



**Media Alert:** AEG's Hunter announced as first Keynote Speaker for SEME 2006 West January 13-14 in LA

## **AEG's Shawn Hunter announced as first Keynote Speaker for SEME West 2006 Sports Career Conference in L.A.**

*New dual President & CMO from AEG (owners of Staples Center, Home Depot Center, LA Kings, MLS teams, etc.) to speak at interactive, two-day event January 13-14 in Los Angeles*

**WHO:** The 2006 Sports.Events.Marketing Experience West (SEME West 2006)  
**WHAT:** AEG's Shawn Hunter Announced as first Keynote Speaker  
**WHEN:** Day 1 - January 13, 2006  
**WHERE:** Los Angeles, CA – University of Southern California – Marshall School of Business - SBI  
**WEB:** [www.SEMEWest.com](http://www.SEMEWest.com)  
**CONTACT:** Matt Winkler, SEME Executive Director (202-248-9710) [matt@SEMEWest.com](mailto:matt@SEMEWest.com)

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**LOS ANGELES, CA (November 1, 2005)** – Shawn Hunter, President & Chief Marketing Officer Anschutz Entertainment Group – Sports (AEG), has been announced as the first Keynote Speaker for the third annual SEME West 2006, the original annual sports career conference that takes place January 13-14, 2006 at USC's Marshall School of Business in Los Angeles.

The Sports.Events.Marketing Experience West (SEME West 2006) has become the leading beacon for the career-seeking marketplace on the East Coast and launched online registration today at [www.SEMEWest.com](http://www.SEMEWest.com).

**Hunter**, with nearly 20 years of experience directing the activities of several professional sports organizations, holds the dual positions of President, AEG Sports and Chief Marketing Officer for the organization considered to be the leading sports and entertainment presenters in the world.

As CMO, Hunter is responsible for overseeing strategic marketing initiatives for AEG properties including STAPLES Center, The Home Depot Center, the Toyota Sports Center, AEG Live, AEG Events, including international soccer play in the United States, as well as international AEG projects such as the O2 and Berlin National Arena projects (currently in development) as well as other new venues in development by AEG such as Sprint Center in Kansas City and stadiums in Bridgeview, Illinois and Harrison, New Jersey.

Additional assets of AEG which Hunter directly oversees are the Los Angeles Kings (NHL) – under the separate title, President, Business Operations – Manchester Monarchs (AHL), Reading Royals (ECHL), Los Angeles Galaxy, Chicago Fire, Metrostars and San Jose Earthquakes of MLS, an expansion Major League Lacrosse team to be located in Los Angeles, four sports franchises operating in Europe, David Beckham Soccer Academies operated in London and Los Angeles and annual special events and tournaments including the upcoming Tour of California cycling road race, the JPMorgan Chase Open tennis tournament, the WTA Sony Ericsson Tour Championships, the adidas Track & Field Classic, world championship boxing and track cycling events all owned or promoted by AEG.

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.

### **About SEME:**

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?"



The conference will provide those seeking careers in the sports industry with the insight, strategy, and contacts necessary to break into this ultra-competitive industry. The Sports Business Institute and SEME anticipate hundreds of job seekers will attend the conference. An East Coast version of this conference has been hosted by George Washington University in Washington, D.C. for the past two years.

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The SEME West Advisory Board is highlighted by: **Shervin Mirhashemi, AEG/ Staples Center**, Assistant General Counsel; **Tim Harris, Los Angeles Lakers**, Sr. VP, Business Operations; **Dave Morgan, Los Angeles Times**, Deputy Sports Editor; **David Carter, USC/SBI**, Professor/Consultant; (Chair); **Tim Ryan, Anaheim Arena Management**, President & CEO; **Becky Heidesch, Women's Sports Services**, CEO; and **Matt Winkler, SEME**, Executive Director. East Coast: **Christine Brennan, USA Today, ABC Sports**, Columnist, correspondent; **Donald Dell, SFX Sports**, Senior Vice President, Marketing & Management; **Patrick McGee, Octagon**, Vice President, Marketing, Athlete Representation; **George Perry, XM Satellite Radio**, Director of Marketing and Events; **Brooke Beyer, NASCAR**, Marketing Counsel, Broadcasting and New Media; **Clay Walker, NFL Players Inc.** Senior Vice President, Marketing; and **Michael Wilbon, ESPN P.T.I., Washington Post**, Host/Columnist.

**USC's Sports Business Institute** will provide a center for scholarly research and executive education programs, as well as offer seminars and symposiums for industry participants and stakeholders. A board of advisors consisting of noted sports business leaders will guide the Institute's strategic direction and activities.

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- SEME West 2006 -

Shawn Hunter  
President & Chief Marketing Officer  
Anschutz Entertainment Group - Sports

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Known as one of the most experienced and innovative marketing minds in professional sports, Hunter's responsibilities include strategic planning and overseeing of business operations for all of AEG's sports franchises, sports properties, events and tournaments among other initiatives operated by the organization. Additionally his duties include management of the several of the company's business units, including marketing, advertising, public relations, ticket sales, sponsorship, merchandising, creative services and client services for all AEG owned or operated venues and entities worldwide.

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Most recently, Hunter was the President of the National Hockey League's Phoenix Coyotes for six years. Under Hunter's leadership, in the Coyotes' first four seasons, the club played to a 94-percent capacity (including 69 sellouts) and transformed Phoenix into a hockey hotbed. Hunter developed and launched the popular Coyotes logo and uniform, secured strategic television and radio broadcast partnerships for the team and created cutting edge marketing and ticketing campaigns. Hunter laid the groundwork to position the Coyotes as a premier sports franchise in Arizona.

Hunter was also involved in the planning and marketing of the ALLTEL Ice Dean, one of the NHL's premier training centers and team's corporate headquarters. Under his direction, the organization secured a 10-year partnership with ALLTEL (formerly Cellular One) to include naming rights of the facility as well as a store on site.

Hunter joined the Coyotes from the Colorado Avalanche in 1996. As the executive vice president, Hunter's first achievement was reaching a cap of 12,000 season ticket sales in just under six weeks – before the team even had a name. He was instrumental in creating and implementing the Avalanche team colors and logo as well as the logo for the Denver Nuggets. His creative initiatives and team merchandising efforts resulted in a Top 10 placement among NBA teams on an international level for licensed apparel sales.

The Lawrence, Kansas native joined the COMSAT sports group in December, 1991 from the University of Minnesota, where Hunter served as the assistant athletic director. He marketed the annual University of Minnesota versus University of Wisconsin hockey game, and by moving the game to the Met Center in Minneapolis, set a new NCAA attendance record for hockey events. In addition, he introduced corporate marketing to the University athletic department, creating in-house production for Golden Gophers' television and radio broadcasts.

Hunter began his career in professional sports as a corporate account executive with the NBA's Minnesota Timberwolves during the team's inaugural season in 1988-89. During his tenure with the Timberwolves, the franchise set a new single-season attendance record for the NBA, as more than 1.1 million fans passed through the turnstiles.

Hunter received both his undergraduate degree in business administration (1986) and his master's degree in finance (1988) from the University of Kansas.

Shawn and his wife, Deidre have two sons, Dillon and Daulton.

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