom Wright**  
 UFC Managing Director, Ultimate Fighting Championship (UFC)  
 Canada, Australia and New Zealand - Toronto

**ENROLL TODAY:** contact Patrice Whiffen - 519.868.2399 email: patricewhiffen@primetimesport.ca

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

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# MONDAY NOVEMBER 17, 2014

## 6:45 Registration and Continental Breakfast

## 7:50 Welcome by Conference Chairs

**Brian Burke** President of Hockey Operations - Calgary Flames  
**Trevor Whiffen** Partner - Dickinson Wright LLP / Governor - London Knights

## 8:00 Keynote Address: Gord Miller Interview with Bill Daly *(Invited)*, Deputy Commissioner of the National Hockey League

## 8:30 League Operations Roundtable

**Moderator: Gord Miller** Play-by-Play Announcer - The Sports Network  
**Dave Andrews** President and Chief Executive Officer - American Hockey League  
**Steven Angel** Senior Vice President, Referee Operations and Analytics - National Basketball Association  
**Michael Copeland** President and Chief Operating Officer - Canadian Football League  
**George Daniel** Commissioner - National Lacrosse League  
**Szymon Szemberg** Chief Operating Officer - European Champions Hockey League

## 9:45 Athlete Evaluations and the Role of Analytics

**Moderator: Brian Burke** President of Hockey Operations - Calgary Flames  
**Kevin Abrams** Assistant General Manager - New York Giants  
**Kevin Cheveldayoff *(Invited)*** General Manager - Winnipeg Jets  
**Kyle Dubas** Assistant General Manager - Toronto Maple Leafs  
**Dan Marr** Director of Central Scouting - National Hockey League

## 10:45 Sports Injuries and Return to Play Issues

**Moderator: Dr. Dana Sinclair** Partner and Sports Psychologist - Human Performance International  
**Dr. Pat Graham** Founder and Owner - The Core Optimum Health Centre, Official Chiropractor for the Toronto Blue Jays  
**Dr. Paul Piccininni** Dentist, Medical Committee - International Ice Hockey Federation  
**Dr. Tim Rindlisbacher** Director of Sports Health - Cleveland Clinic Canada  
**Dr. John Theodoropoulos** Orthopaedic Surgeon - University of Toronto, Toronto Maple Leafs and Toronto Blue Jays

## 11:45 Networking Luncheon

## 12:45 Panel Discussion – Current Issues in the World of Sports

**Moderator: Gord Miller** Play-by-Play Announcer - The Sports Network  
**Elliotte Friedman** Broadcaster - Sportsnet  
**Nick Kypreos *(Invited)*** Hockey Analyst - Sportsnet  
**John Shannon** Broadcaster - Sportsnet

## 1:30 Risk Management and Crisis Avoidance

**Moderator: Professor Stephen A. Greyser** Professor of Marketing and Communications - Harvard Business School

**Steven Fehr** Special Counsel - Major League Baseball Players Association / National Hockey League Players' Association  
**Clark Griffith** Sports Lawyer - Griffith Consulting LLC  
**Patrick Morris** Certified NHL Player Agent - Newport Sports Management  
**Camille Quenneville** Chief Executive Officer - Canadian Mental Health Association

## 2:30 Keynote Address: Gord Miller Interview with Don Fehr *(Invited)*, Executive Director of the National Hockey League Players' Association

## 3:15 Player Agents Roundtable

**Moderator: Elliotte Friedman** Broadcaster - Sportsnet  
**Chris Armstrong** Senior Vice President - Wasserman Media Group, LLC  
**Chaka Bainbridge** President - Bainbridge Sports  
**Chris Cabbot *(Invited)*** Chief Operating Officer, Lawyer and NFL Player Agent - Steinberg Sports and Entertainment  
**Dr. Lynn Lashbrook** President and Certified NFL Player Agent - Sports Management Worldwide  
**Don Meehan** President, Chief Executive Officer and Certified Player Agent - Newport Sports Management

## 4:30 Legal Issues in Sport: Protecting Players, Teams and Leagues

**Moderator: Trevor Whiffen** Partner - Dickinson Wright LLP Governor - London Knights  
**Gord Kirke** Sports Lawyer and Special Lecturer - Global Resolutions and University of Toronto Faculty of Law  
**Anton Thun** Co-Managing Director and Certified Player Agent - MFIVE Sports  
**Tom Whaley** Executive Vice President and Owner - St. Paul Saints Baseball Club

## 5:30 Networking Reception

## 7:00 PrimeTime Sports Management Case Competition Sponsored by Ryerson University - Finalists Presentation

## 8:00 Conference Concludes for the Day

# TUESDAY NOVEMBER 18, 2014

## 7:30 Registration and Continental Breakfast

## 8:30 Business Challenges Facing Sports Teams, Organizations and Facilities

**Moderator: Abraham Madkour** Executive Editor - SportsBusiness Journal/Daily

**Brian Burke** President of Hockey Operations - Calgary Flames  
**Jeff Hunt** President and Governor - Ottawa Redblacks  
**Robert Hunter** Chief Facilities and Live Entertainment Officer - Maple Leaf Sports and Entertainment  
**Gilberto Mendoza** Vice President - World Boxing Association  
**Tom Wright** UFC Managing Director - Ultimate Fighting Championship (UFC) Canada, Australia and New Zealand

## 9:45 Developing and Maintaining Corporate Partnerships

**Moderator: Brian Cooper** President and Chief Executive Officer - S & E Sponsorship Group

**Mark Ditmars** Vice President of Corporate Partnerships - Toronto Blue Jays  
**Chris Lencheski** President - Phoenicia Sport & Entertainment  
**Jacqueline Ryan** Vice President, Sponsorships & Partnership Programs - Scotiabank  
**Kim Saunders** Associate Vice President, Sports Partnerships - Canadian Tire Corporation

## 10:45 Merchandising, Licensing and Alternative Revenue Streams

**Moderator: Jim Neish** Vice President - IMG Sports Licensing  
**Brendan Fyfe** Senior Manager, Lottery Product Development - Ontario Lottery and Gaming Corporation (OLG)  
**Adam Larry** Director of Licensing and Associate Counsel - National Hockey League Players' Association  
**Daryl Seidman** Manager of Consumer Products - National Football League (NFL) Canada  
**Matthew Shuber** Vice President, Business Affairs and Legal Counsel - Toronto Blue Jays

## 11:45 PrimeTime Sports Management Case Competition Sponsored by Ryerson University - Award Presentation by Gord Miller

## 11:50 Networking Luncheon

## 12:45 Keynote Address: Gord Miller Interview with Gary Bettman (Invited), Commissioner of the National Hockey League

## 1:30 Fan Engagement: Improving the Fan Experience

**Moderator: Tom Whaley** Executive Vice President and Owner - St. Paul Saints Baseball Club

**Mark Bradley** Director - The Fan Experience Company  
**Shannon Hosford** Vice President of Marketing and Communications - Maple Leaf Sports and Entertainment  
**Cameron Hughes** Multimedia Host and Fan Engagement Specialist - Cameron Cheers  
**Johnny Miller** Chief Executive Officer and Founder - Manumatix (Bamboo Social Media CRM Software)

## 2:30 Hosting and Selling Out the Big Event

**Moderator: Dr. Chris Chard** Sports Management Professor - Brock University

**Mark Francis** Consultant, BaAM Productions Professor, UCLA  
**Bill Guertin** Owner - The 800 Pound Gorilla  
**Tom Pistore** Vice President of Ticket Sales and Service - Maple Leaf Sports and Entertainment  
**Allen Vansen** Executive Vice President of Operations, Sport and Venue Management - Toronto 2015 Pan/Parapan American Games

## 3:30 Developments in Media

**Moderator: Chris Lencheski** President - Phoenicia Sport & Entertainment

**Stewart Johnston** President - The Sports Network  
**Jeffrey Orridge** Executive Director of Sports Properties - Canadian Broadcasting Corporation  
**Greg Sansone** Head of Programming - Sportsnet  
**Carlos Silva** President and Chief Operating Officer - Back9Network

## 4:30 Careers in Sport: Business Operations

**Moderator: Tom Anselmi** Former President and Chief Executive Officer - Maple Leaf Sports and Entertainment

**Matt Afinec** Senior Vice President and Chief Sales Officer - Hamilton Tiger-Cats Football Club  
**Michael Bartlett** Senior Director, Corporate Responsibility - Maple Leaf Sports and Entertainment & Executive Director - MLSE Foundation  
**Jim Kozak** Senior Director, B2B & Sports Partnerships - Canadian Broadcasting Corporation  
**Kyle McMann** Group Vice President, Integrated Sales, NHL Enterprises  
**Dr. James Riordan** Director of MBA in Sport Management - Florida Atlantic University

## 5:30 Networking Reception

## 6:45 Conference Concludes - Thank You for Attending



# REGISTRATION FORM

## 2014 SPORTS MANAGEMENT CONFERENCE

### Personal Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_

### Contact Information

Company: \_\_\_\_\_

Street Address / Box Number: \_\_\_\_\_

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Postal Code / Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

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Daytime Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Fee Per Delegate** - Fees include attendance, program materials, continental breakfasts, lunches, and break refreshments.

### Registration fees are as follows:

#### 1. EARLY BIRD SPECIAL DISCOUNT:

Available for the first 30 regular registrations received and paid in full: \$795.00 + HST (\$898.35)

2. \*University and College Students: \$249.00 + HST (\$281.37) Per Day

3. Amateur Organizations: \$599 + HST (\$676.87) Both Days

4. All Regular Registrations: \$479 + HST (\$541.27) Per Day or \$949.00 + HST (\$1,072.37) Both Days

NOTE: All prices in Canadian Funds. \* Valid student identification required at time of check-in.

### Payment Information

For Online Credit Card or PayPal Registrations, please visit our website [www.primetimesport.ca](http://www.primetimesport.ca) to register

Cheque enclosed payable to PrimeTime Sports and Entertainment Inc.

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I will be attending the conference on:  November 17  November 18  November 17 and 18

Signature \_\_\_\_\_

Thank you for your order.

### Program Changes

We will make every effort to present the program as advertised, but it may be necessary to change the date, location, speakers or content with little or no notice. Delegates acknowledge that there will be no partial or full refunds as a result of any such changes.

### Location:

Westin Harbour Castle Hotel - 1 Harbour Square  
Toronto, Ontario - M5J 1A6

### Hotel Rooms:

PrimeTime Sports and Entertainment has secured a number of rooms for delegates at the Westin Harbour Castle Hotel at a preferred rate. Details are available by visiting <https://www.starwoodmeeting.com/Book/2HK14A>. Reservations must be made by October 15th, 2014 in order to receive the preferred rate. Reservations are based on hotel availability.

### Cancellation and Substitutions

Substitutions of registrants is permitted at any time. If you are unable to find a substitute, a full refund (less \$100 administrative fee) is available if a cancellation request is received in writing by October 17th, 2014. No refunds are available after October 17th.

### Date & Times

#### November 17 - 18, 2014

Day One - Nov. 17  
6:45 am Registration & Breakfast  
7:50 am Welcome  
5:30 pm Networking Reception

Day Two - Nov. 18  
7:30 am Continental Breakfast  
8:30 am Conference Begins  
6:45 pm Conference Ends

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