

SEME 2011 – CONFERENCE SCHEDULE

FRIDAY, MARCH 25, 2011

***NOTE: All panels originally scheduled for Conference Room 4 have been moved to the PNC Diamond Club**

8:00 AM – 9:30 AM

PNC Diamond Club

Registration and Breakfast

8:50 AM – 9:00 AM

PNC Diamond Club

Welcome and Introduction

Matt Winkler, SEME Founder / Georgetown University Associate Dean, Sports Industry Management

9:00 AM – 9:50 AM

PNC Diamond Club

Keynote Presentation

Matt Mirchin, Under Armour, Senior VP, Sports Marketing

10:00 AM – 10:45 AM

PNC Diamond Club

Industry Trends and Outlook for 2011 in Sports

Chris Gargani, Washington Nationals, VP, Managing Director, Sales and Marketing
Karen Irish, U.S. Olympic Committee, Associate Director, Government Relations
Ryan Kuehl, Under Armour, Director, Sports Marketing, Professional Sports
Matt Winkler, SEME Founder/Georgetown University Associate Dean

11:00 AM – 11:45 AM

PNC Diamond Club

Sports 2.0: How Sports is Recovering from the Global Economic Crisis

Joe Briggs, NFL Players Association, Public Policy Counsel
Jimmy Lynn, JLynn Associates, Managing Partner
Dave Schwab, Octagon, Vice President, Managing Director, First Call
Jim Van Stone, Monumental Sports & Entertainment, Senior Vice President, Ticket Sales & Services

11:45 AM – 1:15 PM

Conference Center

Interactive Breakout Lunch Exploration

Jason Belinkie, Athletes for Hope, Director
Rich Daniel, DC Divas Women's Professional Football, General Manager
Alan Gromest, Washington Nationals, Coordinator, Human Resources
Chris Hudgins, Team Services LLC, General Manager & Senior Director, Consulting
Kaitlin Jacobi, Team Services LLC, Coordinator, Consulting
Kurt Kehl, Washington Capitals, Vice President, Communications
Steve Lieberman, Comcast SportsNet, General Sales Manager
Israel Negrón, Washington Nationals, Director of Community Relations
Erin O'Boyle, NFL Players Association, Manager, Player Services & Development
Dan O'Neil, Georgetown University, Associate Athletic Director, External Affairs
Jamie Perry, Most Valuable Kids, National Director/VP, Development
Gary Powers, Under Armour, Territory Manager
John Ralston, Team Services LLC, Sales Manager
Lauren Schram, Military Bowl presented by Northrop Grumman, Special Project Coordinator
Steve Beck, Military Bowl presented by Northrop Grumman, President/Executive Director
Jim Welch, USA Today, Deputy Managing Editor, Sports
Bobby Goldwater, The Goldwater Group, Principal
Allen Hermeling, Washington Nationals, Director, Corporate Partnerships

1:30 PM – 2:05 PM

PNC Diamond Club

Keynote Presentation

Tim Brosnan, Major League Baseball, Executive VP, Business

2:15 PM – 3:15 PM

PNC Diamond Club

The Changing Role of News and Social Media in Sports

Jim DeLorenzo, Octagon Digital, Vice President
Jimmy Lynn, JLynn Associates, Managing Partner
Lara Potter, Washington Nationals, Vice President, Communications & Brand Development
Billy Stone, CBS College Sports Network, Executive Producer-The Alt Games
Jim Welch, USA Today, Deputy Managing Editor, Sports

3:30PM – 4:15 PM
Conference Center Room 3

Sports Social Responsibility

Ellie Cox, Athletes for Hope, Vice President
Israel Negron, Washington Nationals, Director of Community Relations
Jennifer Skolochenko-Platt, Most Valuable Kids, Executive Director
Bobby Goldwater, The Goldwater Group, Principal

3:30PM – 4:15 PM
PNC Diamond Club

Pro and College Sports

Kurt Kehl, Washington Capitals, Vice President, Communications
Dan O'Neil, Georgetown University, Associate Athletic Director, External Affairs
George Perry, GP4 Consulting, President
Nickole Raymond, IMG, Client Manager

4:30 PM – 5:15 PM
PNC Diamond Club

Young Executives Panel

John Bonacci, Under Armour, Strategic Sales Coordinator
Kelty Carpenter, ESPN, Programming & Acquisitions
David Francis, U.S. Olympic Committee, Coordinator, Government Relations
LaRhonda Lombardi, Washington Wizards & Mystics, Manager, Programs & Administration
Jimmy Lynn, JLynn Associates, Managing Partner

5:15 PM – 5:45 PM
PNC Diamond Club

Getting Hired: Human Resource Directors Q&A

Greg Bibb, Washington Wizards & Mystics, Executive VP of Business Operations/COO
Buffy Filippell, Teamwork Online, Founder/President
Nicola Murphy, Octagon, Director, Athlete & Property Marketing
Kevin Wright, Under Armour, College Recruiting Coordinator

5:45 PM – 7:45 PM
Lexus Presidents Club

Kickoff Reception

**Sponsored by Georgetown University Sports Industry Management
Masters Program**

Christine Brennan, USA Today, ESPN/ABC, Columnist /Author

SEME 2011 – CONFERENCE SCHEDULE

SATURDAY, MARCH 26, 2011

***NOTE: All panels originally scheduled for Conference Room 4 have been moved to the PNC Diamond Club**

8:45 AM – 9:30 AM

PNC Diamond Club

Registration and Breakfast

9:15 AM – 9:30 AM

PNC Diamond Club

Welcome and Introduction

Matt Winkler, SEME Executive Director / Georgetown Associate Dean

9:30 AM – 10:15 AM

PNC Diamond Club

President's Council on Fitness, Sports, & Nutrition: Using Sports to Fight Obesity

Andrea Cernich, President's Council on Fitness, Sports and Nutrition, Director of Strategic Partnerships

Mike Culver, Metro Lacrosse, Director of External Affairs

Barry Ford, USTA, Director, Outreach & Advocacy

Darell Hammond, KaBOOM, Founder

Dave Tyahla, US Soccer Foundation, Director, Government Relations

10:30 AM – 11:30 AM

PNC Diamond Club

Keynote Presentation

Jon Achar, ESPN, Vice President, Marketing & Creative Services

11:45 AM – 12:45 AM

Conference Center

Speed-Networking Lunch Interactive Breakout Sessions

Paul Omps, RedPeg Marketing, Brand Strategist

Chris McGrath, CPA

Dawn Ridley, Ridley & Associates, President

Ted Towne, Washington Nationals, Controller

Meredith Geisler, Meredith Communications, Owner

Scott Horner, Octagon, Director, Communications, Athlete and Property Marketing

Scott Lewis, Washington Nationals, Manager, Consumer Marketing

Bobby Goldwater, The Goldwater Group, Principal

Shana Gritsavage, Under Armour, Senior Manager, Corporate Giving & Events

Felice Jones, NFL Players Association, AVP, Event Marketing

David Eyl, Sportstoday, Vice President, Business Development

Tom George, Octagon, Senior Vice President, Athlete and Property Marketing

Andy Zipfel, USA Today, Senior Director, Sports Marketing and Development

Marty Conway, AOL, Former Director, Strategic Partnerships

1:00 PM – 1:45 PM

Conference Center Room 3

Communications and Public Relations in Sports

Zack Bolno, Trifecta Team LLC, Founder

Meredith Geisler, Meredith Communications, Owner

Scott Horner, Octagon, Director, Communications, Athlete and Property Marketing

1:00 PM – 1:45 PM

PNC Diamond Club

Business & Finance in Sport

Bobby Goldwater, The Goldwater Group, Principal

Chris McGrath, CPA

Ted Towne, Washington Nationals, Controller

Joe Briggs, NFL Players Association, Public Policy Counsel

2:00 PM – 2:30 PM

Conference Center Room 3

Strategic Marketing in Sports

David Eyl, Sportstoday, Vice President, Business Development

Mark Fine, Harlem Globetrotters, Sr. Marketing Director

Tom George, Octagon, Senior Vice President, Athlete and Property Marketing

Kyle Ragsdale, SB Nation, VP, Business Affairs & Finance

Jimmy Lynn, JLynn Associates, Managing Partner

2:00 PM – 2:30 PM

PNC Diamond Club

Law, Contracts, Negotiations and Representation in Sports

Terry Hasseltine, Maryland Office of Sports Marketing, Director

Patrick McGee, ProVentures, Founder

George Perry, GP4 Consulting, President

2:45 PM – 3:15 PM

Conference Center Room 3

Sponsorship, Revenue Development and Ticketing

Chris Gargani, Washington Nationals, VP, Managing Director, Sales and Marketing

Allen Hermeling, Washington Nationals, Director, Corporate Partnerships

Dawn Ridley, Ridley & Associates, President

Jamie O'Connor, O'Connor Consultancy, CEO

Mark Washo, Playbook Management International, Managing Partner

2:45 PM – 3:15 PM

PNC Diamond Club

Facilities, Operations and Events Development in Sports

Marty Conway, AOL, Former Director, Strategic Partnerships

Bobby Goldwater, The Goldwater Group, Principal

Shana Gritsavage, Under Armour, Senior Manager, Corporate Giving & Events

Felice Jones, NFL Players Association, AVP, Event Marketing

3:30 PM – 4:00 PM

Conference Center Room 3

Digital Media, Consumer Engagement and Mobile in Sports

Ira Frankel, Blackboard, Senior Manager, Marketing Operations

Andy Zipfel, USA Today, Senior Director, Sports Marketing and Development

Jimmy Lynn, JLynn Associates, Managing Partner

Scott Lewis, Washington Nationals, Manager, Consumer Marketing

George Assimakopoulos, Eye Traffic Media, Founder/CEO

3:30 PM – 4:00 PM

PNC Diamond Club

Brand Management in Sports

Rod Nenner, Washington Redskins, Senior Vice President, Sales & Marketing

Paul Omps, RedPeg Marketing, Brand Strategist

George Perry, GP4 Consulting, President

4:15 PM – 4:45 PM

Conference Center

The SEME Wrap-Up Experience

Matt Winkler, SEME Executive Director/ Georgetown University Associate Dean, Sports Industry Management

4:55 PM – 5:30 PM

Conference Center

Resume & Personal Brand Critique

Bobby Goldwater, The Goldwater Group, Principal