



## Sports Executive Stan Kasten named as second Keynote Speaker for 4<sup>th</sup> Annual SEME East 2007 Sports Career Conference

*Joins Careerbuilder.com founder McGovern for March 23-24 event in Washington, D.C.*

**WHO:** The 2007 Sports.Events.Marketing.Experience East (SEME East 2007) Sports Career Conference  
**WHAT:** Stan Kasten, President of the Washington Nationals (MLB), named as a Keynote Speaker for SEME East 2007  
**WHEN:** March 23-24, 2007  
**WHERE:** Washington, D.C. – CNN Studios @ the George Washington University  
**WEB:** Registration at [www.SEMEEast.com](http://www.SEMEEast.com)  
**CONTACT:** Jeremy Silkowitz, SEME East (202-783-5501 / [info@SEME-NOW.com](mailto:info@SEME-NOW.com))

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**WASHINGTON, D.C. (February 23, 2007) –** Stan Kasten, President of the Washington Nationals (MLB) and nationally recognized sports executive, has been announced today as the second Keynote Speaker for SEME East 2007 on March 23-24, 2007, at George Washington University in Washington, D.C.

SEME, the annual sports career conference that has become the leading beacon for this national marketplace, is set for March 23-24. Registration is available online and space is limited. All information on the upcoming event can be found at [www.SEME-NOW.com](http://www.SEME-NOW.com). Kasten joins Careerbuilder.com founder Rob McGovern as Keynote Speaker.

Kasten, who enters his second year as Nationals President, brings an unrivaled resume to Washington. Best known as serving as the President of three major sports franchises simultaneously—Major League Baseball's Atlanta Braves, the National Basketball Association's Atlanta Hawks, and the National Hockey League's Atlanta Thrashers—Kasten also served as Turner Broadcasting System's Vice President of Sports Teams and as Chairman of Philips Arena. Kasten has also served on various Major League Baseball, NBA and NHL committees, including a stint as Chairman of the Player Personal Development Committee. He has also served MLB on committees dealing with labor, realignment and expansion.

### **About SEME:**

Expanding upon an exceptional cast of keynotes, panelists and speakers SEME East will again provide 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. Following the success in the East, SEME developed two other conferences in SEME West (Los Angeles, CA/USC, was February 9-10, 2007) and SEME Central (Chicago, IL/ Northwestern Kellogg on April 14-15, 2007).

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 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**; **Larry Jones**, COO, **Fox Sports**, **Dave Morgan**, Executive Editor, **Yahoo! Sports**, **David Baker**, Commissioner, **Arena Football League**; **Tim Harris**, CFO, **L.A. Lakers**; and **Susan O'Malley**, President, **Washington Wizards/ Washington Sports & Entertainment**.

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?"