



# **2024 Hockey Career Conference at the NHL Draft**

**Las Vegas, Nevada**  
**June 27-29, 2024**



**SPORTSMANAGEMENTWORLDWIDE**

# 2024 HOCKEY CAREER CONFERENCE AGENDA\*

**THURSDAY, JUNE 27TH, 2024 • Tuscany Suites and Casino 255 E Flamingo Rd**

**1 - 2 pm PST: Check-in Table opens**

**THURSDAY, JUNE 27TH, 2024 • Tuscany Suites and Casino 255 E Flamingo Rd**

**2 pm - 5 pm PST SMWW Conference Part 1**

**2:00 pm: Welcome from Dr. Lynn Lashbrook**

**2:10 - 3:00 pm: ..... Hockey Media on the National Level**

**EJ Hradek** - NHL Tonight, Lead Analyst

**Julie Stewart-Binks** - SNY Host & SMWW Alumni

**Jeff Marek** - SportsNet Hockey Broadcaster

**Dr. Lynn Lashbrook** - SMWW President and Founder (**Moderator**)

**3:00 - 4:00 pm: ..... Getting Started and Getting Ahead in Hockey**

**Amanda Fleming** - Vegas Golden Knights Sr. Director Group & Events

**Darlene Navarro** - Vegas Golden Knights Vice President of Human Resources

**Ike Worth** - SMWW Business Operations Manager (**Moderator**)

**4:00 - 5:00 pm: ..... The Life and Role of an NHL Agent**

**Rick Curran** - NHLPA Agent with ORR Hockey Group/SMWW Mentor

**Mike Curran** - NHLPA Agent with ORR Hockey Group

**Lucas Pettersson** - NHL Draft Prospect, Modo Hockey (SHL)

**Dr. Lynn Lashbrook** - SMWW President and Founder (**Moderator**)

**7 - 9 pm PST: ..... Welcome Reception**

**AmeriCAN Beer and Cocktails**

3545 S Las Vegas Blvd

**FRIDAY, JUNE 28TH, 2024 • Tuscany Suites and Casino 255 E Flamingo Rd**

**7:30 am - 2:30 pm PST SMWW Conference Part 2**

**7:30 am ..... Registration Table opens & Coffee/Bagels**

**7:50 am ..... Welcome to the 2024 NHL Draft!**

**Dr. Lynn Lashbrook** - SMWW President & Founder

**8:00 am ..... Life of an NHL Team President/GM/Head Coach**

**Doug MacLean** - Former NHL Team President/GM/Head Coach and SMWW Mentor

**Dr. Lynn Lashbrook** - SMWW President and Founder (**Moderator**)

**9:00 am ..... Hockey Operations and Scouting**

**Dylan Seca** - Sarnia Sting (OHL) General Manager

**Dino Caputo** - Tri-City Americans Scout/SMWW Mentor

**Zoran Rajcic** - Everett Silvertips Chief Operating Officer

**Dr. Lynn Lashbrook** - SMWW President and Founder (**Moderator**)

**10:00 am ..... The Importance of Technology in Hockey**

**Derek Arnold** - Sport Logiq Director of Business Development

**Brian Suslow** - University of Nebraska Omaha's Men's Hockey Director of Operations

**Mike Oke** - Peterborough Petes General Manager/SMWW Mentor (**Moderator**)

**10:45 am ..... Coffee Break**

**11:00 am ..... A Look into Digital Marketing in the Modern Era**

**Elicia Stevens** - Canadian Hockey League Digital Operations Manager

**Mike Oke** - Peterborough Petes General Manager/SMWW Mentor (**Moderator**)

**11:45 am ..... Welcome to our College Groups and Honor SMWW Advanced Certificate Graduates**

**12:00 pm ..... Lunch**

Tuscany Suites and Casino

**1:00 pm ..... The Art of Broadcasting and Media in Hockey**

**Victor Findlay** - Play-by-play Montreal Canadian radio broadcaster

**Brian McCormack** - Henderson Silver Knights Broadcaster

**Mike Oke** - Peterborough Petes General Manager/SMWW Mentor (**Moderator**)

**2:00 pm ..... Closing Remarks**

**Dr. Lynn Lashbrook**

**Mike Oke**

**Dino Caputo**

**2:30 pm ..... Network in The Sphere**

**3:50 pm ..... Be in your seats for Live Cameras**

**4 pm ..... 1st pick of the NHL Draft at The Sphere**

**SATURDAY, JUNE 29TH, 2024**

**8:00 am PST: ..... The Sphere doors open**

**8:30 am PST: ..... NHL Draft Round 2 starts**

**Note:** Saturday is on your own. You can come and go as you please. We encourage you to wear your name badge and continue to network on The Sphere's concourse. This is the who's who of the hockey universe, take advantage of it. Exchange business cards.

**Thank the speakers that you see and do the SMWW Shake & Bake!**

**JUNE 28th**

**4pm PST**

**First Round of the NHL Draft**

Please be in your seat at the arena by 3:50pm

**SPORT LOGIQ**

**CATAPULT**



**elite hockey prospects**



**SPORTSMANAG**

# HOCKEY CAREER CONFERENCE SPEAKER BIOS



## Dr. Lynn Lashbrook, SMWW President and Founder

Dr. Lashbrook, President & Founder of Sports Management Worldwide, the first-ever online sports management school with a mission to educate sports business executives. Lynn has been working and teaching in Sports Management for over 40 years and has demonstrated a lifelong passion for helping students **strategize** and reach their career goals in the world of sports. SMWW, under Dr. Lashbrook's guidance offers a global sports faculty with over 30,000 alumni from 163 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 200 NFL clients including NFL Quarterback Matt Moore, **and Dallas Cowboy Kavontae Turpin**. Lynn is President of the SMWW Agency with over 200 Agent Advisors worldwide representing hundreds of athletes including certified hockey agents and their clients. Dr. Lashbrook continues to spearhead an effort to bring Major League Baseball to Portland, Oregon. He led the lobbying efforts that resulted in a \$150 million construction bill for a new baseball stadium in Portland. Under his leadership, the group secured legislative action to subsidize a new stadium with ball players' payroll taxes.



Due to this campaign, a 25,000-seat stadium in the heart of the city was revitalized rather than torn down, now home to the MLS Portland Timbers. Prior to SMWW, Dr. Lashbrook served at the collegiate level as Athletic Director or Asst AD at the University of Missouri, Southern Illinois University at Edwardsville, and the University of Alaska Fairbanks. During his years as the AD at UAF, Dr. Lashbrook brought UAF Hockey into the Central Collegiate Hockey Association. In addition, Lashbrook mentored rising young **hockey coach, Don Lucia**, who went on to become one of the most successful coaches in college hockey history, and student-athlete **Wade Klippenstein**, now **Colorado Avalanche's** Director of Scouting. Dr. Lashbrook is well known for his ethical compass, integrity...and puns! We encourage you to introduce yourself to Dr. Lashbrook. He loves meeting people! **Twitter: @SMWW, #SMWW2024**



## Derek Arnold, Director of Business Development Sportlogiq

Derek Arnold has spent the last four years at Sportlogiq, focusing on business development and client services in the sports analytics industry. Prior to this role, he played four years at UMass-Lowell and enjoyed a three-season professional hockey career in Europe, the AHL, and the ECHL. Derek then transitioned into scouting, serving for two years as the New England Scout for the Quebec Remparts in the QMJHL. Since 2019, he has also officiated NCAA games in Hockey East, showcasing his diverse experience and commitment to hockey at various levels.



## Eddie Bishop, Catapult Customer Success Specialist

With nearly a decade of experience with the Thunder Hockey software, Eddie Bishop has become a respected resource for video coaches at the highest levels of hockey utilizing the Thunder Hockey software for their coaching video. Currently working as a Customer Success Specialist at Catapult, Eddie consults hockey video coaches from all levels between top international organizations like Hockey Canada and USA Hockey, to NHL teams and their AHL and ECHL affiliates, while also servicing teams at all levels of collegiate and junior hockey.



Eddie began his career in college hockey as the Assistant Sports Information Director while completing his Bachelor of Science in Sport and Recreation Management at Lake Superior State University in 2014. A year later he became the Sports Information Director for LSSU and remained in that role for 2 years serving as the team's media relations contact. In that role he was also responsible for overseeing the video streaming platforms for the hockey, basketball,

and volleyball teams, the XOS HD Replay system for hockey games, and also began to get involved with the XOS Thunder coaching video platform.

In 2017 Eddie joined XOS Digital as a phone support representative and worked in that role for two years, continuing to develop his knowledge of the Thunder Hockey software while providing support to teams that use Thunder at all levels of hockey. This role also required an extensive knowledge of the Thunder program to support customers in other sports like American football, basketball, and baseball/softball. Following the acquisition of XOS Digital by Catapult, Eddie became a technical account manager for Catapult in 2019, specifically working with hockey customers. Still in a similar role but with a title change to customer success specialist, nearly five years later Eddie continues to provide comprehensive support to teams using the Thunder Hockey product, while also overseeing the onboarding of new customers and training for video coaches who have not used Thunder previously. While heavily involved with Thunder Hockey customers, Eddie has also been servicing teams using the Focus and Hub applications which are new platforms in the sport of hockey that have come over in the past two years with Catapult's acquisition of SBG.

Eddie currently resides in Charlotte, NC following stints in Massachusetts and Michigan's Upper Peninsula with his wife and their two dachshunds. **Eddie teaches the Hockey Video Performance Analysis With Catapult Course**



## Dino Caputo, WHL Tri Cities Americans Regional Scout, SMWW Faculty

Dino is the Regional Scout for the Tri City Americans of the Western Hockey League. Based out of Lethbridge, AB, Caputo has been with the Americans for the past 8 years and his hockey experience includes working as an assistant coach at the University of Lethbridge and Head WHL Scout for 5 years with International Scouting Services. He has also been part of Hockey Canada's program of excellence as a former college hockey player for the same University of Lethbridge, he was an Academic All Canadian and was nominated nationally for the Dr. Randy Gregg Award for leadership, academics and community service. In his 5-year junior hockey career, he played for WHL Victoria Cougars, BCHL Prince George Spruce Kings and captained the Trail Smoke Eaters. **Twitter: @dcap24**



**Dino mentors students in the SMWW Hockey GM & Scouting Course.**

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# HOCKEY CAREER CONFERENCE SPEAKER BIOS



## Ryan Crelin - ECHL Commissioner

Ryan Crelin enters his sixth season as ECHL Commissioner during the 2023-24 Season. He is just the fourth person to fill the position in the League's history.

Crelin was named Chief Operating Officer of the ECHL on May 1, 2017, and in that role, oversaw all day-to-day business operations of the League. Crelin enters his 14th season with the ECHL after initially beginning his tenure as intern during the 2005-06 season.

During his time with the League, Crelin has been responsible for the overall operations of the League focusing on financial initiatives, League-wide partnerships/contracts, and signature League

showcase events such as the annual All-Star Game and Marketing Meetings. In addition, he also has worked closely with teams on League-wide risk management, ticket sales/corporate sponsorship revenue generation, arena-lease negotiations, and budgeting/operations within the scope of the ECHL Collective Bargaining Agreement, NHL/AHL Affiliation Agreements and overall business model. Crelin led the marketing initiative in the ECHL/GEICO relationship creating the first of its kind blue-painted and branded goal posts, and secured the partnership with EA Sports for the inclusion of the ECHL in the NHL video game series.

Crelin earned his M.B.A. with a concentration in finance & taxation at Rutgers University in May 2010 after being awarded his bachelor's degree in business administration with a concentration in sport management & marketing from Seton Hall University in May 2006. At Seton Hall, he also served as president of the Sport Management Student Association, was a member of the National Business Honor Society and played ice hockey for the Pirates. Prior to joining the ECHL, Crelin worked for a Public Accountant near his hometown of Middletown, New Jersey and currently resides in Belford, New Jersey with his wife and family.



## Mike Curran, ORR Hockey Group NHLPA Agent

Mike Curran joined ORR in 2007 and has been an NHLPA Certified Agent since 2006. Mike actively negotiates NHL contracts, as well as is active in securing marketing and sponsorship opportunities for ORR clientele. In addition, Mike plays an instrumental role in player recruitment and management across North America. In his capacity as a family advisor for NCAA student-athletes, he also has extensive knowledge across all junior hockey levels as well as negotiating scholarship packages for prospective CHL players. Mike earned his Juris Doctorate from Widener University School of Law and is a member of the Pennsylvania and New Jersey State Bar. Prior to law school, he was an undergraduate at the University of Rhode Island where he played four years of ACHA D-1 hockey, winning a national championship and being named an All-American in 2006. **Twitter: @ORRHockeygroup**



Mike guest speaks in the SMWW Hockey Agent Course.



## Rick Curran, ORR Hockey Group NHLPA Agent

Active in the representation of players since 1978, Rick Curran brings over 40 years of experience to the ORR Hockey Group. During that time, he has negotiated several of the industry's precedent-setting contracts. Many of the players Curran has represented are now key decision makers in the game today. The familiarity and trust of those strong relationships provide an important level of communication on behalf of Orr Hockey clients. Rick's initial association with Bobby Orr began in 1969 as a staff member of the Orr Walton Sports Camp. Following a successful college hockey career at Merrimack College, he was appointed International Hockey Coordinator for Hockey Canada. Rick served as Business Manager for Team Canada for two world championships (1977-Vienna and 1978-Prague) and for the Team Canada Juniors (1978-Montreal). Partnered with Bill Watters, Curran then helped build Branada Sports Management into one of the business's premier hockey agencies. Having purchased the company and renaming it Representation Incorporated, he eventually relocated its offices to Philadelphia PA in 1991. **Twitter: @**



**ORRHockeygroup**

Rick mentors students in the SMWW Hockey Agent Course.



## Victor Findlay, Play-by-Play for Broadcaster Montreal Canadian Radio

Born in Oshawa, Ont. Victor broke into hockey media in 2012-13 volunteering behind the scenes for the Oshawa Generals in the OHL. His three seasons with the team ended with a Memorial Cup run in Quebec City, Que., which he had the privilege of covering through Ryerson. Now entering his third year in the Ryerson Sport Media program and his second year covering CIS hockey, Victory provides play-by-play commentary for all Ryerson Men's Hockey home games, and Victor writes nationally about CIS hockey as a freelancer for Yahoo Sports Canada. Victor looks forward to growing our game and league across our great country in the new year. **Twitter: @Victor\_Findlay**



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### Amanda Fleming, Vegas Golden Knights Sr. Dir. of Group & Event Suite Sales

Amanda Fleming serves as the Senior Director of Group & Event Suite sales with the reigning 2023 Stanley Cup Champions, the Vegas Golden Knights. Joining the team in 2018 as the only female sales representative and earning her way into a leadership position through showcasing tremendous growth and development of both group ticket sales and event suite revenues during her tenure. Amanda oversees \$9MM in ticketing revenue annually through these channels working closely with various organizations and segments of the local community and tapping into the hospitality and tourism market within the city of Las Vegas. Additionally, her team contributes to the overall sales strategies within the ticketing department, which brought in a record \$116.5MM in regular season ticketing revenue for the 2023-24 Season! Passionate about creating and selling memorable experiences, Amanda uses her background in hospitality and events to continue to challenge industry standards, elevate the overall guest experience and empower women in sport.



### Ken Holland, Edmonton Oilers President of Hockey Operations and GM

Ken Holland was named President of Hockey Operations and General Manager of the Oilers on May 7, 2019. Holland joined the Oilers after serving as General Manager of the Detroit Red Wings for 22 seasons, capturing four Presidents Trophies (2002, 2004, 2006, 2008), 10 division championships (1991, 2001-2004, 2006-2009, 2011), five regular season conference titles (2002, 2004, 2006-08) and reaching 100 regular season points in 13 of his last 18 seasons. A native of Vernon, B.C., Holland helped the Red Wings capture four Stanley Cup championships (1997, 1998, 2002, 2008), the most recent three while serving as GM. Holland was inducted into the Hockey Hall of Fame in the builder category as part of the Class of 2020.



Twitter: @EdmontonOilers



### EJ Hradek, Senior Reporter for NHL Network & Host, NHL Now!

E.J. Hradek joined NHL Network/NHL.com as a Senior Reporter in May 2011, working across the League's multiple media platforms. He serves as the regular co-host for "NHL Live" (Monday through Friday, 5-7 p.m. ET), discussing the game's hot topics with players, coaches, executives and fans. He is also featured on various segments within NHL Live, including "The EJ 5". Prior to arriving at NHL Network, E.J. spent 13 years as a Senior Writer for ESPN The Magazine. He was part of the original staff that helped launch the magazine in March 1998. During his time at ESPN, Hradek's work appeared across all the company's media platforms. He appeared as an NHL analyst for ESPN on "SportsCenter", ESPN News, "First Take" and "NHL 2Nite", as well as delivering daily columns for ESPN.com. Prior to leaving ESPN, he served as host of the company's hockey webcast, "Inside the NHL". From 1996-98, Hradek served as a part-time professional scout for the Dallas Stars, filing reports on more than 100 NHL and AHL games per season during that span affording him a unique look at the game from the inside. Hradek's experience as a player dates to his college days at Pace University, where he captained and later coached the school's club hockey team. A lifelong "rink rat," Hradek fondly remembers some long afternoons of outdoor hockey on the frozen lakes and ponds in Westchester, N.Y. These days, he attempts to bring that same enthusiasm for the game to his work.



Twitter: @EJHradek\_NHL



### Jeff Marek, 32 Thoughts Host and The Jeff Marek Show Host

Jeff Marek began his broadcasting career by hosting the first wrestling/MMA program on radio then hosting the pre- and post games for the Toronto Maple Leafs as well as Leafs Lunch. After making his Hockey Night in Canada debut in 2007, Marek now hosts The Jeff Marek Show, a daily hockey show on the Sportsnet Radio Network + Sportsnet 360, and co-hosts popular weekly podcast, 32 Thoughts, in addition to making regular appearances across Sportsnet platforms throughout the hockey season.

Twitter: @JeffMarek



#### LANYARD COLOR CODE:

**Red = Speaker/Staff**  
**Blue = Attendee**  
**Gold = SMWW Alumni**  
**White = CUC/FHSU Student/Alumni**  
**Green = Industry Professional**



# SPORTSMANAGEMENTWORLDWIDE

# HOCKEY CAREER CONFERENCE SPEAKER BIOS



## Doug MacLean- Former NHL President, GM and Head Coach

Doug MacLean spent 24 years in the National Hockey League serving in many management and coaching capacities including NHL President, GM, and Head Coach. In addition, Doug is a beloved former Canadian sportscaster working in television and radio as a Hockey Analyst with Sportsnet Canada for 9 years. In 2023, Doug became a Best Selling author with his first book "Draft Day" and has consistently hit the bestseller lists in Canada.

Doug was the President, General Manager, of the Columbus Blue Jackets for 10 years. Prior to that, MacLean was Head Coach of the Florida Panthers. MacLean is probably best known for leading the then-upstart Florida Panthers team to the Eastern Conference championship and playing in the Stanley Cup Finals. The next two years, Doug went on to lead the Florida Panthers to the Eastern Conference playoffs. MacLean served as Assistant Coach with the St. Louis Blues and Washington Capitals and Associate Coach and Assistant GM of the Detroit Red Wings, including a stint as the GM for the AHL Adirondack Red Wings. MacLean's first professional head

coach position came in 1990 when he was sent to the Baltimore Skipjacks, the Capitals' AHL affiliate, Doug started his coaching career at the Junior A and University levels in Canada. Doug clearly succeeded at every level of hockey, working up the ladder and now he wants to give back and assist you with your hockey career in the Hockey GM & Scouting Course. Register for the course and get to know Doug in the weekly Zoom chats. Catapult your hockey career.

Before coaching, Doug played varsity hockey for the University of Prince Edward Island Panthers. MacLean holds a Master's Degree in Educational Psychology. Doug is affectionately known as "Prince Eddy" due to his affinity to Prince Edward Island. MacLean currently resides with his wife Jill in Prince Edward Island Canada and Delray Beach Florida

In 2007, MacLean, led a group of nine investors, announcing that the owner of the Tampa Bay Lightning, Palace Sports and Entertainment, agreed to sell the team to MacLean's group for \$200 million. The sale fell through. In 2008, MacLean became a co-host alongside Jack Armstrong on a sports talk radio show on Toronto Sports Radio Station, The Fan590, "The Game Plan". In 2009, MacLean took over the Hockey Central Radio program from 1-2 pm and was hired by Jim Balsillie as an advisor to the PSE group which attempted to acquire and relocate the Phoenix Coyotes to Canada. In 2010, MacLean became a co-host of the Fan 590's Hockey Central at Noon program alongside Daren Millard and Nick Kypreos as well as an analyst on Rogers Sportsnet's Hockey Central. **Twitter: @DougMacLean**

**Doug mentors students in the SMWW Hockey GM and Scouting course.**



## Brian McCormack, Silver Knights Director of Broadcasting & Communications

Brian McCormack will serve his fifth season as the Director of Broadcasting and Communications for the Silver Knights in 2024-25. McCormack joined the Silver Knights in January 2021 as the team's inaugural broadcast voice, and the 2024-25 season will be his tenth broadcasting professional hockey. The Long Island, NY native joined the Silver Knights after serving as Broadcast and Media Relations Manager from 2018-20 with the American Hockey League's San Antonio Rampage. McCormack also worked three years in the ECHL with the Idaho Steelheads from 2015-18, earning ECHL Broadcaster of the Year honors and working the ECHL All-Star Classic in 2018. McCormack handles all television and radio play-by-play broadcasts for the Silver Knights and hosts the weekly 'HSK Today' Radio Program. He also handles the day-to-day media responsibilities of the organization, with a particular focus on Hockey Operations and the on-ice activities of the team. The 35-year-old is a graduate of SUNY Geneseo and lives in Henderson with his wife, Ali.



## Darlene Navarro-Vegas Golden Knights VP of Human Resources

Darlene Navarro is a seasoned HR professional with extensive experience in leading HR functions across diverse industries. Currently serving as the Vice President of Human Resources at Foley Entertainment Group, where she leads HR initiatives for Sports, most notably Vegas Golden Knights, Venues, and Hospitality sectors. Her dedication and expertise in building strong employee relations plays a crucial role in driving organizational success.

Beyond her professional endeavors, Darlene is passionate about giving back to the community. She currently serves as a Board Member at Workforce Connections, contributing her expertise to drive workforce development initiatives in the Las Vegas area. With her wealth of experience, dedication to excellence, and commitment to fostering positive workplace environments, Darlene Navarro continues to make significant contributions to the field of Human Resources and the organizations she serves.



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# SPORTSMANAG





### Mike Oke, OHL Peterborough Petes General Manager, SMWW Faculty

Mike Oke is the General Manager of the Peterborough Petes', previously acted as full-time Director of Player Personnel. Prior to his role with the Petes' he worked with International Scouting Services (ISS) as Chief Scout and was promoted to the position of General Manager/Chief Scout in September of 2008. Among his many duties, Oke was responsible for overseeing the day to day operations of ISS as well as the scouting staffs responsible for producing reports on players eligible for the NHL Draft, as well as the WHL, QMJHL, OHL and CHL Import Drafts. Mike was an Assistant Coach in charge of video with Team Pacific at the 2008 World Under 17 Hockey Challenge, worked as the Director of Player Personnel and Assistant Coach with the Oshawa Generals from 2004-2006 and spent four years as Assistant Coach at Wilfrid Laurier University of the Ontario University Athletic Association, where he played a role in the Hawks trip to the Canadian Inter-university Sport (CIS) National Hockey Championships in 2001 as well as four years as Full-Time Head Coach/Manager with the Trenton Sting of the Ontario Provincial Junior A Hockey League, winning the OPJHL Eastern Conference Championship in 1998. He is a graduate of the Sports Administration program at Durham College. **Twitter: @PetesOHLhockey**



Hockey League, winning the OPJHL Eastern Conference Championship in 1998. He is a graduate of the Sports Administration program at Durham College. **Twitter: @PetesOHLhockey**

**Mike mentors students in the SMWW Hockey GM & Scouting Course and Hockey Analytics Course.**



### Ed Palumbo, Elite Prospects Director of Hockey, Team Sales & Live Events

Ed Palumbo is the director of hockey, team sales and live events at Elite Prospects, the world's leading online hockey database. Ed is a 2010 graduate of Temple University's School of Sport, Tourism, and Hospitality Management, with a Bachelor of Science in Sport and Recreation Management. Ed is also a 2012 graduate of the **SMWW Hockey GM and Scouting course**, which led him to scout for various teams in the NAHL and NA3HL over the course of six years before he joined the video analysis company, InStat Sport, in December 2019, where he helped grow the company's North American hockey business exponentially to over \$2.5 million in annual sales – while managing key accounts in the NHL, ECHL, NCAA Division I, OHL, QMJHL, and various youth and junior leagues in North America. Ed joined Elite Prospects in November, 2021, and has been in charge of North American group sales of the EP Premium service, and is also the director of the "EP Live Events" division, which includes the annual Elite Prospects Pre-Draft Invitational in the spring and the Elite Prospects Cup Series in the fall/winter months. **Twitter: @EdPal27**



### Lucas Pettersson, NHL Draft Prospect

Lucas Pettersson (born 17 April 2006) is a Swedish professional ice hockey center for Modo Hockey of the Swedish Hockey League (SHL). He is a top Swedish prospect for the 2024 NHL Entry Draft. A product of the Modo Hockey system, Pettersson made his Swedish Hockey League debut in November 2023 and signed a contract extension through 2027 on 8 December. Described as a defensive-minded, dual-threat passer and shooter with a good snapshot, Pettersson was projected as a late first or early second-round pick entering the 2024 NHL entry draft.



### Phil Pritchard, Hockey Hall of Fame VP, Curator/Keeper of the Cup

Pritchard, a lifelong hockey fan and so-called hockey player, travels the globe to promote the game of hockey, the Hockey Hall of Fame and museum as well as exhibits its collection. Phil has visited more than 35 countries and attended a number of key amateur and pro hockey events, including the Olympic Games and World Championships. Since joining the Hockey Hall of Fame in 1988, Phil has been instrumental in the museum's growth, including its 1993 move to Toronto and, more recently, the 2009 opening of the new home of the museum's vast archival collections. The D.K. "Doc" Seaman Hockey Resource Centre and Archives now occupy approximately 18,000 square feet in Toronto's Lakeshore West district. The state-of-the-art research center further supports the Hockey Hall of Fame's continued growth and development. The facility is also the permanent training and practice facilities for both the Toronto Maple Leafs and Toronto Marlies Hockey clubs. Part of his duties includes traveling with the Stanley Cup, a position he has held since his first week on the job. As "Keeper of the Cup",



Phil has also gained great notoriety for his role of walking the Stanley Cup out onto the ice to be presented to the NHL champions, a duty he has performed since 1994. The trophy is given to each player of the championship team for a day which means Pritchard travels more than 150 days a year. He was also part of the "priceless" Mastercard television ads and more recently the Discover "Peggy" commercials as well as the Honda Fit and Enterprise commercials, he has also been in several different television shows and specials promoting the Stanley Cup.

**Twitter: @keeperofthecup Phil is a proud SMWW faculty member for the History of Hockey Course.**



### Zoran Rajcic, CSH Chief Operating Officer Everett Silvertips

Zoran Rajcic was named Chief Operating Officer of Consolidated Sports Holdings (CSH) International, Inc on July 14, 2016. He has been a central member of the Silvertips organization since the club's inception in 2002. Always a driving force behind the team's front office success; his performance was recognized in 2010 with the WHL Marketing/Business Award. He was promoted from Director of Business Operations to Assistant General Manager in October 2011 and added the title of Executive Vice President in July 2012. Prior to his work in Everett, Rajcic spent three years with the Baton Rouge Kingfish of the ECHL, serving as the Director of Corporate Sales for one season before being promoted to Vice-President/General Manager during his second season. Zoran and his wife Mirran reside in Everett with their two sons. **Twitter: @WHLSilvertip**



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### Dylan Seca, Sarnia Sting GM

Dylan has been with the Sarnia Sting since the 2014-2015 season. He began as a scout for the Sting and quickly earned his way to the General Manager position prior to the 2020-2021 season (which was canceled due to the COVID-19 pandemic). Ownership believes Dylan is a great fit for this role because of his strong work ethic, and hockey intelligence. Derian Hatcher (Owner & Governor) and David Legwand (Owner) also appreciate his ability to understand the development of young players in today's game. Dylan and the Hockey Operations team have already made some groundbreaking draft selections and is on his way to becoming a top General Manager in the Ontario Hockey League. **twitter: @dylanseca**



### Julie Stewart-Binks, Brand Ambassador of Bet Rivers, TV host for NWSL on iON, SNY, CBS Golazo Network and CBC Olympics.

Julie Stewart-Binks is a Canadian sports broadcaster who has been living in the US for over a decade having worked as a reporter and host for Fox Sports 1, ESPN, CBS Sports HQ, Fox Sports West, and NHL on TNT. She hosted two interview shows for Fubo TV, which won three Telly Awards. Currently, she is a brand ambassador for Bet Rivers, hosts NWSL on iON TV, reports on the New York Rangers for SNY and this summer will work CBC Olympics's coverage of the Paris 2024, co-hosting "Paris Prime Live" with longtime broadcaster Scott Russell. Before moving to the US, Julie worked as a reporter and anchor at CTV Regina while taking Sports Management WorldWide's "**hockey scouting & general management**" course. She has a Masters in Journalism from City University London, and a BPHE and BA (Drama) from Queen's University. **Twitter: @JSB\_TV**



### Elicia Stevens Manager, Digital Operations – Canadian Hockey League

A seasoned digital product leader with a track record of spearheading transformative experiences across various platforms, including mobile, web, and OTT platforms.

Passionate in leveraging digital innovation to create compelling and impactful experiences that resonate with audiences on a large scale, Elicia is committed to driving continuous growth and evolution in the digital landscape.



### Brian Suslow, Director of Hockey Operations University of Nebraska Omaha

Suslow joined the Maverick hockey staff in July of 2023. Before coming to Omaha, he served as the Director of Hockey Operations for Penn State women's hockey for two seasons.

At PSU, his duties included video coordinator, breaking down all game film live using Catapult thunder to give the coaching staff more information through video and analytics for video reviews, and game time decisions. Suslow pre-scouted all opponents to prepare for upcoming weekend series and managed a staff of four student managers. Other responsibilities included the planning and execution of team travel, team meals, ice time logistics, budget, NCAA compliance, and all other team operations.

Prior to his stint with Penn State, he spent three seasons with the St. Lawrence men's and women's hockey programs as a hockey operations assistant and their lead video coordinator.



#### **LANYARD COLOR CODE:**

**Red = Speaker/Staff**

**Blue = Attendee**

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**Green = Industry Professional**



# SPORTSMANAG



# NHL DRAFT FAQ



- **How many rounds are there?**  
There are 7 rounds and 32 picks per round.
- **Can NHL teams pick more than once in a round?**  
Yes if a trade was made with another team
- **Can NHL teams make trades during the NHL draft?**  
Yes, teams can trade current and future draft picks and current players during the draft.
- **Who is eligible for the NHL Draft?**  
Players that are 18 on or before September 15th and no older than 20 years of age before December 31st are eligible. In addition, all non-North-American players over the age of 20 are eligible as well.
- **What happens to North-American players that are over 20?**  
They are eligible to sign as free agents.
- **Which leagues do you have to play for in order to be drafted?**  
The National Hockey League recognizes the following leagues: Western Hockey League, Ontario Hockey League, Quebec Major Junior League, United States Junior Hockey League, NCAA, as well as European Junior leagues and European Senior Men's Leagues.
- **How do they determine the order in which teams get to pick?**  
Round 1 is determined via a lottery draft for the 16 teams that did not qualify for the playoffs. The top two winners have a chance to move up a maximum of 10 spots. Therefore, the bottom 11 have a chance to win the first overall pick. The 12 teams that do not win the lottery are ranked in accordance to their regular season standings. The teams that have qualified for the playoffs are ranked in accordance to their playoff performance and regular season standings.
- **How do NHL teams get their draft picks for round 2-7?**  
The slots are determined in reverse order according to team records from the previous season. The team that finished with the worst record picks 1st etc.
- **Do drafted players automatically make the NHL?**  
No. Players still have to sign a contract. Teams have two years to sign a player in which he will either be eligible to either re-enter the draft or become a free agent depending on his age.
- **What about players who still attend school?**  
NCAA players can opt to finish their university degrees. Once they have completed school, NHL teams have 30 days to sign a contract with the player otherwise they become a free agent.
- **Do NHL players get bonuses for getting drafted early?**  
Unlike the NFL or MLB, there are no draft bonuses.
- **Do teams draft according to needs or best player available?**  
Every team uses their own strategy. They play these strategies close to their chest and rarely, if ever, reveal what their true intentions are.
- **Why do people boo Gary Bettman every time he approaches the podium?**  
It's a long-standing tradition!



## SMWW Advanced Certificate

An SMWW Advanced Certificate is a bundle of SMWW courses that are hand picked by our sports executives that will equip you with a comprehensive understanding for a specific role within the industry. This level of certification is highly specialized and will improve your job opportunities. SMWW Advanced Certificates are career-focused, and will prepare you for a specific job role within the sports industry.

**Ask a SMWW Career Advisor which one is right for your Dream Job!**

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# NHL DRAFT WORKSHEET

#	Player	Nationality	NHL Team	College/Junior/Club/Team
1			San Jose Sharks	
2			Chicago Blackhawks	
3			Anaheim Ducks	
4			Columbus Blue Jackets	
5			Montreal Canadiens	
6			Utah Hockey Club	
7			Ottawa Senators	
8			Seattle Kraken	
9			Calgary Flames	
10			New Jersey Devils	
11			Buffalo Sabres	
12			Philadelphia Flyers	
13			Minnesota Wild	
14			San Jose Sharks (from Pittsburgh)	
15			Detroit Red Wings	
16			St. Louis Blues	
17			Washington Capitals	
18			Chicago Blackhawks (from NY Islanders)	
19			Vegas Golden Knights	
20			New York Islanders (from Tampa Bay via Chicago)	
21			Los Angeles Kings	
22			Nashville Predators	
23			Toronto Maple Leafs	
24			Colorado Avalanche	
25			Boston Bruins (from Boston via Detroit and Ottawa)	
26			Montreal Canadiens (from Winnipeg)	
27			Carolina Hurricanes	
28			Calgary Flames (from Vancouver)	
29			Dallas Stars	
30			New York Rangers	
31			Anaheim Ducks (from Edmonton)	
32			Philadelphia Flyers (from Florida)	

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# NHL DRAFT WORKSHEET NOTES

1. The New York Islanders' first-round pick will go to the Chicago Blackhawks as the result of a trade on May 24, 2024, that sent Tampa Bay's first-round pick and Los Angeles and Vancouver's second-round picks all in 2024 to New York in exchange for a second-round pick in 2024 and this pick.
2. The Pittsburgh Penguins' first-round pick will go to the San Jose Sharks as the result of a trade on August 6, 2023, that sent Erik Karlsson, Dillon Hamaliuk and a third-round pick in 2026 to Pittsburgh in exchange for Mikael Granlund, Jan Rutta, Mike Hoffman and this pick (being conditional at the time of the trade). The condition – San Jose will receive a first-round pick in 2024 if Pittsburgh's first-round pick in 2024 is outside of the top ten selections – was converted when the Penguins did not win either draft lottery draw on May 7, 2024.
3. The Tampa Bay Lightning's first-round pick will go to the New York Islanders as the result of a trade on May 24, 2024, that sent a first and second-round pick in 2024 to Chicago in exchange for Los Angeles and Vancouver's second-round picks both in 2024 and this pick. Chicago previously acquired this pick as the result of a trade on March 18, 2022, that sent Brandon Hagel and a fourth-round pick in both 2022 and 2024 to Tampa Bay in exchange for Boris Katchouk, Taylor Raddysh, a conditional first-round pick in 2023 and this pick (being conditional at the time of the trade). The condition – Chicago will receive a first-round pick in 2024 if Tampa Bay's first-round pick in 2024 is outside of the top ten selections – was converted when the Lightning qualified for the 2024 Stanley Cup playoffs on April 5, 2024.
4. The Boston Bruins' first-round pick was re-acquired as the result of a trade on June 24, 2024, that sent Linus Ullmark to Ottawa in exchange for Mark Kastelic, Joonas Korpisalo and this pick. Ottawa previously acquired this pick as the result of a trade on July 9, 2023, that sent Alex DeBrincat to Detroit in exchange for Dominik Kubalik, Donovan Sebrango, a fourth-round pick in 2024 and this pick (being conditional at the time of the trade). The condition – Ottawa will receive either Boston or Detroit's first-round pick in 2024, at Detroit's choice – the Red Wings sent Ottawa Boston's first-round pick and the date of conversion is unknown. Detroit previously acquired this pick as the result of a trade on March 2, 2023, that sent Tyler Bertuzzi to Boston in exchange for a fourth-round pick in 2025 and this pick (being conditional at the time of the trade). The condition – Detroit will receive a first-round pick in 2024 if Boston's first-round pick in 2024 is outside the top ten selections – was converted when the Bruins qualified for the 2024 Stanley Cup playoffs on March 28, 2024.
5. The Winnipeg Jets' first-round pick will go to the Montreal Canadiens as the result of a trade on February 2, 2024, that sent Sean Monahan to Winnipeg in exchange for a conditional third-round pick in 2027 and this pick.
6. The Vancouver Canucks' first-round pick will go to the Calgary Flames as the result of a trade on January 31, 2024, that sent Elias Lindholm to Vancouver in exchange for Andrei Kuzmenko, Hunter Brzustewicz, Joni Jurmo, a conditional fourth-round pick in 2024 and this pick.
7. The Edmonton Oilers' first-round pick will go to the Anaheim Ducks as the result of a trade on March 6, 2024, that sent Sam Carrick, Ty Taylor and a seventh-round pick in 2024 to Edmonton in exchange for a conditional fifth-round pick in 2025 and this pick.
8. The Florida Panthers' first-round pick will go to the Philadelphia Flyers as the result of a trade on March 19, 2022, that sent Claude Giroux, German Rubtsov, Connor Bunnaman and a fifth-round pick in 2024 to Florida in exchange for Owen Tippett, a third-round pick in 2023 and this pick (being conditional at the time of the trade). The condition – Philadelphia will acquire a first-round pick in 2024 if Florida's first-round pick in 2024 is outside the top ten selections – was converted when the Panthers qualified for the 2024 Stanley Cup playoffs on March 28, 2024.



## DRAFT TICKETS

Draft tickets were available for purchase from SMWW but are also available through the NHL via Ticketmaster. Tickets purchased through SMWW were distributed to provided emails and once transferred are the attendees responsibility. Please wear your name badge to the draft in addition to showing your draft ticket to get in. This will enable you to continue networking throughout the draft. Keep in mind with that name badge you represent Sports Management Worldwide. Please handle yourself in a professional manner. The NHL invites our group every year and we want to continue the tradition!



# SMWW CAREER CONFERENCES



## Hockey Career Conference at the NHL Draft

Location TBA - June 2025

## Basketball Career Conference at the Vegas Summer League Games

Las Vegas, Nevada - July 14-15, 2024

## Baseball Career Conference at the MLB Winter Meetings

Dallas, Texas - December 8-9, 2024

## Soccer Career Conference

Location TBA - January 2025

## Football Career Conference at the NFL Combine

Indianapolis - 2025



### LANYARD COLOR CODE:

**Red = Speaker/Staff**

**Blue = Attendee**

**Gold = SMWW Alumni**

**White = CUC/FHSU Student/Alumni**

**Green = Industry Professional**



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*At registration desk.*

## SMWW TEAM



**Dr. Lynn Lashbrook**  
President, Founder &  
NFL Agent



**Liz Lashbrook**  
Executive Director



**Ike Worth**  
SMWW Business  
Operations Manager



**Sara Landis**  
SMWW Business  
Operations Coordinator



**Cole Oke**  
SMWW Business  
Operations Intern



**Matteo Caputo**  
SMWW Business  
Operations Intern



**Doug MacLean**  
SMWW Mentor in  
Hockey GM & Scouting



**Dino Caputo**  
Tri-City Americans Scout  
& SMWW Faculty



**Phil Pritchard**  
Hockey Hall of Fame VP,  
Curator/Keeper of the Cup



**Mike Oke**  
Peterborough Petes GM  
& SMWW Faculty



**Rick Curran**  
NHLPA Agent, Orr Hockey  
Agency & SMWW Faculty



**Eddie Bishop**  
SMWW Faculty Video  
Performance w/Catapult

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



# EMENTWORLDWIDE

# SMWW COURSES

## SMWW SPORTS CAREER COURSES

SMWW offers 40 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 (\$400 for SMWW Alumni) on any SMWW Course.

### 8-WEEK ONLINE COURSES INCLUDE:

- Weekly Live and Interactive Video 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
- Discounts to courses, conferences



**Athlete Marketing & Branding - \$1650:** Learn how to monetize professional and college athletes personal brand. *Live Video Chat Mentors: NFL Agent, Kristen Kuliga and Rob Wilson.*

**Athlete Management--Sports Agent - \$1950:** 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 Video Chat Mentors: NFL Agent Dr. Lynn Lashbrook, and former NFL and NBA Agent, Joel Corry.*

**Baseball Agent - \$1650:** Recruiting, scouting, contracts, negotiating, servicing, marketing, MLB Collective Bargaining Agreement. *Live Video Chat Mentors: MLB Agents, John Boggs & Oscar Suarez.*

**Baseball Analytics - \$1950:** Learn how to disseminate objective knowledge about baseball including sabermetrics, baseball analytics, data science, and the statistical tools used by the major leagues. *Live Video Chat Mentor: Scoutables CEO, Ari Kaplan.*

**Baseball GM & Scouting - \$1950:** 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 Video Chat Mentors: former LA Dodgers GM Dan Evans, & Scout, Hank Jones.*

**Baseball Player Development - \$1650:** Learn how to turn ballplayers into contributing to big leagues. Turning percentage baseball into winning, psychology, leadership, creating a performance culture. *Live Video Chat Mentors: 3-time MLB Exec. of the year and former Orioles, Red Sox, and Expos GM, Dan Duquette.*

**Basketball Agent - \$1650:** Build your foundation as a basketball agent and give you the tools for today's global marketplace as a NBA, WNBA, or FIBA Agent. *Live Video Chat Mentors: SMWW NBA Agent, Bret Kanis & International FIBA Agent, Jan Wieland.*

**Basketball Analytics - \$1950:** 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. *Live Video Chat Mentor: Washington Wizards Asst. Coach and Basketball Analytics Pioneer, Dean Oliver.*

**Basketball GM & Scouting - \$1950:** 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 Video Chat Mentors: former NBA GM of Hawks, Mavericks, Pistons & Sonics Rick Sund and Carl Berman, NetScouts Managing Partner.*

**Basketball Player Development - \$1650:** Learn the fundamentals of team leadership, player development, & management. *Live Video Chat Mentors: Atlanta Hawks Sr. Advisor of Basketball Ops Larry Riley, and NBA Asst. Coach, Irv Roland.*

**Cricket Business Management - \$1195:** Including team operations, club management, talent identification, team sponsorship, umpiring, coaching, new technologies, recruiting, the business, and essential tools of professional and amateur cricket clubs. *Live Video Chat Mentor: Ken Jacobs, former CEO of Cricket Victoria.*



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# 8 WEEKS. ONLINE. ANYWHERE. ANYTIME.

**Data Science Analytics - \$1650:** 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 Video Chat Mentor: Ari Kaplan Scoutables CEO*

**Esports Business - \$1195:** Content creation, league operations, coordinating social media, event management, fan engagement and much more. *Live Video Chat Mentors: National Association of Collegiate Esports (NACE) Executive Director, Michael Brooks and Intergalactic Gaming (IGGalaxy) Co-Founder, Naeem Shabir.*

**FIFA Agent Certification Prep - \$1195:** Offers study preparation for individuals who have applied and been accepted to take the FIFA Agent Certification exam. *Live Video Chats Mentor: Soccer Agent Maikel Tsuji.*

**Proficiency in PFF Ultimate - \$1650:** Learn the most commonly used tool in the NFL and the NCAA. Pro Football Focus’ “Ultimate” is the platform that everyone needs to learn to work in football. *Live Video Chat Mentor: Pro Football Focus Head of Product, Football, Steve Palazzolo.*

**Football Analytics - \$1950:** 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 Video Chat Mentors: FTN Network, Mike Tanier and Aaron Schatz.*

**Football Apprenticeship - \$1950:** Offers 16 weeks of video scouting and report writing for those who want to advance their scouting knowledge and insights. *Live Video Chat Mentor: NFLPA Bowl Director of Player Personnel, Dane Vandernat.*

**Football GM & Scouting - \$1950:** 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 Video Chat Mentors: former Tampa Bay Buccaneers GM Mark Dominik; former NFL Executive legend John Wooten; former NFL Scout Russ Lande; and NFLPA Collegiate Bowl Director Dane Vandernat.*

**Football Player Development - \$1650:** Learn the game through the eyes of a head coach. All the moments between game days will be explored and explained, from off-season planning and development to game week practices. *Live Video Chat Mentor: Former NFL and NCAA Coach, 4x Super Bowl Winner, Brian Pariani.*

**Football Video Performance Analysis w/Catapult - \$1650:** One of the fastest ways to work in sports is through the video department. Catapult’s technology is widely used in the NFL and NCAA. This course is perfect for aspiring scouts, coaches, agents and more. *Live Video Chat Mentor: Pro Football Focus Product Manager, Mike Stroeber.*

**History of Hockey - \$1650:** No one knows the Cup, or the history of the game of hockey, better than Phil Pritchard, 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 Video Chats with Phil Pritchard, VP of the Hockey Hall of Fame and Keeper of the Cup.*

**Hockey Agent - \$1650:** Learn skills to represent pro hockey players. Recruiting, contracts, marketing, endorsements, player management, and managing players in the global marketplace. *Live Video Chat Mentor: NHL Certified Agent, Rick Curran.*

**Hockey Analytics - \$1950:** Advanced hockey scouting, game and player analysis, using hockey analytics and statistical tools utilized by the NHL. *Live Video Chats with NHL Experts hosted by Peterborough Petes’ GM, Mike Oke; Peterborough Petes’ Analytics, Clair Cornish, and Elite Prospects.*

**Hockey GM & Scouting - \$1950:** Includes training with Steva DVE 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 GM. *Live Video Chat Mentors: Doug MacLean, former NHL President, GM, and Head Coach; and Mike Oke, Peterborough Petes’ General Manager.*

**Hockey Player Development - \$1650:** Learn the techniques used by junior, major junior, NCAA, and NHL organizations to mold their players and unlock their full potential. *Live Video Chat Mentor: former Chicago Blackhawks GM, Mike Smith.*

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**Hockey Video Performance Analysis w/Catapult - \$1650:** Catapult is used across the NHL, AHL, NCAA D1, OHL, WHL, and more. Learning the video platform that teams use is your key to securing a job in hockey. *Live Video Chat Mentor: Catapult Sports Customer Success Specialist, Eddie Bishop*

**Motorsports Management - \$1195:** 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 Video Chat Mentor: Al Unser Jr., Sales and marketing consultant.*

**NFL Agent Certification Prep Course - \$1950:** Offers study preparation for individuals who have applied and been accepted to take the NFLPA Certification exam. *Live Video Chats Mentor: former NFL and NBA Agent, Joel Corry.*

**Name, Image, and Likeness - \$1650:** Learn strategies and techniques that sport marketers, sport agents, brand advocates, content creators, and sports administrators can utilize to protect, and build, the profile of student-athletes. *Live Video Chat Mentor: Pliable Marketing Founder/CEO & NIL Expert, Greg Glynn.*

**Rugby Business Management - \$1195:** 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 Video Chat Mentors: Newcastle Falcons Managing Director, Mick Hogan, and Major League Rugby Marketing Expert, Mike Ablett.*

**Salary Capology - \$1195:** Understand CBA and salary capology. Includes 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 Video Chats Mentors: Joel Corry and Nick Polk.*

**Soccer Agent - \$1950:** 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 Video Chat Mentors: FIFA Agents: Maikel Tsuji and Sky Andrew.*

**Soccer Analytics - \$1950:** Soccer scouting, match a player analysis and transfer dynamics using an online platform utilized by the top soccer clubs in the world, Wyscout. *Live Video Chat Mentor: England Women's National Team Performance Analyst, Lee Fraser.*

**Soccer Management & Scouting - \$1950:** 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 Video Chat Mentors: The Soccer Syndicate Director of Scouting, Matt Martin, and San Jose Earthquakes Head Sporting Strategist, Vassili Cremanzidis.*

**Soccer Player Development - \$1650:** Understanding and evaluating player pathways from youth academy to the senior team. What scouts, agents, and clubs look for in youth talent and what makes players successful. *Live Video Chat Mentor: Los Angeles Galaxy's Sr. Director of Player Personnel, Gordon Kljestan.*

**Sports Administration - \$1195:** Enhance revenues, manage cost-effective programs. Designed for those that want to be Athletic Directors, work for a governing body, sports hall of fame, and international sports organizations. *Live Video Chat Mentor: Trinidad and Tobago Olympic Committee Member, Dr. Mushtaque Mohammed.*

**Sports Broadcasting - \$1195:** 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 Video Chat Mentor: Veteran Sports Reporter, Dei Lynam.*

**Sports Cryptocurrency - \$1195:** Focuses on how the sports industry has benefited from sports betting, cryptocurrency, and the emergence of NFTs (Non-Fungible Tokens). *Live Video Chat Mentors: WoO Technologies Co-Founder, Jeremy Henderson and Senior VP of General SportsWorldwide, Brodie Waters.*

**Sports Media & Content Strategy - \$1195:** Public Relations, marketing, new media communications, social networking, and journalism at the major league level. *Live Video Chat Mentor: Bryan Harper, Minnesota Vikings VP Content and Production.*

**Sports Sales & Marketing - \$1195:** 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 Video Chat Mentor: Indianapolis VP of Ticket Sales, Jim Van Dam.*

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# SPORTSMANAG

# DEGREES & COLLEGE CREDIT

## SMWW Success Stories



Dei Lynam: Veteran Sports Broadcaster



Shane Brady: NBA & NFL Agent



Dr. Nick Nurse:  
NBA Head Coach



Dr. Adrian Griffin:  
NBA Head Coach



Joshua Uri: Synergy Sports Operations



Dr. Stephanie Lovingood:  
Phoenix Suns



Russ Lande: NFL Scout,  
CUC Adjunct Professor



Chris Zorich: NFL Pro Bowler,  
and Chicago State Univ. AD

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College  
Credit

## WHAT DIFFERENTIATES AN ONLINE DEGREE THROUGH SMWW

**MAJOR LEAGUE INSTRUCTORS** - Our live video chat instructors are currently or formerly working for a professional or collegiate team. At SMWW 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 30,000 graduates from over 163 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 master degree programs. Advance your career to the next level with SMWW.

SMWW offers payment plans, long term financing, and economic & military discounts to help you start your career.

### LANYARD COLOR CODE:

Red = Speaker/Staff

Blue = Attendee


Gold = SMWW Alumni

White = CUC/FHSU Student/Alumni

Green = Industry Professional

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# SMWW SUCCESS STORIES

*Over 30,000 graduates working in over a 163 countries!*

Alexa Atria, New York Yankees  
John Ross, Portland Trail Blazers  
Simon Barrette Columbus Blue Jackets  
Mark Warkentien, New York Knicks  
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 McInturff, 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 Griffo London Knights  
Mario Guido Rinknet  
Brian Guindon HockeyTwentyFourSeven  
Aaron Guli President Irish Ice Hockey Association  
Corey Hayter Wingham Minor Hockey  
Kyle Helms Bad Nauheim Red Devils  
Jordan Hensel Peninsula 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 Redorchuk 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  
Dale Fudge, RinkNet  
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 Uri, 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  
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  
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