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**CONTINUING  
 LEGAL EDUCATION**  
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# 2015 SPORTS MANAGEMENT CONFERENCE

**8th  
 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

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### Darren Arnold

Senior Director, National Sales Center & General Manager,  
 Canadian Operations, The Aspire Group Inc. - Atlanta

### Michael Bartlett

Executive Director, MLSE Foundation - Toronto

### Kate Beirness

Sportscaster, The Sports Network - Toronto

### Gary Bettman (Invited)

Commissioner, National Hockey League - Toronto

### Tim Bezbatchenko

General Manager, Toronto FC - Toronto

### David Branch (Invited)

President, Canadian Hockey League - Scarborough

### Russ Brandon (Invited)

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### Brian Burke

President of Hockey Operations, Calgary Flames - Calgary

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Director, Department of Player Safety, NHL and Co-Founder  
 & President, You Can Play - New York

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Chief Operating Officer, Lawyer & NFL Player Agent,  
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### Robert Carr (Invited)

General Counsel, Detroit Red Wings - Detroit

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### Amy Cole (Invited)

Associate Vice President, Jumpstart and Community,  
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### Ned Colletti

Senior Advisor to the President and CEO,  
 Los Angeles Dodgers - Los Angeles

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Deputy Commissioner, National Hockey League - New York

### George Daniel

Commissioner, National Lacrosse League - New York

### John Doig

Chief Marketing Officer, Scotiabank - Toronto

### Brian Edwards

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### Josh Epstein

Director of Marketing,  
 Newport Sports Management - Mississauga

### Don Fehr (Invited)

Executive Director,  
 National Hockey League Players Association - Toronto

### Mike Fenton

Co-Chair, 5 To Watch Awards - Toronto

### Mark Francis

Vice President of Marketing & Media Relations,  
 RS Ice Sports & Entertainment and Professor,  
 UCLA - Los Angeles

### Sandra Gage

Chief Marketing and Communications Officer,  
 FIFA Women's World Cup Canada 2015 - Ottawa

### Adam Graves

Founder, Smilezone Foundation - Oakville

### Professor Stephen A. Greyser

Professor of Marketing/Communications,  
 Harvard Business School - Boston

### Cliff Hart

Partner, Borden Ladner Gervais LLP - Toronto

### Mark Healy

Chief Marketing Officer, Tennis Canada - Toronto

### Rick Horrow

CEO, Horrow Sports Ventures & Host, "Beyond the Medals:  
 The Business of Sport," NBC Universal Sports - Miami

### Jeff Hunt

President, OSEG Sports, Ottawa Redblacks - Ottawa

### Robert Hunter

Chief Project Development Officer,  
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### Derek Kent

Chief Marketing Officer,  
 Canadian Olympic Committee - Toronto

### Dr. Lynn Lashbrook

President, Sports Management Worldwide &  
 Certified NFL Player Agent - Portland

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President and CEO, Phoenicia Sport - Philadelphia

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### Eric Macramalla

Partner, Gowlings & Legal Analyst, TSN Radio - Ottawa

### Abraham Madkour

Executive Editor, SportsBusiness Journal/Daily - Charlotte

### Tyler Mazereeuw

Senior Director of Business Development,  
 Canadian Football League - Toronto

### Tim McBride

Co-Founder, Pledger - Los Angeles

### Don Meehan

President, Chief Executive Officer and Certified Player Agent -  
 Newport Sports Management - Mississauga

### Gord Miller

Play By Play Announcer, The Sports Network - Toronto

### Scott Mitchell (Invited)

Chief Executive Officer, Hamilton Tiger-Cats - Hamilton

### Sara Moore

Senior Vice President of Business Operations,  
 Toronto Argonauts - Toronto

### Scott Moore

President, Sportsnet and NHL Properties, Rogers - Toronto

### Patrick Morris

Certified NHL Player Agent,  
 Newport Sports Management - Mississauga

### Dave Morrison (Invited)

Director of Amateur Scouting, Toronto Maple Leafs - Toronto

### Andrew Nicholson

Senior Director, Digital - Sacramento Kings - Sacramento

### Andre Nowakowski

Partner, Miller Thomson LLP - Toronto

### Michele O'Keefe

President and CEO, Canada Basketball - Etobicoke

### Jeffrey L. Orridge

Commissioner, Canadian Football League - Toronto

### Richard Peddie

Former President and CEO of Maple Leaf Sports and  
 Entertainment - Toronto

### Shawn Redmond

Vice President, Programming and Marketing -  
 The Sports Network - Toronto

### Michael Rossi

President, Adidas Group Canada - Toronto

### Jacqueline Ryan

Vice President, Sponsorship and Partnerships -  
 Scotiabank - Toronto

### John Shannon

Sports Broadcaster, Rogers Sportsnet - Toronto

### Chris Shewfelt

Senior Director of Global Partnerships,  
 Maple Leaf Sports and Entertainment - Toronto

### Matthew Shuber (Invited)

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

### Janet Marie Smith

Senior Vice President - Planning and Development,  
 Los Angeles Dodgers - Los Angeles

### Frank Supovitz

President and CEO,  
 Fast Traffic Events & Entertainment - New York

### Szymon Szymberg

Former Chief Operating Officer,  
 Champions Hockey League - Zurich

### Allen Vansen

Executive Vice President of Operations, Sport and Venue  
 Management, Toronto 2015 Pan American Games - Toronto

### Trevor Whiffen

Partner, Dickinson Wright LLP & Governor,  
 London Knights - Toronto

### Tom Wilson (Invited)

President, Detroit Red Wings - Detroit

**ENROLL TODAY:** contact **Patrice Whiffen** ~ 519.868.2399

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# REGISTRATION FORM 2015 SPORTS MANAGEMENT CONFERENCE

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

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**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

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I will be attending the conference on:  November 9  November 10  November 9 and 10

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. Reservations must be made by October 17th, 2015 in order to receive the preferred rate. Please contact Emile Mansour at [emile.mansour@westin.com](mailto:emile.mansour@westin.com) to book your room. 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 15, 2015. No refunds are available after October 15th.

### Date & Times

**November 9 & 10, 2015**

#### Day One - Nov. 9

6:45 am Registration & Breakfast  
7:50 am Welcome  
6:00 pm Networking Reception

#### Day Two - Nov. 10

7:30 am Continental Breakfast  
7:50 am Conference Begins  
6:00 pm Networking Reception

Trade Show Sponsored by:

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**8<sup>th</sup> ANNUAL PRIMETIME SPORTS MANAGEMENT  
CONFERENCE AND TRADE SHOW**

**AGENDA**

**MONDAY, NOVEMBER 9, 2015  
WESTIN HARBOUR CASTLE HOTEL  
TORONTO, ONTARIO**

**6:45 Registration and Continental Breakfast**

**7:50 Welcome by Gord Miller of The Sports Network and 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 Gary Bettman, Commissioner of the National Hockey League (*Invited*)**

**8:45 League Operations Roundtable: Building for the Future Through Expansion, Re-Location and New Media Deals**

**Moderator: Gord Miller**  
Play By Play Announcer  
The Sports Network

**Dave Andrews**  
President and Chief Executive Officer  
American Hockey League

**Bill Daly**  
Deputy Commissioner  
National Hockey League

**George Daniel**  
Commissioner  
National Lacrosse League

**Jeffrey L. Orridge**  
Commissioner  
Canadian Football League

**10:00 Challenges Facing Amateur Sports Organizations**

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

**David Branch (*Invited*)**  
President  
Canadian Hockey League

**Graham Brown**  
Chief Executive Officer  
Canadian Interuniversity Sport (CIS)

**Mark Healy**  
Chief Marketing Officer  
Tennis Canada

**Michele O'Keefe**  
President & CEO  
Canada Basketball

**11:00 Legal Issues: Protecting Your League, Team and Players**

**Moderator: Trevor Whiffen**  
Partner – Dickinson Wright LLP  
Governor – London Knights Hockey Club

**Robert Carr (*Invited*)**  
General Counsel  
Detroit Red Wings

**Steven Fehr (*Invited*)**

Legal Counsel  
National Hockey League Players' Association & Major League Baseball Players  
Association

**Eric Macramalla**

Partner - Gowlings  
Legal Analyst – TSN Radio

**Matthew Shuber (*Invited*)**

Vice President, Business Affairs and Legal Counsel  
Toronto Blue Jays

**12:00 NETWORKING LUNCHEON and PANEL DISCUSSION: “Expanding the  
Footprint of Professional Sports Beyond North America”**

**Moderator: Gord Miller**

Play By Play Announcer  
The Sports Network

**Brian Burke**

President of Hockey Operations  
Calgary Flames

**Ned Colletti**

Senior Advisor to the President and CEO  
Los Angeles Dodgers

**Szymon Szemberg**

Former Chief Operating Officer  
European Champions Hockey League

**2:00 Draft Day Decisions: Determining Which Player is Bigger, Stronger,  
Faster...and Smarter**

**Moderator: Brian Burke**

President of Hockey Operations  
Calgary Flames

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

**Tim Bezbatchenko**  
General Manager  
Toronto FC

**Ned Colletti**  
Senior Advisor to the President and CEO  
Los Angeles Dodgers

**Patrick Morris**  
Certified Player Agent  
Newport Sports Management

**Dave Morrison (*Invited*)**  
Director of Amateur Scouting  
Toronto Maple Leafs

**3:00 Negotiating Player Contracts in a Salary-Cap World**

**Moderator: Gord Miller**  
Play By Play Announcer  
The Sports Network

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

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

**Ned Colletti**

Senior Advisor to the President and CEO  
Los Angeles Dodgers

**Don Meehan**

President, Chief Executive Officer and Certified Player Agent  
Newport Sports Management

**Chris Cabott**

Chief Operating Officer, Lawyer & NFL Player Agent  
Steinberg Sports & Entertainment

**4:00 Mock NHL Labour Arbitration**

**Cliff Hart**

Partner  
Borden Ladner Gervais LLP

**Don Meehan**

President, Chief Executive Officer and Certified Player Agent  
Newport Sports Management

**Andre Nowakowski**

Partner  
Miller Thomson LLP

**5:00 5 to Watch: Big Deals Done by Young Guns**

**Moderator: Mike Fenton**

Co-Chair  
5 to Watch Awards

**Tyler Mazereeuw**

Senior Director of Business Development  
Canadian Football League

<p><b>Michael Rossi</b> President Adidas Group Canada</p>
<p><b>Chris Shewfelt</b> Senior Director of Global Partnerships Maple Leaf Sports and Entertainment</p>
<p><b>6:00 Networking Reception in support of You Can Play</b></p>
<p><b>7:00 Conference Concludes for the Day</b></p>
<p><b>7:00 – Careers in Sport Workshop Hosted by Sports Management Worldwide</b></p>
<p><b>Darren Arnold</b> Senior Director, National Sales Center &amp; General Manager, Canadian Operations The Aspire Group Inc.</p>
<p><b>Dr. Lynn Lashbrook</b> President – Sports Management Worldwide Certified NFL Player Agent</p>
<p><b>TBD</b></p>
<p><b>TBD</b></p>



## **TUESDAY, NOVEMBER 10, 2015**

**7:30 Registration and Continental Breakfast**

**7:50 Welcome by Kate Beirness of The Sports Network**

**8:00 Keynote Address: Kate Beirness Interview with Donald Fehr, Executive Director of the National Hockey League Players Association (*Invited*)**

**8:45 Team Business Operations: Staying Profitable in a Challenging Marketplace**

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

**Russ Brandon (*Invited*)**  
President  
Buffalo Bills

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

**Richard Peddie**  
Former President and CEO  
Maple Leaf Sports and Entertainment

**Sara Moore**  
Senior Vice President of Business Operations  
Toronto Argonauts

**Tom Wilson (*Invited*)**  
President  
Detroit Red Wings

**10:00 Social Responsibility in Sports: The Importance of Giving Back**

**Moderator: Tom Anselmi**  
Former Chief Operating Officer  
Maple Leaf Sports and Entertainment

**Patrick Burke**  
Co-Founder & President, You Can Play  
Director, Department of Player Safety, National Hockey League

**Michael Bartlett**  
Senior Director, Corporate Responsibility – Maple Leaf Sports and Entertainment  
Executive Director – MLSE Foundation

**Amy Cole (*Invited*)**  
Associate Vice President, Jumpstart and Community  
Canadian Tire Corporation

**Adam Graves**  
Founder  
Smilezone Foundation

**Jacqueline Ryan**  
Vice President, Sponsorships & Partnership Programs  
Scotiabank

**11:00 Organizing and Hosting Special Events: Lessons Learned in 2015**

**Moderator: Kate Beirness**  
Sportscaster  
The Sports Network

**Sandra Gage**  
Chief Marketing and Communications Officer  
FIFA Women's World Cup Canada 2015

**Dan MacKenzie**  
Vice President and General Manager  
NBA Canada

**Frank Supovitz**

President and CEO

Fast Traffic Events & Entertainment/Former VP – Events, National Football League

**Allen Vansen**

Executive Vice President of Operations, Sport and Venue Management

Toronto 2015 Pan American Games

**12:00 NETWORKING LUNCHEON and PANEL DISCUSSION: “Las Vegas or Bust: Where Sports, Entertainment and Gaming Collide”**

**Moderator: Kate Beirness**

Sportscaster

The Sports Network

**Brian Burke**

President of Hockey Operations

Calgary Flames

**John Shannon**

Sportscaster

Rogers Sportsnet

**TBD**

**TBD**

**2:00 Corporate Partnerships and Sponsorship Agreements**

**Moderator: Chris Lencheski**

President and CEO

Phoenicia Sport & Entertainment

**John Doig**

Chief Marketing Officer

Scotiabank

**Josh Epstein**  
Director of Marketing  
Newport Sports Management

**Derek Kent**  
Chief Marketing Officer  
Canadian Olympic Committee

**Matthew Logue**  
Executive Vice President and Chief Operating Officer  
S & E Sponsorship Group

**3:00 Key Considerations in New Stadium Construction: If You Build It, Will they Come?**

**Moderator: Rick Horrow**  
CEO – Horrow Sports Ventures  
Host – “Beyond the Medals: The Business of Sport,” NBC Universal Sports

**Jeff Hunt**  
President, OSEG Sports  
Ottawa Redblacks

**Robert Hunter**  
Chief Facilities and Live Entertainment Officer  
Maple Leaf Sports and Entertainment

**Scott Mitchell (*Invited*)**  
Chief Executive Officer  
Hamilton Tiger Cats

**Janet Marie Smith**  
Senior Vice President-Planning and Development  
Los Angeles Dodgers

**4:00 The Art of the Deal: Developments In Sports Media**

**Moderator: John Shannon**

Sports Broadcaster  
Rogers Sportsnet

**Rick Horrow**

CEO – Horrow Sports Ventures  
Host – “Beyond the Medals: The Business of Sport,” NBC Universal Sports

**Dan Cohen**

Managing Partner, Senior Vice President, Americas  
MP & SILVA

**Scott Moore**

President, Sportsnet and NHL Properties  
Rogers

**Shawn Redmond**

Vice President, Programming and Marketing  
The Sports Network

**5:00 Enhancing the Fan Experience: the Convergence of Sports and Entertainment**

**Moderator: Mark Francis**

Vice President of Marketing & Media Relations, RS Ice Sports & Entertainment and  
Professor, UCLA Anderson School of Management

**Brian Edwards**

Founder & Chairman of the Board  
Edwards Technologies Inc.

**Tim McBride**

Co-Founder  
Pledger

**Andrew Nicholson**

Senior Director, Digital  
Sacramento Kings

**Janet Marie Smith**  
Senior Vice President-Planning and Development  
Los Angeles Dodgers

**6:00 Networking Reception in support of You Can Play**

**7:00 Conference Concludes – Thank You For Attending**