

# SPORTS • EVENTS • MARKETING EXPERIENCE

## First 35 SEME Central 2007 Conference Speakers Announced for April 14-15 at Northwestern University

*Interactive, two-day event set for April 14-15  
at Kellogg – Northwestern's School of Management - Evanston, IL  
Follows successful SEME East and West events*

**WHO:** The 2007 Sports.Events.Marketing Experience Central (SEME Central 2007)  
**WHAT:** First 35 Speakers Announced SEME Central 2007 Sports Career Conference  
**WHEN:** April 14-15, 2007  
**WHERE:** Evanston, IL – Kellogg - Northwestern's School of Management  
**WEB:** Registration at <http://www.seme-now.com/central>  
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**Evanston, IL (April 6, 2007)** – The first 35 Speakers have been announced today for the first annual Sports Events Marketing Experience Central (SEME Central April 14-15, 2007, on the Northwestern University campus at the Kellogg School of Business.

Registration is available online and special pricing is also available for groups of five or more and 20 or more. For more information visit: <http://www.seme-now.com/central>. Michael Alter, Chairman and Owner of the Chicago Sky (WNBA) and Irving Rein, Author of "The Elusive Fan" have been finalized as Saturday Keynote Speakers.

Organizations represented include: Beason Broadcast Partners, CBS Colligate Sports Properties/Wildcat Sports Marketing, Chicago Sky, Chicago Fire, Chicago Rush, U Chicago School of Business, CSMG International, ESPN, Gatorade, Go Picnic, Hill & Knowlton, IMG, Kemper Sports, Killerspin, Migala Report, Motorola, Navigate, Northwestern University athletics, Octagon, 141 Worldwide Marketing, Paragon Marketing, Priority Sports, Relay Sponsorship & Event Marketing, Txtstation, Team Services, 361 Marketing, SEME, SFX Baseball, Sports Branded Media and Vivadas.

### **About SEME:**

The powerful SEME Educational Leadership Council includes over **100 organizations, 75 industry experts in 15 different fields**, and features top decision makers from the **NFL, NBA, MLB, NHL, NASCAR, College Sports, Action Sports, Minor Leagues, the Olympics, Journalism, Electronic Media and Broadcasting**, and other public and private organizations.

Past Keynote Speakers at SEME East and SEME West have included **Kevin Plank**, CEO, **Under Armour**; **Ross Greenburg**, President, **HBO Sports**; **Shawn Hunter**, President, **AEG Sports**; **Larry Miller**, President, **Nike's Jordan Brand**; **Donald Dell**, Vice President, **Clear Channel Entertainment/ SFX Sports**, **David Baker**, Commissioner, **Arena Football League**; **Tim Harris**, CFO, **L.A. Lakers**; and **Susan O'Malley**, President, **Washington Wizards/ Washington Sports & Entertainment**.

The SEME Central Advisory Board is highlighted by: **Andy Silver**, **IMG**, **Darren Rovell**, **CNBC**, **Steve Byrd**, **Stats Inc**, **Billy Stone**, **CSTV/CollegeSports.com**, Producer / Program Director; **Jim Moorhouse**, **US Soccer**, **Boo Corrigan**, **Notre Dame Athletics**, **John Lewicki**, **McDonald's Sports Marketing**, and **Christine Brennan**, **USA Today**, **ABC Sports**, Columnist, Correspondent, and Author.

Expanding upon an exceptional cast of keynotes, panelists and speakers from **SEME East and SEME West**, SEME Central 2007 is the sports career conference that has become the leading beacon for this marketplace and provides unique access to those seeking careers in the sports industry. SEME offers attendees a special opportunity to gain the insight, strategy, and contacts necessary to break into this ultra-competitive industry.

This premier two-day event brings career seekers and advanced students together with the leaders in the sports industry. Participation in this unique industry experience allows attendees to gain first-hand knowledge and real-world career insight and interact with global leaders in the sports and event fields.

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## First Speaker List:

Michael Alter , - Chicago Sky  
Robert Blackwell, Killerspin  
Jeff Bloom – txtstation  
Angelica Cipullo – Octagon  
David Cipullo – Team Services  
Carmen DeFalco - ESPN Radio  
Jeff Feinstein, SFX Baseball  
Dave Greeley – Kemper Sports  
Jeannie Goldstein – 141 Worldwide Marketing  
John Guppy - Chicago Fire  
David Harbour – Vivadas/ former Director of Ticket Sales, Washington Wizards  
Mo Harty – NU athletics/MSA Professor  
Wally Hayward - Relay Sponsorship & Event Marketing  
Jessica L. Henry – U Chicago School of Business  
Pam Hollander – Allstate  
Scott Kirkpatrick – Hill & Knowlton  
Nova Lanktree, Priority Sports  
AJ Maestas - Navigate  
John Meindl – Sports Branded Media  
Brian Mehta – Motorola  
Dan Migala – Migala Report  
Jen Moore – Gatorade  
Mark Murphy – NU athletics  
Mike Polisky – Chicago Rush  
Amy Potter –CBS Colligate Sports Properties/Wildcat Sports Marketing  
Irving Rein – Northwestern U.  
Tony Schiller - Paragon Marketing  
Ben Shields - Northwestern U.  
Andy Silver – IMG  
Julia Stamberger - Go Picnic  
Andrew Stroth – CSMG International  
Bob Snyder – Beason Broadcast Partners  
Mark Washo – Chicago Fire  
Peter Wilt - Chicago Fire  
Matt Winkler, SEME Executive Director & Founder