

# SPORTS • EVENTS • MARKETING EXPERIENCE

## One-On-One Resume Critique And NEW Sports Career Fair Set For SEME East 2006 Career Conference; Representatives From Octagon, Under Armour & NFL PA Among Those To Attend

*Unique Opportunity For One-On-One Resume Critique With Top Executives;  
Keynotes from ESPN's Rovell, AOL Sports' Lynn Among Over 50 Speakers*

**WHO:** The 2006 Sports.Events.Marketing.Experience East (SEME East 2006) Sports Career Conference  
**WHAT:** One-On-One Resume Critique and Career Fair Set For Conclusion Of SEME Conference  
**WHEN:** April 21-22, 2006  
**WHERE:** Washington, D.C. – CNN Studios @ the George Washington University  
**WEB:** Registration at [www.SEMEEast.com](http://www.SEMEEast.com)  
**CONTACT:** Jeremy Silkowitz, SEME Managing Director (202-783-5500) [info@SEMEEast.com](mailto:info@SEMEEast.com)

---

**WASHINGTON, D.C. (April 11, 2006)** – The Third Annual Sports.Events.Marketing.Experience East (SEME East 2006) has announced some of the top companies that will be participating in this years Career Fair and Resume Critique—a session with will cap off the two-day sports career conference to be held April 21-22, 2006 at George Washington University in Washington, D.C.

Concluding on Saturday with the **NEW Career Fair** and a unique **One-On-One Resume Critique with top industry executives**, SEME offers a close-knit atmosphere designed to show attendees how to become leaders of influence within the sports industry. With nearly 50% of all sports organization's front offices made up of 20-&-30-somethings, the SEME Career Fair also looks to provide the access to answers and direct contact with employment decision makers. Both events provide attendees not only an opportunity to learn from the leaders in the sports business industry, but it also allows for a rare networking opportunity as well.

**Registration space is limited, and special pricing is available for groups of five or more and 20 or more.** For conference information please visit [www.SEMEEast.com](http://www.SEMEEast.com) or call 202-783-5500.

Representatives on hand come from some of the most progressive sports companies in the business: **Octagon, NFL Players Association, Under Armour, IMG / Disson Skating, Washington Capitals, Washington Mystics, US Soccer Foundation, Comcast Spectator** and many more.

Those already confirmed for this years event include **keynote speakers Darren Rovell, ESPN.com** Sports Business Reporter and Author of *FIRST IN THIRST: How Gatorade Turned the Science of Sweat into a Cultural Phenomenon*, and **Jimmy Lynn**, Vice-President, Partnerships and Strategic Development, **AOL Sports and AOL News**. **Michael Wilbon**, Host of **ESPN's P.T.I.** and Columnist for the **Washington Post**, will again be joined SEME and will participate on one of the many panels featuring the top executives in the sports industry today.

The powerful **SEME Educational Leadership Council** includes over **100 organizations, 100 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** 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** and **Christine Brennan**, Journalist/ Correspondent, **USA Today, ABC News**; **David Baker**, Commissioner, **Arena Football League**; **Tim Harris**, CFO, **L.A. Lakers**; and **Susan O'Malley**, President, **Washington Wizards/ Washington Sports & Entertainment**.

### **About SEME East & West:**

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; interact with global leaders in the sports and event fields, participate in one-on-one interviews and explore internship and job opportunities. One key features of the event is the Career Workshop and Job/Internship Fair which provides answers to the ultimate career question: "What Makes You Marketable?"