



SEME West 2006 Sports Career Conference Kicks-Off Friday at USC Sponsored by L.A. Lakers and AEG Sports

75+ Speakers, 40+ Organizations Represented; Hosted by L.A. Lakers, AEG Sports/STAPLES Center & USC

*Keynote Speeches, Panels, Case Studies, Tour, Career Workshop and Interviews
featured during interactive two-day event: January 13-14 at USC*

WHO: SEME West 2006 Kicks-Off Friday at USC
WHAT: The 2006 Sports.Events.Marketing Experience West (SEME West 2006)
WHEN: Friday and Saturday, January 13-14 2006
WHERE: Los Angeles, CA – University of Southern California – Marshall School of Business - SBI
WEB: www.SEMEWest.com / www.staplescenter.com / www.aegworldwide.com / www.lakers.com
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LOS ANGELES, CA (January 11, 2005) The 2006 Sports.Events.Marketing Experience (SEME West 2006), the third annual sports career conference that has become the leading beacon for the education and job marketplace, Kicks- Off Friday for January 13-14, 2006 at the University of Southern California (USC) in Los Angeles.

Online registration closed Thursday, January 12. Special pricing is available for individuals, and for Groups and Organizations of five or more. For more information and to register, visit: www.SEMEWest.com or email: info@semewest.com.

The powerful **SEME Speakers Bureau** will include **over 75 industry experts and 40 organizations covering 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.

Keynote Speeches will be delivered by **Shawn Hunter**, Chief Marketing Officer AEG & President, **AEG Sports**, **David Baker**, Commissioner, **Arena Football League (AFL)** and **Tim Harris**, Senior V.P., Business Operations, **Los Angeles Lakers**.

Friday content features keynote speeches, multiple panelists and an interactive, one-on-one breakout lunch. That evening, STAPLES Center, one of its premier facilities, will host the Kickoff Reception and Facility Tour. Saturday continues those components and finishes with the much-anticipated **SEME Career Workshop for job and internship** seekers to get in front of the 40-plus organizations represented at the conference.

Presented by the **Los Angeles Lakers**, SEME West 2006 is also supported by **AEG**, one of the leading sports and entertainment presenters in the world, and the **USC Marshall School of Business** and its **Sports Business Institute** as host sponsors. Highlighting the education side are sponsors **San Diego State University's Sports Management MBA** (Educations Exhibitors Hall Sponsor) and **Long Beach State's Sports Management program** (Advisory Board Sponsor).

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 feature of the event is the Career Workshop and Job/Internship Fair which provides answers to the ultimate career question: "What Makes You Marketable?"

List of over 40+ Organizations Represented:

- AEG / Staples Center
- Anaheim Mighty Ducks
- Arena Football League
- Arrowhead Pond of Anaheim
- Asia Sports & Entertainment
- AVP Pro Beach Volleyball Tour
- California Speedway
- Club Deportivo Chivas USA
- ESPN/ABC Sports
- ESPN Radio 710
- Fox Sports
- Home Depot Center
- Innovative Sports Management
- L.A. Avengers
- L.A. Clippers
- L.A. Dodgers
- L.A. Galaxy
- L.A. Lakers
- L.A. Sparks
- Los Angeles Times
- Los Angeles Sports & Entertainment Commission
- Long Beach State,
- Loyola Marymount University
- NASCAR
- O2K Worldwide Management Group
- Octagon
- Owners Pass,
- Pasadena Tournament of Roses
- Premier Partnerships,
- Tickets.com
- SFX
- SFX Basketball
- Special Olympics Southern California
- The Sports Business Group
- Sports Business Group
- STATS Inc.
- Steinberg, Tollner & Moon
- Stub Hub
- Team Prime Time
- Toyota Motor Sales

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- UCLA
- USC
- University of San Francisco
- Women's Sports Services
- XTRA Sports AM 570

List of over 70+ Speakers and Panelists Represented:

Programming Schedule Draft attached below

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Tentative Programming Schedule Draft (as of Jan. 9, 2006)

DAY ONE: Friday, January 13

7:00 am – 11:45 am — Registration at USC Davidson Conference Center

9:00 - 9:45 - Keynote Speaker #1: State of the Industry

Speaker: Shawn Hunter, President, AEG Sports

10:00 – 11:00 - Session #1 – Who Are the Stakeholders in the Sports Industry?

Bill Husak, Athletic Director, Loyola Marymount University
Sam Fernandez, Senior Vice President/General Counsel, Los Angeles Dodgers
Kathy Schloessman, President, Los Angeles Sports & Entertainment Commission
Les Unger, National Motorsports Manager, Toyota Motor Sales

11:15 – 12:00 - Session #2 – Jump Starting Your Career in a Competitive Marketplace

Dave Siegel, Director, Premium Sales & Services, Los Angeles Dodgers
Blain Skinner, Executive Director, Corporate Sponsorships, Los Angeles Lakers
Mike Arya, Vice President, Ticketing, Premier Partnerships
Andy Donkin, Co-President, Tickets.com

12:15 – 1:30 - Lunch Interactive Discovery Breakouts - Roundtable Sessions

Marketing – Jeff Marks, Managing Director, Sports Business Group
Media/Public Relations – Nick Brown, Assistant Media Relations Director, Los Angeles Clippers
Community Relations – Andrea Smith, Community Relations Coordinator, Los Angeles Sparks
Apparel and Merchandising – Ernie Chang, Retail Operations Manager, AEG/Staples Center
College Sports/Athletics Administration – Brandon Martin, Associate Athletic Director, USC Athletics
Athlete Representation/Management – Shawn Pons, Steinberg, Tollner & Moon
Sports Agency – Josh Persell, SFX Baseball
Sports Broadcasting – Ginger Chan, Traffic Reporter, XTRA Sports AM 570
Music – Jerry Davis, Music Supervisor, Fox Sports
National Governing Bodies – Michael Kammarmann, Media Relations Director, U.S. Soccer
Sports Information and Statistics - Steven Vanderpool, Director of Operations, STATS Inc.
Sports Agency - Neal Rosenshein, Talent Marketing Manager, SFX Basketball
Sports Non-Profits – Peter Straus, Executive Director, Team Prime Time
Sales and Ticketing – Gary Rosoff, Regional Operations Manager, StubHub
Sales and Ticketing - Charlie Arviso, Group Sales Manager, Los Angeles Clippers
Sales and Ticketing - Greg Flaherty, Director of Corporate Sales, Los Angeles Clippers

1:45 – 2:30 - Keynote Speaker #2: How to Build & Manage a Top Sports Brand

Speaker: Tim Harris, Senior Vice President, Business Operations, Los Angeles Lakers

2:45 – 3:35 - Session #3 - New Trends In Sports Media

Geoff Lester, Account Manager, Broadcasting & New Media, NASCAR
Dave Morgan, Deputy Sports Editor, Los Angeles Times
Don Martin, General Manager/Program Director, XTRA Sports AM 570
Eric Johnson, Vice President, Multimedia Sales, ESPN/ABC Sports

4:00 – 4:50 / 5:00 – 5:50 - Session #4 – Split Rotating Sessions

4:00 – 4:50 Split Session #1

Topic: **What Makes You Marketable?**

Dan Patin, Director, Broadcast Operations, NASCAR
Sergio del Prado, VP, Marketing, Los Angeles Dodgers
Roger Curtis, Vice President, California Speedway

Topic: **Sports Law and Athlete Representation**

David Kim, Director of Business Development, Steinberg, Tollner & Moon
Shervin Mirhashemi, Vice President & Assistant General Counsel, AEG/Staples Center
Eustace King, Managing Partner, O2K Worldwide Management Group

Topic: **Marketing & Sponsorships**

Tracie Jones, Director of Marketing, Mighty Ducks of Anaheim
Wendy Matthes, Director of Marketing, Pasadena Tournament of Roses

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Larry Vincent, Octagon
Gabby Roe, Vice President, AVP Pro Beach Volleyball Tour

5:00 – 5:50 – Split Session #2

Topic: International/Global Sports

Andrew Watkins, Asia Sports & Entertainment
Dave Morgan, Deputy Sports Editor, Los Angeles Times
Dermot McQuarrie, Assistant General Manager/Senior Vice President, Production and Programming, Fox Sports International

Topic: Facility Management and Events

Pete Dropick, Director of Event Development, Arrowhead Pond of Anaheim
John Henderson, Event Management/Game Operations, USC
Brian Melekian, Director, Operations, Home Depot Center

Topic: Negotiating and Getting Ahead in the Industry

Ross Bjork, Senior Associate Athletic Director, External Relations, UCLA
Jason Greene, Director of Corporate Development, AEG

6:45 – 8:30 - Behind The Scenes at Staples Center: AEG Kickoff Reception, Tour & Networking Event

Location: **Staples Center**

DAY TWO: Saturday, January 14

9:00 – 9:45 - Keynote Speaker #3 - How To Build Your Career

Speaker: David Baker, Commissioner, Arena Football League

10:00 – 10:45 - Session - Best Practices in Sports Management OR Building Your Personal Brand

Bill Shumard, President & CEO, Special Olympics Southern California
David Carter, Sports Business Group
Bob Wagner, Senior Vice President & Chief Marketing Officer, Arrowhead Pond of Anaheim

11:00 – 11:45 - Session #7 - Salesmanship! Your ticket into Sports & Entertainment

Justin Apmadoc, Director of Sales, Owners Pass
Tony Knopp, Corporate Sales Director, StubHub
Joann Klonowski, Sports Marketing Consultant
Matt Wikstrom, Vice President, Sales, Los Angeles Avenger Avengers

12:00 – 1:15 - Networking Lunch

1:30 – 2:15 - Session #8 - Diversity: Women / Minorities in the Marketplace

Dr. Ketra Armstrong, Director, Sport Management Program, CSULB
Lonnie White, L.A. Times HE IS OUT TOO
Becky Heidesch, Women's Sports Services, LLC/WSS Executive Search
Michele Himmelberg, Orange County Register

2:30 – 3:15 - Session #9 - Split Sessions

Topic: Entry Level - Online Job Sites & HR Directors Speak Out

Mary Vinette, Director of Human Resources & Tour Logistics, AVP Pro Beach Volleyball Tour
Kim Kutcher, HR Director, Arrowhead Pond & the Mighty Ducks of Anaheim

Topic: Continuing Education and Graduate School Career Development

Dr. Ketra Armstrong, Director, Sport Management Program, CSULB
Peggy O'Leary, Senior Associate Director, Sport Management Program, University of San Francisco
Karen Courtney, Director, Executive and Specialized Programs, College of Business Administration, San Diego State University

3:30 – 4:15 - Session #10 - Resume & Elevator Speech Critique

4:30 – 6:00 - Final Interactive Breakout Session:

Career Development & Young Executives Job & Internship Career Fair

Organizations & Interviews

- Conference Completed -