



5th Annual SEME EAST 2008 Sports Career Conference Announces Program Speaker Agenda for Friday

*Nearly 100 Executive Speakers and sold out registration are expected;
New Nationals Park to host Kickoff Reception prior to debut*

Who: Program Speaker Agenda
What: 5th annual SEME 2008 Conference
When: March 28-29 – 9am – 5pm
Where: George Washington University, Media & Public Affairs Building / Nationals Park
Web: www.SEME-Now.com/EAST
Contact: Jeremy Silkowitz (202-783-5500, jsilkowitz@swansonpr.com)

Washington, DC (March 25, 2008) The Fifth-Annual Sports Events Marketing Experience East (SEME East 2008), the sports career conference that has become the leading beacon for the young job seekers in the sports marketplace, has set its program speaker agenda that features nearly 100 speakers and executives from the sports industry representing over 70 organizations. SEME East 2008 is also expecting a sell-out of its attendee registrations.

The event welcomes keynote speakers **Ted Leonsis, owner of the Washington Capitals and Washington Mystics, and Charley Casserly, 24 year NFL executive and analyst on CBS's NFL Today.** In addition, the Washington Nationals will host **SEME Kickoff Reception in the new Nationals Park**, on Friday, March 28, the day before its scheduled opening and two days before its regular-season unveiling on ESPN. The Reception is **hosted Michael Shapiro, Sr. Vice President, Washington Nationals**, and sponsored by **Georgetown University** and **Matt Winkler, SEME Founder and Executive Director**, who serves as Associate Dean at GU.

SEME East is the first in a series of sports conferences organized under the supervision of the SEME Educational Leadership Council and **The George Washington University**, led by Dr. Lisa Delpy Neirotti, and **Swanson Communications** and Jeremy Silkowitz. Similar conferences, **SEME Central** and **SEME West**, provide similar benefits to their respective geographic regions. 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, Olympics, Journalism, Electronic Media and Broadcasting**, and other public and private organizations. For more information, visit www.SEME-Now.com/EAST.

SEME EAST 2008 – CONFERENCE SCHEDULE

FRIDAY, MARCH 28, 2008

7:00 AM – 11:00 AM

*1st Floor Lobby
Media and Public Affairs Building
George Washington University
805 21st Street, NW
Washington, DC 20006*

Registration and Breakfast

8:45 AM – 9:00 AM

*Jack Morton Auditorium
Media and Public Affairs Building*

Welcome and Introduction

Matt Winkler, SEME Executive Director
Lisa Delpy Neirotti, The George Washington University

9:00 AM – 9:45 AM

Jack Morton Auditorium
Media and Public Affairs Building

Keynote Address

Ted Leonsis, Washington Capitals

10:00 AM – 11:15 AM

Jack Morton Auditorium
Media and Public Affairs Building



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

Industry Trends and Outlook for 2008 in Sports

Lisa Delpy Neirotti (Moderator), The George Washington University
Andy Feffer, NFL Players
Tom George, Octagon
Jimmy Lynn, AOL
George Perry, Washington Redskins

11:15 AM – 11:20 AM

Jack Morton Auditorium
Media and Public Affairs Building

Introduction of Industry Professionals

11:20 AM – 11:30 AM

Proceed to the Marvin Center for Working Lunch and Interactive Breakout Sessions

11:30 AM – 12:45 PM

Rooms 307, 308, 309, 413/414
The Marvin Center
George Washington University
800 21st Street, NW
Washington, DC 20006

Working Lunch: Interactive Breakout Sessions

Stephen Alic, USA Football
Clark Baker, Bowie Baysox
Pete Brockelman, Disson Skating
Frank Cerullo, GameWear, Inc.
Brad Chisolm, ConferenceDirect
Rich Daniel, D.C. Divas
Bettina Deynes, Washington Nationals
Brian Edmonds, Virginia Sports Properties
Donald Fishman, Washington Capitals
Bobby Goldwater, The Goldwater Group
T.K. Gore, World Championship Sports Network
Nicole Hawkins, Nicole Hawkins Communications
Eric Herd, New Sports Media Venture
Emily Huddell, Turnkey Sports and Entertainment
Crystal Hudson, Washington Mystics
Rebecca Hunt, Washington Mystics
Nick Inzerello, USA Football
John Katsarikas, Williams & Connolly LLP
Kurt Kehl, Washington Capitals
Heidi Kibirsky, Amtrak
Ryan Kuehl, New York Giants, NFLPA
Robert Laybourn, Arlington Sports
Marty Lerner, Washington Mystics
Zachary Leverenz, Peace Players International
Tim McDermott, Washington Capitals
Ray Naimoli, Baltimore Ravens
Brad Nierenberg, RedPeg Marketing
Jessica Outer, Outer Consulting
Virginia Pettit, Washington Redskins
Marc Pollick, The Giving Bank Fund
Russell Rubin, Redskins Radio
Jesse Ryback, Comcast SportsNet Mid-Atlantic
Jackie Shearer, NFL Players Association



Earl Patton, Jr., Sony Electronics, Inc.
Gary Powers, Under Armour
Neville Waters, The Waters Group
Donna Wilkinson, D.C. Divas
Juli Wyatt, Jam Sports & Entertainment LLC

12:45 PM – 1:00 PM

Proceed back to the Media and Public Affairs Building

1:00 PM – 2:00 PM

Jack Morton Auditorium
Media and Public Affairs Building

Keys to Marketing Partnerships and Promotions in the Sports & Event Marketplace

Jeffrey Bliss (Moderator), The Javelin Group
Patrick McGee, ProVentures
Ray Naimoli, Baltimore Ravens
Josh Wachs, NBA

2:00 PM – 3:00 PM

Jack Morton Auditorium
Media and Public Affairs Building



The Changing Role of Media in Sports

Matt Winkler (Moderator), SEME Executive Director
Christine Brennan, USA Today
Joe Favorito, International Fight League
Jamie Mottram, Yahoo! Sports
Carlos Silva, World Championship Sports Network

3:00 PM – 3:15 PM

2nd Floor Lobby
Media and Public Affairs Building

Refreshment Break

3:15 PM – 4:00 PM

Jack Morton Auditorium
Media and Public Affairs Building

Interactive Sponsorship Negotiation Session

Ellen Zavian (Moderator), The George Washington University
Tim McGhee, AT&T
Ted Van Zelst, NASCAR

4:00 PM – 4:20 PM

Jack Morton Auditorium
Media and Public Affairs Building

Human Resource Directors Speak Out

Bettina Deynes, Washington Nationals
Mary Moran, NFL Players Association
Sylvan Von Burg, The George Washington University

4:30 PM

Depart for Nationals Park

5:00 PM – 5:30 PM

Tour of Nationals Park

5:30 PM – 6:30 PM

Nationals Stadium

SEME Career Fair

6:30 PM – 8:00 PM

Nationals Stadium



SEME Kickoff Reception at Nationals Park

Host: Michael Shapiro, Sr., Vice President, Washington Nationals

Sponsored by Georgetown University

David Bierwirth, American University
Christine Brennan, USA Today
Frank Cerullo, GameWear, Inc.
Brian Chisolm, ConferenceDirect
Paul Cohen, Partner Concepts
Rich Daniel, D.C. Divas
Bettina Deynes, Washington Nationals
Bobby Goldwater, The Goldwater Group
T.K. Gore, World Championship Sports Network
Bill Hanni, Washington Capitals
Nicole Hawkins, Nicole Hawkins Communications
Eric Herd, New Sports Media Venture
Emily Huddell, Turnkey Sports and Entertainment
Crystal Hudson, Washington Mystics
Heidi Kibirsky, Amtrak
Ryan Kuehl, New York Giants, NFLPA
Robert Laybourn, Arlington Sports
Marty Lerner, Washington Mystics
Shaun May, Washington Bayhawks
Tim McDermott, Washington Capitals
Patrick McGee, ProVentures
Brooks Meek, NBA
Jamie Mottram, Yahoo! Sports
Shirin Nazemzadeh, Special Olympics
Brad Nierenberg, RedPeg Marketing
Jessica Outer, Outer Consulting
Sara Peterson, D.C. United
Virginia Pettit, Washington Redskins
Marc Pollick, The Giving Back Fund
Gary Powers, Under Armour
Russell Rubin, Redskins Radio
Beverly Shulman, Athletes for Hope
Barbra Silva, Washington Nationals
Kelly Swanson, Swanson Communications
Stacy Troubh, Pierce Promotions
Donna Wilkerson, D.C. Divas

SATURDAY, MARCH 29, 2008

8:00 AM – 9:00 AM

*1st Floor Lobby
Media and Public Affairs Building
George Washington University
805 21st Street, NW
Washington, DC 20006*

Registration and Breakfast

9:00 AM – 9:30 AM

*Jack Morton Auditorium
Media and Public Affairs Building*

Welcome and Introduction

Matt Winkler, SEME Executive Director
Lisa Delpy Neirotti, The George Washington University

9:30 – 10:15 AM

*Jack Morton Auditorium
Media and Public Affairs Building*

Inside the Rings: An In-Depth Look at the 2008 Beijing Olympic Games

10:30 AM – 11:15 AM

Jack Morton Auditorium
Media and Public Affairs Building

Athlete Marketing and Representation

Kelly Swanson (Moderator), Swanson Communications
Nicole Hawkins, Nicole Hawkins Communications
Chitta Mallik, Octagon
Lloyd Pearson, Perennial Sports and Entertainment
Rand Sacks, The Sacks Group LLC

11:15 AM – 11:30 AM

2nd Floor Lobby
Media and Public Affairs Building

Refreshment Break

11:30 AM – 12:15 PM

Jack Morton Auditorium
Media and Public Affairs Building
George Washington University
805 21st Street, NW
Washington, DC 20006

Keynote Address

Charley Casserly, Analyst, CBS Sports The NFL Today; 24-year NFL Executive

12:15 PM – 12:30 PM

Media and Public Affairs Building

Proceed to Designated Rooms for Speed-Networking Lunch

12:30 PM – 1:30 PM

Rooms 308, 403, 404, 413/414
The Marvin Center
George Washington University
800 21st Street, NW
Washington, DC 20006

Speed-Networking Lunch: Interactive Breakout Sessions

Frank Cerullo, GameWear, Inc.
Rich Daniel, D.C. Divas
David Eyl, Sportstoday/Musictoday
Bobby Goldwater, The Goldwater Group
James Greenwell, University of Maryland
Nicole Hawkins, Nicole Hawkins Communications
Eric Herd, New Sports Media Venture
Emily Huddell, Turnkey Sports and Entertainment
Marty Lerner, Washington Mystics
Shaun May, Washington Bayhawks
Brooks Meek, NBA
William Norman, Washington Redskins
Earl Patton, Jr., Sony Electronics, Inc.
Marc Pollick, The Giving Bank Fund
Matt Sicchio, US Soccer Foundation
Shauna Smith, Pierce Promotions
Donna Wilkerson, D.C. Divas
Eric Wold, Octagon



1:40 PM – 2:40 PM

Jack Morton Auditorium
Media and Public Affairs Building

New Technologies: Impacting the way we view and market sports

David Eyl (Moderator), Sportstoday/Musictoday
George Assimakopoulos, Eye Traffic Media, LLC
Eric Herd, New Sports Media Venture
Earl Patton, Jr., Sony Electronics, Inc.

2:50 PM – 4:30 PM

*Jack Morton Auditorium/Room B07
Media and Public Affairs Building*

Breakout Tracks: Specialization

Track 1

2:50 PM – 3:35 PM

*Jack Morton
Auditorium*

Ticket Sales: Your Entry Into the Sports Industry

Mark Fine, Comcast-Spectacor/Global Spectrum
Bill Hanni, Washington Capitals
Jim Hogan, DC United
John Schlieman, Washington Redskins

3:45 PM – 4:30 PM

*Jack Morton
Auditorium*

Expanding Career Opportunities in Developing Sports

Ken Teed (Moderator), The George Washington University
David Bierwirth, American University
Frank Cerullo, GameWear, Inc.
Shaun May, Washington Bayhawks
Shirin Nazemzadeh, Special Olympics
Jeff Winkle, Laurel Hills Golf Course

Track 2

2:50 PM – 3:35 PM

Room B07

Impacting Communities Through Sports

Marc Pollick (Moderator), The Giving Bank Fund
Michelle Mobley, The Heart of America Foundation
Tohry Petty, DC Scores
Matt Sicchio, US Soccer Foundation

3:45 PM – 4:30 PM

Room B07

Event Management – Cornerstone to Success

Bobby Goldwater (Moderator), The Goldwater Group
Robert Laybourn, Arlington Sports
Brooks Meek, NBA
Danika Rainer, NFL Players

4:30 PM – 4:45 PM

*2nd Floor Lobby
Media and Public Affairs Building*

Refreshment Break

4:45 PM – 5:15 PM

*Jack Morton Auditorium
Media and Public Affairs Building*

The SEME Wrap-up Show: Building Your Personal Brand

Matt Winkler, SEME Executive Director

5:15 PM – 6:00 PM

*1st Floor/2nd Floor
Media and Public Affairs Building*

Resume Critique

**Thank you for participating in the
2008 Sports Events Marketing Experience!**

www.SEME-NOW.com