



Media Alert: AFL Commissioner David Baker announced as second Keynote for SEME 2006 West January 13-14 in LA

AFL Commissioner David Baker announced as 2nd Keynote for SEME West 2006 Sports Career Conference in L.A.

Inspirational Commissioner to speak at interactive, two-day event January 13-14 in Los Angeles

WHO: AFL Commissioner David Baker Announced as Second Keynote Speaker
WHAT: The 2006 Sports.Events.Marketing Experience West (SEME West 2006)
WHEN: Day 2 - January 14, 2006 – 9:00 am – Davidson Conference Center
WHERE: Los Angeles, CA – University of Southern California – Marshall School of Business - SBI
WEB: www.SEMEWest.com / www.arenafootball.com
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LOS ANGELES, CA (November 10, 2005) – David Baker, the dynamic and inspirational Commissioner of the Arena Football League (AFL), has been announced today as the second 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 aggressive sports career-seeking marketplace on the East Coast. Early Bird Registration for the event closes November 30.

Under Baker's leadership, the AFL has expanded from **14 teams to 18**, migrated numerous teams from small- and medium-sized markets to larger ones, increased franchise values from \$400,000 to \$16 million, entered into an innovative network-television agreement with NBC Sports, created a developmental league -- arenafootball2 (af2) – and improved the quality and commitment of AFL ownership by incorporating numerous NFL, NBA and NHL owners. **The AFL welcomes the Kansas City Arena Brigade and the Utah Blaze as it celebrates the 20th season of Arena Football beginning January 27 and culminating with ArneaBowl XX Las Vegas on June 11.**

In *Sports Illustrated*, Michael Silver wrote, "Baker has fortified the league through astute business practices and the sheer force of his personality." It is fitting, perhaps, for this former 6-foot-9 power forward at the University of California-Irvine, whose roots began in Possum Trot, Mississippi, before stretching to California, that his physical size matches his vision as the biggest Commissioner in sports.

Following college at UC-Irvine from 1971-75 and two seasons playing pro basketball in Europe, Baker attended Pepperdine School of Law where he graduated with honors and served as Editor-in-Chief of the Law Review. Baker, 50, is a former Mayor of Irvine, California and the proud father of two sons, Benjamin and Sam, starting left tackle for Trojans.

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?"