

# SIN C

Sports Industry Networking & Career

## CONFERENCE



## SCHEDULE

FRIDAY, FEBRUARY 24, 2017

8:45-8:50am

**Welcome**

Lisa Delpy Neirotti, *The George Washington University*

<p><b>8:50 AM – 9:25AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building  George Washington University  805 21<sup>st</sup> Street, NW  Washington, DC 20052</i></p> 	<p><b>Sport Tourism: Youth Tournaments to the Olympic Games</b>  Greg O'Dell, <i>EventsDC</i>  Daniel Rush, <i>MGM Resorts International</i>  Terry Hasseltine, <i>Maryland Sports</i></p>
<p><b>9:25 AM – 10:00 AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p>	<p><b>What's Trending in Sports Biz</b>  <i>Abe Madkour, Sport Business Journal</i>  Bill Carter, <i>Fuse Marketing</i>  Christian Matthews, <i>Washington Redskins</i>  David Bruce, <i>MLS Soccer</i>  Scott Lewis, <i>DC United</i></p>
<p><b>10 AM – 10:35 AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p> 	<p><b>Keynote Presentation</b>  <b>Joel Segal, Lagardere</b>  <i>NFL Agent</i></p>
<p><b>10:40 AM – 11:15 AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p>	<p><b>Collegiate Sports</b>  Bernadette McGlade, <i>A-10 Conference</i>  Brad Edwards, <i>George Mason University</i>  Patrick Nero, <i>George Washington University</i>  Steve Beck, <i>Military Bowl</i></p>
<p><b>11:20 AM – 11:55 AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p>	<p><b>Human Resources: Tips to Landing Internships &amp; Full Time Positions</b>  Alan Gromest, <i>Washington Nationals</i>  Gregory Santone, <i>Witt/Kieffer Executive Search</i>  John Quinones, <i>National Football League</i>  Lauren Ferris, <i>The Madison Square Garden Company</i>  Morgan Cato <i>National Basketball Association</i></p>

**12:00 PM – 1:30 PM**

*MARVIN CENTER, 3RD & 4TH FLOORS; 800 21ST STREET*

**Roundtable Networking Lunch**

Executives to Participate:

Abe Madkour	<i>Sports Business Journal</i>
Abigail Passeri	<i>Experience LLC</i>
Adam Fremd	<i>DC United</i>
Alan Gromest	<i>Washington Nationals</i>
Alex Kerr	<i>Monumental Sports &amp; Entertainment</i>
Alex Sohaili	<i>Octagon</i>
Alex Steinberg	<i>DLA Piper LLP</i>
Alex Truitt	<i>Washington Redskins</i>
Ariel Gaylinn	<i>Brooklyn Sports &amp; Entertainment</i>
Bill Carter	<i>Fuse Marketing</i>
Bill Schoonmaker	<i>Motivate Sports</i>
Bryan Miller	<i>Washington Nationals</i>
Caroline Horn	<i>Washington Nationals</i>
Chloe Stewart	<i>Coca-Cola</i>
Chris Hudgins	<i>Team Services LLC</i>
Christian Matthews	<i>Washington Redskins</i>
Clay Walker	<i>Bigteams.com</i>
Danielle White	<i>Monumental Sports &amp; Entertainment</i>
Dave Chase	<i>Chase Baseball Consultants</i>
David Bierwirth	<i>American University</i>
David Touhey	<i>Monumental Sports &amp; Entertainment</i>
Graham Boone	<i>Tandem Sports</i>
Howard Skall	<i>CAA</i>
Ishveen Anand	<i>Open Sponsorship</i>
Jason Guy	<i>Citizens Bank Ball Park</i>
Jeff Alston	<i>Fanatics, Inc</i>
Jennifer Matthews	<i>Monumental Sports &amp; Entertainment</i>
Jim Sweeney	<i>FIMBA</i>
Joe Schoenbauer	<i>James Grant Sports</i>
John Schlieman	<i>Washington Redskins</i>
Jonathan Gottlieb	<i>NFL</i>
Jordan Tobin	<i>American University</i>
Josh Dee	<i>Washington Kastles</i>
Julia Tesoro	<i>Washington Redskins</i>
Katina Lee	<i>Washington Nationals</i>
Keely O'Brien	<i>Lagardere</i>
Kevin Clark	<i>FIFA.com</i>
Kevin Wynne	<i>Washington Kastles</i>

LaRhonda Burley	<i>Washington Redskins</i>
Lauren Ferris	<i>The Madison Square Garden Company</i>
London Hitchman	<i>Washington Nationals</i>
Mark Levin	<i>NFLPA</i>
Meredith Geisler	<i>Tandem Sports</i>
Nancy Hubacher	<i>Washington Redskins</i>
Patrick Wixted	<i>Edelman Public Relations</i>
Pedro Diaz	<i>Real Madrid MBA</i>
Qiao Sun	<i>Monumental Sports</i>
Rob Laybourn	<i>Arlington Sports</i>
Scott Lewis	<i>DC United</i>
Terry Hasseltine	<i>Maryland Sports</i>
Tiffany Sy	<i>Events DC</i>
William Moss	<i>Oracle Sports</i>
Zain Jafri	<i>New York Knicks</i>

<p><b>1:40 PM – 2:15 PM</b>  <i>Jack Morton Auditorium</i>  <i>Media and Public Affairs Building</i></p>	<p><b>Keynote Presentation</b>  <b>Michael Goldstein</b>  <i>Vice President &amp; Senior Business Leader, Global Partnerships</i>  <i>MasterCard</i></p>
<p><b>2:20 PM – 3:00 PM</b>  <i>Jack Morton Auditorium</i>  <i>Media and Public Affairs Building</i></p>	<p><b>Sport for Social Good</b>  <i>Danny Callahan, Tiger Woods Foundation</i>  <i>Heather Darney, Ravens (TBC)</i>  <i>JoAnne Pasternack, 49ers (TBC)</i>  <i>Kevin Martinez, ESPN</i></p>
<p><b>3:05 PM – 3:45 PM</b>  <i>Jack Morton Auditorium</i>  <i>Media and Public Affairs Building</i></p>	<p><b>Sport Sponsorship &amp; Evaluation</b>  <i>Dori Silverman, Coca-Cola</i>  <i>Jason Guy, Citizens Bank Ball Park</i>  <i>Jonathan Gottlieb, NFL</i>  <i>Ray Naimoli, Baltimore Orioles</i>  <i>Richard Brand, Arent Fox LLP</i>  <i>Molly Arbogast, Moderator</i></p>
<p><b>3:50 PM – 4:30 PM</b>  <i>Jack Morton Auditorium</i>  <i>Media and Public Affairs Building</i></p>	<p><b>Player Operations: Statistics &amp; Negotiations</b>  <i>Donald Fishman, Washington Capitals</i>  <i>Eric Schaffer, Redskins</i>  <i>Mark Levin, NFLPA</i>  <i>Tommy Sheppard, Wizards (TBC)</i></p>

<p><b>4:35 PM – 5:05 PM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p> 	<p><b>Women in Sports Media</b>  Christine Brennan, <i>USA Today</i>  Cindy Boren, <i>Washington Post</i>  Heather McDonough, <i>NBC4 Sports</i>  Rebecca O’Sullivan-Schulte, <i>CSN Mid-Atlantic</i></p>
<p><b>5:30 PM – 7:30 PM</b>  <i>Duques Hall,  2201 G Street, NW  (Enter from 22<sup>nd</sup> between H &amp; G St)  Washington, DC 20052</i></p>	<p><b>Friday Evening Networking Reception at Duques Hall</b></p>

**Networking Reception**  
Executives to Participate:

- |                    |  |
|--------------------|--|
| Abe Madkour        | <i>Sports Business Journal</i>               |
| Adam Fremd         | <i>DC United</i>                             |
| Alan Gromest       | <i>Washington Nationals</i>                  |
| Alana Dyson        | <i>PrestoSports</i>                          |
| Alex Kerr          | <i>Monumental Sports</i>                     |
| Alex Sohaili       | <i>Octagon</i>                               |
| Alex Truitt        | <i>Washington Redskins</i>                   |
| Ariel Gaylinn      | <i>Brooklyn Sports &amp; Entertainment</i>   |
| Alex Steinberg     | <i>DLA Piper LLP</i>                         |
| Alexandra Cruz     | <i>Washington Redskins</i>                   |
| Bill Carter        | <i>Fuse Marketing</i>                        |
| Bryan Van Balen    | <i>Washington Redskins</i>                   |
| Caroline Horn      | <i>Washington Nationals</i>                  |
| Christian Matthews | <i>Washington Redskins</i>                   |
| Chloe Stewart      | <i>Coca-Cola</i>                             |
| Clay Walker        | <i>Bigteams.com</i>                          |
| Danielle White     | <i>Monumental Sports &amp; Entertainment</i> |
| Dave Chase         | <i>Chase Baseball Consultants</i>            |
| Doug Nickerson     | <i>Washington Redskins</i>                   |
| Graham Boone       | <i>Tandem Sports</i>                         |
| Greg Blake         | <i>PrestoSports</i>                          |
| Jamal Jones        | <i>US Lacrosse</i>                           |
| Jeff Alston        | <i>Fanatics</i>                              |
| Jim Sweeney        | <i>FIMBA</i>                                 |
| John Schlieman     | <i>Washington Redskins</i>                   |
| Jon Halpern        | <i>Pineapple Payments</i>                    |
| Jonathan Gottlieb  | <i>NFL</i>                                   |
| Jordan Tobin       | <i>American University</i>                   |

Josh Dee	<i>Washington Kastles</i>
Julia Tesoro	<i>Washington Redskins</i>
Kaitlyn Swingle	<i>Washington Redskins</i>
Kevin Wynne	<i>Washington Kastles</i>
Lauren Ferris	<i>The Madison Square Garden Company</i>
LaRhonda Burley	<i>Washington Redskins</i>
Lisa Youngentob	<i>Washington Redskins</i>
London Hitchman	<i>Washington Nationals</i>
Luke Mohamed	<i>DC United</i>
Lyn Midcap	<i>Washington Redskins</i>
Patrick Wixted	<i>Edelman Public Relations</i>
Qiao Sun	<i>Monumental Sports &amp; Entertainment</i>
Rebecca O'Sullivan-Schulte	<i>Comcast SportsNet</i>
Rob Laybourn	<i>Arlington Sports</i>
Taylor Fullen	<i>The Headfirst Companies</i>
Terry Hasseltine	<i>Maryland Sports</i>
Tiffany Sy	<i>Events DC</i>
William Nemey	<i>Washington Redskins</i>
Zain Jafri	<i>New York Knicks</i>

**SATURDAY, FEBRUARY 25, 2017**

<p><b>9:15AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p>	<p><b>Welcome</b>  Lisa Delpy Neirotti, <i>The George Washington University</i></p>
<p><b>9:20 AM – 9:55 AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p>	<p><b>Keynote Presentation</b>  <b>Russell Silvers</b>  <i>Senior Vice President, Global Partnerships  AEG</i></p>
<p><b>10:00 AM – 10:35 AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p>	<p><b>eSports : A new frontier</b>  Nathan Lindberg, <i>Twitch</i>  Earl Patton, <i>GAMeS</i>  Imari Oliver, <i>IMG (TBC)</i>  Steven Arhancet, <i>Team Liquid (TBC)</i></p>
<p><b>10:40 AM – 11:15 AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p>	<p><b>Sports Entrepreneurship &amp; Technology</b>  Mike Brown, <i>Former NFL Player/Tech Entrepreneur</i>  Simon Ogus, <i>SportTechie</i></p>
<p><b>11:15 AM – 11:50 AM</b>  <i>Jack Morton Auditorium  Media and Public Affairs Building</i></p>	<p><b>Pro Scouting in MLB &amp; NBA</b>  Mike Toomey, <i>Kansas City Royals</i>  Pops Mensah-Bonsu, <i>San Antonio Spurs</i></p>

**12:00 PM – 1:30 PM**

*MARVIN CENTER, 3RD FLOORS; 800 21ST STREET*

**Roundtable Networking Lunch**

**Executives to Participate:**

Alexandra Cruz	<i>Washington Redskins</i>
Ariel Gaylinn	<i>Brooklyn Sports &amp; Entertainment</i>
Bill Schoonmaker	<i>Motivate Sports</i>
Braden Moore	<i>Philadelphia 76ers</i>
Bryan Van Balen	<i>Washington Redskins</i>
Chloe Stewart	<i>Coca-cola</i>
Dave Chase	<i>Chase Baseball Consultants</i>
Doug Nickerson	<i>Washington Redskins</i>
Erica Juliano	<i>iheartradio</i>
Gregory Santore	<i>Witt/Kieffer Executive Search</i>
Ishveen Anand	<i>Open Sponsorship</i>
Jamal Jones	<i>US Lacrosse</i>
Jim Sweeney	<i>FIMBA</i>
Jon Halpern	<i>Pineapple Payments</i>
Jonathan Gottlieb	<i>NFL</i>
Josh Olerud	<i>Scranton/Wilkes-barre Railriders</i>
Julia Tesoro	<i>Washington Redskins</i>
Kara Clauss	<i>ESPN</i>
Keely O'Brien	<i>Lagardere</i>
Lisa Youngentob	<i>Washington Redskins</i>
Luke Mohamed	<i>DC United</i>
Lyn Midcap	<i>Washington Redskins</i>
Pedro Diaz	<i>Real Madrid MBA</i>
Qiao Sun	<i>Monumental Sports &amp; Entertainment</i>
Steve Beck	<i>Military Bowl</i>
Terry Hasseltine	<i>Maryland Sports</i>
William Nemej	<i>Washington Redskins</i>

**1:40 PM – 2:15 PM**

*Jack Morton Auditorium  
Media and Public Affairs Building*

**Athlete & Team Representation**

Alex Steinberg, *DLA Piper LLP*  
Alastair Garland, *Octagon*  
Howard Skall, *CAA*  
Graham Boone, *Tandem Sports*  
Joe Schoenbauer, *James Grant Sports*

<b>2:20 PM – 2:55 PM</b> <i>Jack Morton Auditorium</i> <i>Media and Public Affairs Building</i>	<b>Sport Event &amp; Facilities</b> Gina Ekmekjian, <i>Tiger Woods Foundation</i> Michele Montague, <i>Monumental Sports &amp; Entertainment</i> Cole McKeel, <i>United States Olympic Committee</i> Katina Lee, <i>Nationals Baseball Academy</i>
<b>3:00 PM – 3:35 PM</b> <i>Jack Morton Auditorium</i> <i>Media and Public Affairs Building</i>	<b>Data Analytics &amp; Sports Strategy</b> Doug Nickerson, <i>Washington Redskins</i> Alex Kerr, <i>Monumental Sports &amp; Entertainment</i> Braden Moore, <i>Philadelphia 76ers</i>
<b>3:40 PM – 4:15 PM</b> <i>Jack Morton Auditorium</i> <i>Media and Public Affairs Building</i>	<b>Minor, Emerging and Alternative Sport Careers</b> Jamal Jones, <i>U.S. Lacrosse</i> Jeff Alston, <i>Fanatics</i> Josh Olerud, <i>Scranton/Wilkes-Barre Railriders</i> Kevin Wynne, <i>Washington Kastles</i>
<b>4:20 PM – 5:00 PM</b> <i>Jack Morton Auditorium</i> <i>Media and Public Affairs Building</i>	<b>Sports Media and Marketing Activations</b> Greg Shapiro, <i>ESPN</i> Patrick Wixted, <i>Edelman Public Relations</i> Jacob Raim, <i>Monumental Sports &amp; Entertainment</i> Nick Perna, <i>CAA</i> Joe Favorito, <i>Moderator</i>
<b>5:00 PM</b> <i>Jack Morton Auditorium</i> <i>Media and Public Affairs Building</i>	<b>Closing Remarks</b> Lisa Delpy Neirotti, <i>The George Washington University</i>

**Thank you for participating in the 2017 Sports Industry  
Networking and Career Conference.**