



SPORTS BUSINESS
C L A S S R O O M

2018 STUDENT GUIDE

WWW.SPORTSBUSINESSCLASSROOM.COM

WELCOME

Congratulations on your admission to Sports Business Classroom! SBC (as we like to call it) is a one-of-a-kind learning and networking opportunity for those interested in the business of basketball and potential jobs in sports. SBC combines the best of all worlds into a single package – great academics, hands-on experience, immersion in the Las Vegas Summer League, and interaction with some of the best minds working in and around the NBA.

This student guide will give you more information about the program and logistics for your week with us in Las Vegas.

WHO WE ARE



Sports Business Classroom is owned and operated by VSL Properties, LLC, which also operates the Las Vegas Summer League.

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@sportsbusinessclassroom

SBC EXECUTIVE TEAM



WARREN LEGARIE

@NBASUMMERLEAGUE

Warren LeGarie is the president of San Francisco Based WGL Management, a principal in VSL Properties and the Executive Director of the NBA Summer League. It was his vision, armed with a wealth of long time professional basketball relationships and numerous, well-worn summer league experiences that helped bring the Summer League to Las Vegas 14 years ago. Among his current clients are Quin Snyder of the Utah Jazz, Scott Brooks of the Wizards, Terry Stotts and Neil Olshey of the Trail Blazers and Dave Joerger of the Kings. He also has the distinction of being the first NBA Agent of any kind to partner with the NBA.



ALBERT HALL

@HALLPASSMEDIA | @NBASUMMERLEAGUE

Albert Hall is President of HallPass Media and serves as EVP of Business Operations at the NBA Summer League. Hall is a principal in VSL Properties, co-founder of the Vegas Summer League and has worked with professional teams, brands and leagues in various capacities over the past 25 years. Hall leads an innovative team at HallPass Media and has launched new sports initiatives this year with NBA Global Camp, Adidas and Twitch, NBA Coaches Association, CBS Sports Network, ESPN and founded the Tomorrow's Stars Foundation along with partner Warren LeGarie.

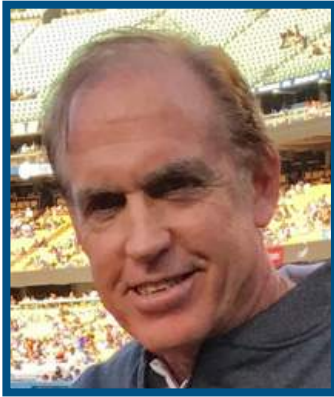


LARRY COON

SBC GENERAL MANAGER & LEAD INSTRUCTOR | @LARRYCOON

Larry Coon is a computer scientist and member of the IT leadership at the University of California, Irvine, but is known throughout the NBA as a leading authority on the NBA salary cap. He is the author of the Salary Cap FAQ at CBAFAQ.com, and is a regular contributor to media outlets such as ESPN.com and BasketballInsiders.com. He makes regular media appearances including television (such as ESPN's Outside the Lines, Spectrum SportsNet, and MSG Network), radio and podcasts. He has been featured in the New York Times, Los Angeles Times, Orange County Register, and Sports Illustrated. He has taught computer science curriculum at California State University, Fullerton, and serves as the general manager and lead instructor for Sports Business Classroom and the Executive Session, as well as the program lead for the League Salary Cap major. This is his third year leading Sports Business Classroom.

SBC PROGRAM LEADS



JEFF FELLENER

NETWORKING, RESUME WRITING AND INTERVIEWING | @JFELLENER

Jeff Fellenzer has more than three decades of experience in sports media, sports management, higher education, and as an entrepreneur. He is an associate professor of professional practice at the University of Southern California's Annenberg School for Communication and Journalism, teaching "Sports, Business, Media," "Sports and Media Technology" and "The Athlete, Sports Media and Popular Culture." His "Sports, Business, Media" class was voted by students as the No. 4 most popular class at USC. Among guests he has interviewed in class are: John Wooden, Jerry West, Louie Zamperini, Pete Carroll, Bill Walton, Daryl Morey, Kevin Love, Jeanie Buss, George Raveling, Scott Boras, Keyshawn Johnson, Jim Nantz, Jim Lampley and Al Michaels. In 2014, Fellenzer was recognized as one of USC's "most inspirational professors." He was selected Advisor of the Year for 2017-18 by the Marshall School of Business for his work with the USC Sports Business Assn. One of 43 Heisman Trophy voters in California, Fellenzer was a featured interviewee on ESPN's 30 for 30 "Trojan War" documentary, and has been quoted on sports business issues for outlets including Sports Illustrated, NPR, the New York Times, Los Angeles Times, Forbes.com, Salon.com and MSNBC.com. He was the founder and president of the Pete Newell Challenge, a college basketball doubleheader held in the Bay Area from 1997-2006 that honored the Hall of Fame coach and teacher.



TRACY WEISSENBERG

SOCIAL MEDIA, DIGITAL BRANDING AND BROADCASTING | @BASKETBALLISTA

Tracy Weissenberg is an award-winning social strategist, content producer and digital marketer. She works with companies, brands, leagues and influencers to develop social and digital media strategies that are both innovative and impactful. Tracy has led creative, content and editorial strategy for major tentpole events including the NBA Finals, NBA Summer League, NBA All-Star Weekend and the Basketball Hall of Fame Induction Ceremony. She has creative directed campaigns, collaborated with influencers in and outside of professional basketball and partnered with social platforms on major activations.

SBC PROGRAM LEADS



DAVE DUFOUR

SCOUTING, VIDEO AND ANALYTICS | @DAVEDUFURNBA

Dave DuFour is a basketball coach who has specialized in skill development at various levels of the sport. A 2016 SBC Alumnus, he is most recognized as the host of "On the NBA with Dave DuFour," a podcast covering every aspect of the NBA and reaching thousands of listeners each week. Dave has also been a contributor for RealGM.com and NBA.com's Hoop Magazine, along with a variety of other online publications, and has worked with multiple teams and outlets as an independent scout, in both the US and Europe.

FEATURED SPEAKER



MARK CUBAN

OWNER, DALLAS MAVERICKS | @MCUBAN

Since the age of 12, Mark has been a natural businessman. Selling garbage bags door to door, the seed was planted early on for what would eventually become long-term success. After graduating from Indiana University - where he briefly owned the most popular bar in town - Mark moved to Dallas. After a dispute with an employer who wanted him to clean instead of closing an important sale, Mark created MicroSolutions, a computer consulting service. He went on to later sell MicroSolutions in 1990 to CompuServe.

In 1995, Mark and long-time friend Todd Wagner came up with an internet based solution to not being able to listen to Hoosiers Basketball games out in Texas. That solution was Broadcast.com - streaming audio over the internet. In just four short years, Broadcast.com (then Audionet) would be sold to Yahoo for \$5.6 billion dollars.

In addition to the Mavs, Mark is chairman and CEO of AXS tv, one of ABC's "Sharks" on the hit show Shark Tank, and an investor in an ever-growing portfolio of businesses. He lives in Dallas with wife Tiffany, daughters Alexis and Alyssa, and son Jake.

INSTRUCTORS AND GUESTS



CASSY ATHENA

SESSION: TUESDAY LUNCH SPEAKER | @CASSYATHENA

Cassy Athena is an acclaimed sports photographer and content producer. After graduating with a BA in Art from California State University, Northridge, she started her career in the entertainment industry as a visual effects coordinator for film and television. With her love of photography and video constantly playing a big factor in her life, she decided to pursue a full-time career in photography and content creation. Named by ESPN as “Your favorite NBA player’s favorite photographer,” Athena’s work has been published by Sports Illustrated, Samsung, Billboard, Red Bull, ESPN, Slam Magazine, NBA, Adidas, Nike, Jordan Brand and more. Most recently, she shot for Stephen Curry during NBA All-Star Weekend and has helped with branding and marketing for many athletes and entertainers.



SHAMS CHARANIA

SESSION: S&B 201 | @SHAMSCHARANIA

Shams Charania is an NBA Insider for Yahoo Sports and is one of the most prolific news-breakers in NBA journalism. Charania, 24, started covering the NBA in 2012 at RealGM.com before joining Yahoo in 2015.



ADITYA CHERUKUMUDI

SESSION: SLOAN ANALYTICS | @ACHERUKUMUDI

Aditya Cherukumudi is a Computer Vision Algorithms Engineer at STATS, LLC working on developing artificial intelligence (AI) products in sports. He received his Master’s in Mechanical Engineering, with a focus on biomechanics and computational engineering, at Carnegie Mellon University. Prior to joining STATS LLC, he was part of the Sports Analytics group at Disney Research Pittsburgh where he developed deep learning methods for modeling multi-agent trajectories. His love of sports and his passion for technical challenges drive him to solve a variety of interesting research and engineering problems at the frontier of sports analytics.

INSTRUCTORS AND GUESTS



RICH CHO

SESSIONS: SVA101, CBA PRACTICUM | @BIGTIMEBITES

Rich Cho spent seven seasons as General Manager of the Charlotte Hornets, managing all player personnel matters including scouting, NBA draft preparations, free agency, trades, player contracts and contract negotiations. A native of Burma, Cho became the first Asian-American general manager in American major league sports when he served as General Manager of the Portland Trail Blazers in 2010-11. Cho also spent 10 seasons with Seattle/Oklahoma City, entering the NBA as an intern with the SuperSonics in 1995 while earning a law degree from Pepperdine University School of Law. He also has an engineering degree from Washington State University and worked as an engineer at Boeing in Seattle, and co-designed and implemented one of the NBA's most advanced and comprehensive college and professional player-evaluation systems. An avid explorer of restaurants and cuisine, Cho founded an interactive food blog site called Bigtime Bites (bigtimebites.com) to bring basketball fans and food lovers across the country together.



KEVIN COTTRELL

SESSION: S&B DEEP DIVE | @KCJ_SWISH

Kevin Cottrell Jr. is a Senior Researcher and Field Producer for NBA Digital. He obtained his BA from Clark Atlanta University in 2004 and went on to serve as a 2004 Ford Roadie, representing Ford Motor Company at HBCU Football Classic Games. From there, he became a Zone writer for the Atlanta Journal-Constitution, while launching "Red Zone Magazine", a publication dedicated to covering the best in football from preps to pros. In 2008, Kevin joined NBA Digital in the role of researcher, supporting a wide range of on-air talent from Ahmad Rashad to Hall-of-Famer Isiah Thomas. In 2013, he earned his Master's Degree in Sports Management from Drexel University, and created NBA TV's Fan Night virtual tournament, one of the company's largest social media initiatives.

In his current role he supports on-air talent with stats and information. He also works on-site at games to produce content for NBA TV's "Players Only" Telecast. Along with game day content, Kevin looks to capture some of the best human interest stories for the network's "Beyond the Paint" monthly show. Off the court, Kevin can be found on the campus of Clark Atlanta University where he doubles as an Adjunct Professor in the Mass Media Arts department.

INSTRUCTORS AND GUESTS

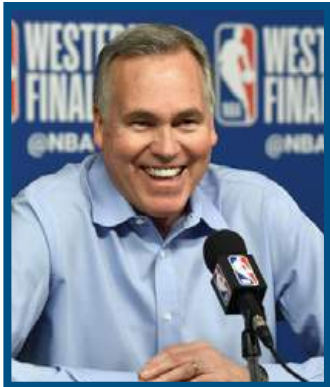


PETE D'ALESSANDRO

SESSION: CBA ROUNDTABLE

Pete D'Alessandro joined the Orlando Magic as assistant general manager in June of 2017 after spending two seasons as senior vice president of business and team operations with Denver. It was his second stop in Denver, where he also served as vice president of basketball operations. D'Alessandro also spent two seasons (2013-15) as general manager of the Sacramento Kings, and four seasons (2004-08) with the Golden State Warriors.

Prior to working on the team side of the business, D'Alessandro spent seven years working at a Washington, D.C.-based sports agency which represented both NBA and international basketball players. A 1994 graduate of Nova Southeastern University School of Law, he was admitted to the New York State Bar in 1995. Pete and his wife Leah, have a daughter, Kate (9) and a son, Ben (6).



MIKE D'ANTONI

SESSION: MONDAY LUNCH SPEAKER

Two-time NBA Coach of the Year Mike D'Antoni just finished his second season as head coach of the Houston Rockets. This past season D'Antoni led the Rockets to a franchise-best 65 wins and a trip to the Western Conference Finals. Houston took the eventual champion Warriors to seven games, but played the final two without point guard Chris Paul, who had suffered a hamstring injury. Prior to Houston, D'Antoni's 14-year head coaching career included stops in Denver, Phoenix, New York and Los Angeles. His Suns teams, with Steve Nash at the helm, featured some of the most dynamic, free-flowing offenses the game had seen. The Suns notched four straight 50-win seasons and reached back-to-back Western Conference Finals in 2005 and 2006. While a Championship proved elusive, those teams paved the way for the pace and space, sharpshooting, position-less basketball of today's league.

INSTRUCTORS AND GUESTS



SHEA DAWSON

SESSION: JOBS ROUNDTABLE | @SHEA_EXPERIENCE

Shea Dawson is the Manager of Team Programs and Player Services for the Philadelphia 76ers. She arrived in Philadelphia after having spent the last seven years as the Director of Basketball Operations for the Pangos All-American Camp while also serving as the Head Assistant Women's Basketball Coach for the Windward School in Los Angeles, CA. Additionally, Dawson has extensive operations experience with a number of high-profile basketball camps and events, including the Samsung NBA Las Vegas Summer League, Adidas Nations and the Las Vegas Fab 48. Shea grew up in San Diego, CA but played her college basketball in Pittsburgh, PA at Robert Morris University. At RMU she played both Division 1 basketball and volleyball. She also has a younger brother named Malcolm Thomas that plays professional basketball and has years of experience overseas and in the NBA. She credits her younger brother Malcolm for her maturity and success in the sports community, by helping him throughout his NBA journey, gaining valuable managing experience and meaningful connections along the way.



DEVIN DISMANG

SESSION: S&B DEEP DIVE | @DISMAYNE

Devin Dismang is in his fourth season with the Golden State Warriors and second as Lead Coordinating Producer for the Warriors Studio team. He also served as Manager of Game Operations for the G-League's Santa Cruz Warriors. As Lead Coordinating Producer, he is in charge of creating unique and engaging video content for social media, digital, television and in-arena purposes. He also is in charge of all video content involving players/coaches for the Warriors and works closely with several departments within the Warriors organization to tell different stories while also providing another asset for revenue for the team. Dismang recently won an Emmy Award for his work as have been a part of the Warriors Championships in 2015, 2017 and 2018. Dismang previously had full-time stints with the Chicago Fire (MLS), Oklahoma City Thunder (NBA) and the Atlanta Falcons (NFL). Dismang is from Chicago, IL and graduated from Eastern Illinois University in 2012, where he was played college football for three seasons.

INSTRUCTORS AND GUESTS



JEFF DORSO

SESSION: LAW 101 | @JEFFREYDORSO

Jeff Dorso is Senior Vice President and General Counsel of the Sacramento Kings. Dorso is responsible for all legal and real estate matters associated under the Sacramento Kings parent company, including the Sacramento Kings, the Golden 1 Center, Kings Guard (the NBA 2K eSports team), the Sacramento Kings Foundation, and the Stockton Kings (NBA G League team). Dorso was instrumental in structuring the landmark deal structure for the public-private partnership that resulted in the Golden 1 Center and surrounding development and kept the Sacramento Kings in Sacramento. He graduated from UC Davis and received his law degree with a Sports Law Certificate from Tulane Law School.



NATE DUNCAN

SESSIONS: CBA DEEP DIVE, CBA PRACTICUM, CBA LAB | @NATEDUNCANNBA

Nate Duncan is an NBA Salary Cap expert and creator of the NBA CBA Flashcard tool, designed to help others learn the intricacies of the NBA Collective Bargaining Agreement. Duncan's most recent project is the Twitter NBA Show, a live-streaming second screen experience for NBA games. He also hosts the Dunc'd On Basketball Podcast, a daily NBA podcast, and has written about the NBA for ESPN Insider. Duncan was previously a writer for Hoopsworld and Basketball Insiders, and an attorney at the Bay Area law firm Bowles & Verna. He graduated from Tulane University and received his law degree from the University of Arizona.



KIRK GOLDSBERRY

SESSION: SVA 301 | @KIRKGOLDSBERRY

Kirk Goldsberry is Vice President of Strategic Research for the San Antonio Spurs. Prior to joining the Spurs in 2015, Kirk was a writer at Grantland, FiveThirtyEight, and ESPN. Kirk earned a Ph.D. in Geography from UC-Santa Barbara in 2007 and worked as a professor at Michigan State and Harvard between 2007 and 2012 prior to jumping over to work full-time in basketball.

INSTRUCTORS AND GUESTS



ANDREW HARTNETT

SESSION: SLOAN ANALYTICS

Andrew Hartnett is an engineer at Argo AI researching and implementing algorithms to predict the complex interactions between pedestrians, cyclists, and vehicles at intersections. He received his Ph.D. in physics from Princeton University where he studied the mechanisms of coordinated movement and consensus decision-making in animal groups. He was then a postdoctoral researcher at Disney Research, where he focused on understanding collective behavior in team sports: developing deep recurrent models for encoding and predicting player trajectories in basketball.



JASON HILLMAN

SESSION: LAW 201

Jason was named Basketball Chief of Staff/Team Counsel of the Cleveland Cavaliers in July, 2017, after spending the first 12 years of his career with Cleveland as the organization's business General Counsel. Originally from suburban Detroit, Jason's career in professional sports has included stints as a television reporter for regional sports network PASS Sports, radio host for 24-hour sports station WDFN AM 1100 from 1995-2001. In 1998, Jason transitioned from broadcasting full-time to attend law school at Wayne State University School of Law in Detroit, prior to a 4 year tenure as a corporate lawyer with Detroit based Jaffe, Raitt Heuer & Weiss. In 2005, he joined the Cavaliers shortly after the acquisition of the team by Dan Gilbert. His current role includes compliance with NBA Rules, salary cap management, drafting and negotiation of player and staff contracts, and general administration of the team's basketball operations' department. He is also a proud alum of Sports Business Classroom!

INSTRUCTORS AND GUESTS



CASSIDY HUBBARTH

SESSION: S&B ROUNDTABLE

Cassidy Hubbardth is a multi-dimensional, multi-platform ESPN commentator, who has appeared across a variety of ESPN event and studio programming. As of the 2016-17 season, Hubbardth has become a regular ESPN NBA sideline reporter and is part of the network's annual coverage of the NBA Celebrity All-Star Game. Hubbardth also regularly appears on Mike & Mike and College Football Live. Hubbardth joined ESPN in 2010 as studio anchor and host for college football and basketball on ESPN3. In addition, Hubbardth has anchored and contributed to various shows across the network, including NBA studio programming, SportsCenter, Fantasy Football Now, SportsNation and more. A native of Evanston, Ill., Hubbardth is a graduate of Northwestern University.



ERIC JACKSON

SESSION: S&B DEEP DIVE

Eric Jackson currently serves as the Vice President, Content Operations for Turner Sports where he is responsible for managing the execution and strategic operation of NBA Digital content and remote operations. He oversees the delivery of NBA content, studio and non-studio operations and budgets, sponsorship execution and various personnel decisions across NBA Digital platforms including NBA TV, NBA.com and NBA Digital Mobile. Eric was formerly the Executive Director, Content Operations where he had similar responsibility and Vice President of Business Operations, where he was responsible for managing the overall operations and daily execution of strategic and tactical initiatives of NBA Digital.

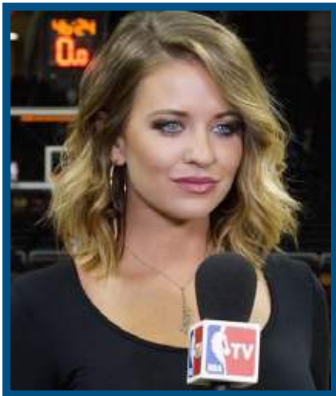
INSTRUCTORS AND GUESTS



KIRK LACOB

SESSION: TECH 101 | @KLACOBPRIME

Kirk Lacob is currently in his eighth season with the Golden State Warriors and his second as vice president of GSW Sports Ventures. He also continues to serve as assistant general manager of Golden State, a position he has held for each of the past five seasons. As the vice president of GSW Sports Ventures, Lacob is in charge of the organization's esports endeavors, including the Golden Guardians and the franchise's NBA 2K League team. In this role with GSW Sports Ventures, Lacob also oversees the team's continued efforts to develop partnerships for basketball operations and leading investments for GSW in sports related areas. As assistant general manager of the Golden State Warriors, Lacob reports directly to President of Basketball Operations/General Manager Bob Myers and assists with all aspects of the team's day-to-day basketball operations.



KRISTEN LEDLOW

SESSION: S&B ROUNDTABLE | @KRISTENLEDLOW

Kristen Ledlow is a sports broadcaster based in Atlanta, currently serving as a host and sideline reporter on NBA TV and TNT. Ledlow joins former NBA All-Star Grant Hill weekly on Inside Stuff, along with full-time contributions as a Turner Sports personality. Ledlow's on-air assignments include NBA TV's "Game Time" and TNT's "Inside the NBA," along with sideline reporting for the NBA on TNT.



BERNIE LEE

SESSION: CBA ROUNDTABLE | @BERNIEOLEE

Bernie Lee has been an agent for 16 years representing players at all levels around the globe and in the NBA. One of Bernie's current clients, Jimmy Butler, is considered among the best in the game.

INSTRUCTORS AND GUESTS



RACHEL MARTY

SESSION: SLOAN ANALYTICS | @RACHELMARTY20

Rachel Marty has been analyzing proprietary basketball shot data as a Noah Basketball data scientist since 2015. She has presented her research on 3-point shooting at the MIT Sloan Sports Analytics Conference for the past two years and won the best poster award in 2017. Rachel also is a PhD candidate in Bioinformatics at UCSD, where she received a NSF Graduate Research Fellowship to fund her computational cancer immunology research. Her research focuses on algorithmic classification of genomic, immune-coding regions that impact cancer progression. Prior to graduate school, she graduated with a bachelor's degree in Computer Science from UCSD, where she also lettered on the NCAA basketball team.



NICK MONROE

SESSION: S&B DEEP DIVE

Nick Monroe is the Bucks' Digital Communications Manager, developing and implementing the team's highly-successful social strategy across multiple social media platforms. He is a two-time winner of the NBA Digital Innovation Award (2015, 2017) and helped the Bucks place in the Top-5 in the NBA for social engagements for the 2016-17 season. During the Bucks' Sports Clio Award-winning rebrand in 2015, Monroe led the team's digital strategy, development and execution, and also played a large role in the digital, retail and in-arena sponsorship activations that won the Bucks the 2014 NBA Team Sponsorship Activation of the Year Award. He established Bucks social media channels on Facebook, SnapChat, Twitter, Instagram and Vine, and created a multi-faceted marketing strategy to increase engagement that aligns into the Bucks overall marketing strategy. Monroe's video content on YouTube has over 15.2 million views and has been featured on ESPN, TNT, Bleacher Report and Yahoo!.

INSTRUCTORS AND GUESTS



DARYL MOREY

SESSION: SVA 201 | @DMOREY

Daryl Morey has been the Houston Rockets' General Manager and Managing Director of Basketball Operations since 2009. In this role he has earned many accolades including selection to the Sports Business Journal Forty Under 40 Class of 2010 and YAHOO.com Executive of the Year accolades in 2008-09. He spearheaded an innovative integration of statistical analytics into the evaluation of NBA talent, and his articles on sports analytics have been published in leading publications such as Harvard Business Review, The Economist and Grantland. He also serves as an adjunct professor in the Sport Management Program at Rice University, and is a co-founder and co-chair of the MIT Sloan Sports Analytics Conference, which is the largest annual sports conference hosted by a business school.



DYLAN MURPHY

**SESSIONS: SVA DEEP DIVE, SVA GAME EXPERIENCE, CBA PRACTICUM
@DYLANTMURPHY**

Dylan Murphy is a former NBA D-League Scout with the Atlanta Hawks and Assistant Coach with the Fort Wayne Mad Ants. In 2014, he won the NBA D-League Championship with the Mad Ants, and in 2015 he made a return trip to the Finals. He also served as an Assistant Coach on the D-League Select Team at the 2014 NBA Summer League in Las Vegas.



ROB PEREZ

SESSION: S&B ROUNDTABLE | @WORLD_WIDE_WOB

Rob Perez is the Co-Host of 'Buckets' with Cassidy Hubbarth, a co-branded digital production by Cycle/ESPN focusing on the NBA and basketball culture. He is a proud graduate of the University of North Carolina at Chapel Hill, and a former internet entrepreneur who has co-founded + exited two different sports ticketing websites -- including CrowdSeats.com. In his spare time: Rob enjoys being tortured by his beloved New York Knicks and watches more NBA than any human ever should.

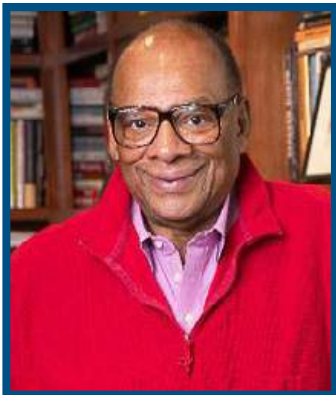
INSTRUCTORS AND GUESTS



ERIC PINCUS

SESSIONS: CBA DEEP DIVE, CBA PRACTICUM, CBA LAB | @ERICPINCUS

Eric Pincus is a leading expert on NBA player contracts and the league's Collective Bargaining Agreement. As an NBA Senior Writer for Basketball Insiders, Pincus publishes detailed team pages on each NBA franchise with accurately sourced salary information for each player. He's also the resident capologist for NBA TV and the L.A. Lakers lead writer for Bleacher Report.



GEORGE RAVELING

SESSION: JOBS 401 | @GEORGERAVELING

George H. Raveling is a pioneer in transcending the intersections of sports, culture, race and business. At 80 years of age, George has a multitude of incredible life experiences and counts some of the most successful and brilliant people in the world amongst his closest friends. He remains an avid reader and passionate life learner who commits every day to inspiring and empowering others to uncover the outer depths of who they are.

Referred to by many as "Coach", George is Nike's former Director of International Basketball. He is a husband, a father, a friend, and a mentor to many. In 1960, Raveling graduated from Villanova University with a Bachelor of Science degree in Economics and a fruitful collegiate basketball playing career in the record books. In 1964, George would return to basketball as an assistant coach at his alma mater. He would go on to become a world-class educator and coach with head coaching jobs at Washington State, the University of Iowa and USC. Following a prolific basketball coaching career, he would spend brief stints as a color commentator for Fox Sports and CBS, before being presented with an opportunity of a lifetime to join Nike, Inc.

INSTRUCTORS AND GUESTS



PATRICK REES

SESSION: S&B DEEP DIVE

Patrick just completed his first season leading the basketball communications efforts for the Philadelphia 76ers. He brings more than 13 years of experience to his current role, after breaking into the NBA with internships in Washington, Orlando and San Antonio, followed by full-time positions with the Nets and Wizards. Patrick serves as the primary contact for all day-to-day basketball communications activities including player/coach/front office interview requests, strategic communications planning, team media availabilities, injury updates and press conferences. He travels with team and serves as the primary liaison to local, national and international media. He oversees pre and post-game locker room access as well as media coverage at the NBA Draft, All-Star Weekend and NBA Summer League. Patrick also oversees all of the company's basketball related press releases, press documents and departmental statistical efforts and serves as editor of all 76ers media guides.



DENNIS ROGERS

SESSION: JOBS ROUNDTABLE | @DROGNBA

Dennis Rogers is in his fifth season with the Clippers, his fourth as the Director of Basketball Communications. In the past, he also served as the Director of Digital Media for the Clippers. Rogers came to the Clippers in December of 2012 after serving nine-plus seasons for the New Orleans Hornets as the Director of Basketball Communications. He started with the Hornets in July, 2003 as an intern and moved up the ranks serving every role in the department towards his final five-plus seasons as the director. With the Clippers, Rogers coordinates all player interview requests for local and national media members, writes news releases, helps compile statistical needs and research for the coaching staff and travels with the team. Rogers has also worked for the NBA Summer League since its inception in 2004, the Dallas Cowboys, Momentum Sports Agency and Mississippi State University Men's Basketball. He is a graduate of SMU in Dallas, TX.

INSTRUCTORS AND GUESTS



DAN ROSENBAUM

SESSIONS: SVA PRACTICUM, CBA PRACTICUM | @DANROSENBAUM2

Dan Rosenbaum is a former Executive Director of Basketball Strategy & Analytics with the Atlanta Hawks, analytics consultant with the Cleveland Cavaliers, a senior economist in the Economic Policy Division of the White House Office of Management and Budget (OMB), a senior economist with the White House Council of Economic Advisers, and an assistant professor (with tenure) at the University of North Carolina at Greensboro (UNCG). Dan's role with the Hawks and Cavaliers included advising on free agency, trades, the draft, game preparation, and short- and long-term strategy. Dan's role with OMB was to infuse more empirical evidence and economic analysis into decisions made by OMB and other White House policy officials. Dan played a leadership role in government-wide program evaluation efforts. Dan taught several graduate-level econometrics and data analysis courses at UNCG; his research was mostly in the areas of the earned income tax credit and other low-income programs. Dan has a PhD in Economics from Northwestern University, was a college football player at the University of Dayton, and was part of national championship teams in football in college and baseball in high school.



DAN RUBE

SESSION: LAW 201

Dan Rube joined the NBA in 1995 and currently serves as the league's Executive Vice President and Deputy General Counsel. Rube's principal responsibilities include collective bargaining with the National Basketball Players Association, management of the NBA's salary cap system, counseling teams on matters relating to the CBA and league rules, and the formulation and implementation of league revenue-sharing policies. In addition to his work in these areas, Rube is responsible for implementing the NBA's agreement with FIBA, basketball's world governing body, and for overseeing the structuring and administration of league-wide benefit programs for players, coaches, and team executives. Rube also works on projects for the NBA Board of Governors and on various competition-related matters.

INSTRUCTORS AND GUESTS



BARRY RUDIN

SESSION: JOBS ROUNDTABLE | @BARRYSTICKETS

Barry Rudin is the President and Owner of Barry's Ticket Service, one of the largest ticket brokerage firms in the United States. For over 35 years, Barry has been an industry innovator, successfully expanding and evolving with the times, and has always maintained a strong position on the forefront of the ticket industry. From official partnerships with several professional sports franchises to foreseeing technological necessities, Barry's business savvy and vision has always placed him among the leaders in the business, and with his continued focus and enthusiasm Barry's Ticket Service will maintain its position as an industry leader.



STEVE SHENBAUM

SESSION: GAME ON! | @GAMEONNATION

Steve is the Founder & President of the nationally acclaimed leadership/communication firm game on Nation (www.gameonnation.com). Over the past 20 years, Steve and his staff have developed a unique game-based curriculum called MILE™, powered by the science of Game Dynamics. He's considered one of the industry's most respected presenters on leadership, team building, communication, and positive culture change. Some of Steve's recent clients include NASCAR, USO, Hilton, Deloitte, United States Olympic Committee, Pittsburgh Pirates, Dallas Cowboys, NY Yankees and all branches of the military. Steve has also helped prepare Ten #1 overall NBA, NFL, and NHL draft picks and over fifty 1st round draft picks during their pre-draft prep. Steve graduated from Northwestern University with a degree in Theater/Performance Studies and currently serves on the Advisory Board for Derek Jeter's new business venture, The Players' Tribune. He currently lives in Bradenton, FL with his wife and two daughters.

INSTRUCTORS AND GUESTS



SEKOU SMITH

SESSION: S&B DEEP DIVE | @SEKOUSMITHNBA

Sekou Smith is an award-winning writer, reporter and multimedia specialist who has spent two decades covering basketball around the globe, from the grassroots level to college to the NBA as well as Olympic and World Cup competitions. Smith has worked as a Senior Analyst for NBA Digital (NBA TV and NBA.com) since 2009, serving as both an analyst and reporter on NBA TV's Game Time and as an analyst on NBA TV's The Beat with Vince Cellini and Naismith Memorial Hall of Famer David Aldridge. Smith is the creator and host of NBA.com's Hang Time Podcast and the creator and editor of NBA.com's Hang Time Blog. Before joining Turner Sports and NBA Digital, Smith spent more than a decade as a national NBA writer and beat writer for the Indianapolis Star and Atlanta Journal-Constitution. Prior to his time covering the NBA, Smith spent six years covering college football, basketball and baseball for the Jackson (Miss.) Clarion-Ledger, focusing on the Southeastern Conference. A longtime member of the Pro Basketball Writers Association, Smith and his wife Heather and their children reside in Marietta, Georgia.



THE STARTERS

SESSION: MONDAY LUNCH SPEAKER | @THESTARTERS

The Starters (on-air broadcasters J.E. Skeets, Tas Melas, Trey Kerby and Leigh Ellis) bring a unique take on NBA games, players, news, style and strategy—on and off the floor. They connect with fans, appeal to players and offer analysis and commentary within a free-flowing format that is as versatile as it is engaging. Experts at utilizing social media to connect with fans, The Starters used social and digital channels to grow their own brand from their origin as the popular Basketball Jones podcast. They currently design interactive and engaging cross-platform content for their daily television show on NBA TV.

Both multi-faceted and multi-platform, The Starters' presence can be found daily on NBA TV and on iTunes and Google Play with their renowned podcast "The Drop". Their content is featured across social platforms including Facebook, Twitter, Instagram and YouTube.

INSTRUCTORS AND GUESTS



LAYNE VASHRO

SESSION: S&B DEEP DIVE | @VJL_BBALL

Layne Vashro is a Senior Analyst at Kroenke Sports & Entertainment. He uses statistical modelling and research to assist the front offices of the Denver Nuggets, Colorado Avalanche, Los Angeles Rams, and Colorado Rapids. Before entering the sports world, Layne worked as a postdoctoral researcher in the University of Utah Department of Anthropology.



CHARLIE WIDDOES

SESSION: S&B DEEP DIVE | @CHARLIEWIDDOES

Charlie Widdoes has served as the Director of Digital Content and Media for the 76ers for two years, overseeing social media strategy, content development and distribution, and digital video production. Previously, he spent four seasons as the New York Knicks' social media manager, and worked for MLB Advanced Media, MLB Productions and MLB Network before that.



JASON WISE

SESSION: S&B 101 | @JASON_WISE

In his 12th season with the organization, Jason Wise manages the day-to-day operation of Kings digital channels and video production, including team-member oversight, cross-platform integration, content strategy, engagement and innovation. The Texas native studied communication and new media at Sacramento State University.

Note: Sports Business Classroom utilizes working league professionals in many of its instructional, speaking and guest roles. Their availability can change, even at the last minute, depending on employer needs and their Summer League team schedules. Therefore, the instructors, speakers and guests are subject to change. In addition, information for some speakers was not available when this Student Guide was completed.

SBC STAFF



RHODA FESTEJO

Rhoda Festejo is the Business Operations Executive for VSL Properties, LLC as well as the Business Manager for WGL Management.



ERIK GUYTON

Eric Guyton is an administrative assistant with WGL Management and Sports Business Classroom. He also has interned for the Las Vegas Summer League since 2015.



LIAM DOYLE

[@LIAMDOYLENBA](#)

Liam Doyle is a recent MBA graduate from the University at Albany. Prior to his graduate degree he got his undergraduate degree from Rensselaer Polytechnic Institute. Liam attended 2017 Sports Business Classroom and has been working for Nate Duncan on The Dunc'd On NBA Basketball NBA Podcast for the last year.

SBC STAFF



WILLIAM PENNINGTON

@WILLRPENNINGTON

Will is an Oklahoma native and current Los Angeles resident, and is currently pursuing a degree in Cultural Anthropology. After attending Sports Business Classroom in July 2017, Will became a founding member of The Bench Mob NBA podcast (now a part of the Almighty Baller Network) and has worked as a Basketball Data Operator for Second Spectrum. Following the 2017-2018 NBA season Will has worked as a Broadcasting Site Lead for BallerTV, leading the onsite broadcasting efforts at prep hoops tournaments across the country.



GIRARD SIMMONS

@GIRARD_SIMMONS2

Girard Simmons is a returning to the NBA Summer League, this year as an intern. Last summer he completed the Sports Business Classroom as a student majoring in the League Salary Cap. His background is in electrical engineering, as he currently holds a Technical Manager position for Honeywell, located in Kansas City, Mo. He will be a good resource for those incoming Sport Business Classroom participants who have already started their careers and contemplating a transition.



CONNOR WILLIAMSON

@CONCONWILLIA

Connor Williamson graduated from the University of Oregon in 2016 with a major in Business Administration focusing on Sports Business, a liberal arts major through the Clark Honors College, and an economics minor. While at UO, Connor wrote and defended his honors thesis, highlighting current issues with the NBA's player development pipeline and proposing solutions. He just finished an internship with the UO Athletic Department as a Ticket Office intern, where he helped oversee day-to-day operations. Connor's a native of Washington, DC and played for Oregon's top-ranked ultimate team.

INFORMATION ABOUT SBC



PROGRAM DATES

Sports Business Classroom will begin with a welcome reception at 5:00 PM on Sunday, July 8, 2018, and will wrap-up at 2:00 PM on Saturday, July 14, 2018. You can use Sunday, July 8 as a travel day as long as you can be on-site in time for the start of the program. Likewise, you can fly out on Saturday, July 14, but should ensure enough time to get to the airport with your luggage.

PROGRAM LOCATION

Sports Business Classroom will be held at the Thomas & Mack Arena and Cox Pavilion on the University of Nevada, Las Vegas campus, which is also the site of the Las Vegas Summer League.

We will be in multiple rooms in the Thomas & Mack Arena. Most of the program will take place in Meeting Room D and the Redd Room. We also will utilize the Strip View Pavilion and miscellaneous other arena locations, including the court itself. See Appendix C of this document for meeting locations for each session.

MAP OF FACILITIES

See Appendix A of this document for a map of the Sports Business Classroom facilities.

PROGRAM STRUCTURE

Sports Business Classroom consists of two programs: the Business of Basketball (which we also call the General Session) and the Executive Session. You are registered for the General Session, which includes seven days of content in a variety of formats. Sports Business Classroom is organized like a college, with all students learning "a little of everything" in the General Education sections, as well as a "deep dive" into their chosen major.

The Executive Session is reserved for industry professionals including team front office personnel, agents and agency personnel, and accredited media who are seeking to learn more about the NBA's Collective Bargaining Agreement and salary cap. The "deep dive" for the Salary Cap is shared between General Session students who choose the Salary Cap major, and registrants in the Executive Session.

INFORMATION ABOUT SBC

HOTEL ACCOMMODATIONS

Hotel accommodations for Sports Business Classroom will be provided by:

PALMS PLACE HOTEL AND SPA

4381 West Flamingo Rd.
Las Vegas, NV 89103

Note that there are two hotels on the Palms property – Palms Casino Resort and Palms Place Hotel and Spa. You will be staying in Palms Place, which is connected to Palms Casino Resort but has a separate entrance. Note: If you enter the hotel and find yourself in a casino, you are in the wrong hotel. Palms Place is on the western-most end of the property.

Check in begins at 3:00 PM on Sunday, July 8. Check-out is at 11:00 AM on Saturday, July 14. Students choosing the Extended Hotel option may stay the night of July 7-8 and/or the night of July 14-15 at the SBC group rate. The Extended Hotel option is not available prior to Saturday, July 7 or after Sunday, July 15. Students who require accommodations outside the SBC program and the Extended Hotel option must make their own arrangements with the Palms or another hotel for those dates.

If you did not choose the Extended Hotel option when you registered and would like to add it later, please contact us at info@sportsbusinessclassroom.com. Students can add one or both Extended Hotel days through June 30, 2018, subject to availability. SBC cannot accommodate requests to add Extended Hotel days after June 30. Students who would like to add additional days after June 30 must make their own arrangements with the Palms or another hotel for those dates.

Additional details, including special procedures imposed by the hotel for students who are under 21, will be provided in a separate email that will be distributed prior to the start of the program. Students are required to sign and return a hotel agreement.

Since students who do not choose the Extended Hotel option must check out by 11:00 AM on Saturday, July 14, and the program will continue through 2:00 PM on that day, arrangements will be made with the Palms to store your luggage – details will be provided during the program. Sports Business Classroom is not liable for any lost or stolen items that are in possession of the Palms Place Hotel and Spa.



INFORMATION ABOUT SBC



TRANSPORTATION

Round-trip bus transportation will be provided between the Palms Place Hotel and Spa and the Thomas & Mack Arena each day. Two busses will leave at the same time each morning to transport students to Sports Business Classroom. The busses leave at different times in the evenings – the first bus will be for students who want to return after SBC sessions end; the second bus will be for students who want to return after the end of Summer League games. Additional transportation is provided to/from the Vegas Strong event at Top Golf. Two busses will take students to this event, one leaving from the Palms and the other from the Thomas & Mack. Both busses will return students from Top Golf to the Palms.

See Appendices B and C for the SBC Bus Schedule and pick-up / drop-off locations.

Students are responsible for their own transportation if they miss a bus or wish to travel outside the scheduled times or scheduled routes. Students also should be careful about the evening busses – each bus has a maximum capacity of 35.

SBC recommends that students have access to alternative transportation services such as Uber and Lyft in the event a bus is full, they miss a scheduled pick-up time, or they wish to travel outside the scheduled times.

CLIMATE AND ATTIRE

Las Vegas temperatures are frequently over 100° F during the month of July, so plan accordingly. The attire for Sports Business Classroom is relatively casual – for example, polo shirts and chino slacks are typical for men, with comparable attire for women. You will be in the air conditioned arena for most or all of the program.

INFORMATION ABOUT SBC

ACCESS TO FACILITIES

All SBC students will receive a wristband which provides access to the Sports Business Classroom facilities as well as the Las Vegas Summer League during the dates of the program. Students are responsible for purchasing their own tickets to the Las Vegas Summer League prior to Sunday, July 8 and after Saturday, July 14.

Reserved seating for SBC students will be provided in Section 104 in the Thomas and Mack arena. There is no reserved seating in the Cox Pavilion – SBC students may use any seats open to the general public. SBC students have access to the arena floors, hospitality suite, and business areas utilized by the program. SBC students do not have access to areas that are reserved for media or team personnel.

MEALS

Complimentary hors d'oeuvres and beverages will be provided for the Welcome Reception on Sunday, July 8. Beverages and lunches will be provided during the program on Monday, July 9 through Saturday, July 14. Dinner will be provided in the Redd Room only on Monday July 9, Tuesday July 10, Thursday July 12 and Friday July 13. Students are responsible for their own meals unless listed above, including breakfast for each day of the program. Please notify SBC prior to the start of the program if you have any dietary restrictions that require accommodation.

MATERIALS, UPDATES AND CHANGES

Course materials will be provided prior to the start of the associated session, either printed or emailed at the discretion of the instructor. Whenever possible, SBC will try to distribute materials via email.

Any last minute changes will be communicated via email. Please be sure that SBC has your current email address so you do not miss any urgent messages.

All course materials will be posted online after the end of the program.

TOP PERFORMER AWARD

Up to four students will be selected by the program leadership to receive the Top Performer award. Top Performer award winners will be invited back to intern with SBC or the Summer League next year. Additional awards may be given out at the discretion of the program leadership.

WHOM TO CONTACT

Please contact any member of the SBC staff (listed above) if any matters arise during the program which require attention. Please do not communicate through Summer League staff – they are responsible for Summer League operations and not Sports Business Classroom; communications delivered through Summer League staff are not guaranteed to reach the appropriate Sports Business Classroom personnel.

EMERGENCY CONTACTS

Please be sure that SBC has your current information for whom to contact in case of an emergency, including their name, relationship to you, telephone number and email address.

SBC POLICIES

CODE OF CONDUCT

Sports Business Classroom strives to create an educational environment in which all participants feel safe and welcome. We encourage open and spirited discussion in a collegial atmosphere so that everyone can enjoy an optimal educational and intellectual experience. We expect all participants to refrain from speech or behavior that is disruptive, threatening, endangering, harassing or illegal, or speech that is racist, sexist or similarly offensive. We reserve the right to take whatever measures deemed, at the sole discretion of Sports Business Classroom management, necessary and appropriate to enforce this Code of Conduct, including revoking a student's enrollment in Sports Business Classroom without a refund.

PAYMENT AND REFUND POLICIES

The Sports Business Classroom Tuition, Payment, Cancellation and Refund Policies document is distributed to all students when they are admitted, and also is available on request.

CHANGING MAJORS

Requests for major changes will be accommodated at the discretion of SBC management on the basis of the minimum headcount and maximum capacity in all majors. If you wish to change to a different major, please let the General Manager know as soon as possible – the earlier a request is made, the more likely it can be accommodated. Major change requests are very unlikely to be granted after June 15.

INTERACTING WITH NBA PLAYERS, COACHES AND EXECUTIVES

Sports Business Classroom is immersed in the Las Vegas Summer League. Many league and team personnel will be invited to SBC to serve as guest speakers and teachers, and you will see and meet many others during the normal course of their duties at Summer League. SBC provides an outstanding opportunity to meet, network and interact with these individuals, however please keep in mind that they are here working, even when they are watching games. Please be respectful of their time and commitments, and use your best judgment when approaching them. In addition, please be discrete and respectful with any requests for autographs or photographs. Of course, when they come to SBC, they're all yours – you may use the 30 minutes that follows each session for personal interaction.

Students who have selected the League Salary Cap major will be in the same class as league personnel who are taking the class as the Executive Session. We ask that you treat league personnel just like any other student, and do not ask for autographs or photographs during these sessions.

Students who have selected the League Salary Cap major will be in the same class as league personnel who are taking the class as the Executive Session. We ask that you treat league personnel just like any other student, and do not ask for autographs or photographs during these sessions.

NBA SUMMER LEAGUE



The Las Vegas Summer League runs from July 6 to 17, 2018. Sports Business Classroom is immersed in the Las Vegas Summer League, and is housed in the same venues in which Summer League games are played. The first several rows of section 104 in the Thomas & Mack arena are reserved for SBC students. SBC students will have the opportunity to attend and work in around Summer League games and players, and team personnel who are working Summer League will be speaking at SBC and working with SBC students.

The SBC schedule is full during most Summer League afternoon games, although one “working” game is scheduled into the program (Thursday at 1:30 PM). SBC students are free to attend any evening games of their choosing, and a late bus is provided for students who choose to do so.

SBC CURRICULUM



LECTURES

One-hour, instructor-led GE sessions. These are taught by the program lead in each section or a designated guest lecturer. Each major has at least a 101 and 201 GE section, and there are several additional non-major GE sessions as well.

ROUNDTABLES

One-hour moderator-led panel discussions with industry experts. The SBC program lead in the related topic will either be the moderator or a participant in the roundtable.

PRACTICUMS

Hands-on exercises in a specific topic. Each practicum is 2.5 hours and gives students the opportunity to create work content. The practicums are as follows:

- **Salary Cap:** Mock Trade Deadline (two parts, five hours total)
- **Scouting, Video and Analytics:** Using Data to Build and Make a Case

DEEP DIVES

Here's where you really get into your chosen major. There will be three deep dive sessions, each of which is three hours long. The content and format will vary by major:

- **Salary Cap:** Larry Coon's extensive lecture series on the NBA's Collective Bargaining Agreement. This is the same content he teaches directly to NBA teams. You will be learning elbow-to-elbow with industry personnel who are taking this series as the Executive Session.
- **Scouting, Video and Analytics:** Work in small groups directly with team personnel as they take you through their work process as part of the Las Vegas Summer League.

SBC CURRICULUM

- **Social Media, Digital Branding and Broadcasting:** Delve into different aspects of social, marketing and game coverage from a content, branding and monetization perspective. Hear from team personnel on content strategy as well noted media personalities whose coverage appears across major platforms and networks.
- **Guest Speakers:** Grab lunch and sit back while an NBA coach or executive talks about his or her personal experience and what it takes to succeed in this business.

SPORTS BUSINESS CLASSROOM SCHEDULE

The schedule for Sports Business Classroom can be found in Appendix C of this document.

OFFICE HOURS AND SBC LATE NIGHT

Come have breakfast with Larry Coon and other SBC instructors at the Palms (exact location to be announced). Use this as an opportunity to ask questions or just hang out. The same opportunity will be provided at SBC Late Night for night owls and insomniacs. The Office Hours and SBC Late Night schedule will be announced during the opening session. Students are responsible for purchasing their own food and beverages.

OTHER EVENTS

SBC students have access to the following exclusive events:

- **Top Golf:** This charity event benefiting Vegas Strong takes place at 10:00 PM on Wednesday, July 11. It will feature NBA players, coaches, executives and industry leaders. Food and drink will be provided. There will be golf competitions, for which a \$100 donation is recommended to participate. SBC will provide bus transportation from both the arena and Palms Place to Top Golf, and from Top Golf back to Palms Place (see bus schedule in Appendix B).
- **Court Time (TENTATIVE):** Want to hit the court to shoot around or for some friendly competition? SBC will have special access to the Thomas & Mack court during one night of the program (day and time to be announced). **YOU MUST BE WEARING SOFT-SOLED SHOES TO BE ON THE COURT.**
**Note: This event is tentative, and is pending Summer League approval.*

IMPORTANT NOTE: All speakers, content and times are subject to change. Sports Business Classroom utilizes working league professionals in many of its instructional, speaking and guest roles. Their availability can change, even at the last minute, depending on employer needs and their Summer League team schedules. While we will do our best to provide the speakers, curriculum and schedule as described in this Student Guide, we reserve the right to substitute, move or omit speakers or content as necessary.

LEAGUE SALARY CAP CURRICULUM



CBA 101: THE SALARY CAP THROUGH THE EYES OF PLAYERS

Instructor: Larry Coon

We start with a quick introduction to the NBA Collective Bargaining Agreement, and then walk through the career lifecycles of three hypothetical players to see the types of contracts they sign and when each is appropriate, as well as other CBA features that impact players such as minimum and maximum salaries, options and ETOs, trade bonuses, waivers and buyouts, and salary protection.

CBA 201: THE SALARY CAP THROUGH THE EYES OF TEAMS

Instructor: Larry Coon

We walk through a salary cap year from July 1 through June 30, stopping at important dates on the way such as the July Moratorium, the cut-down date and the trade deadline. We also look at the basics of concepts such as the salary cap, team salary, cap room, exceptions, trade rules and the luxury tax.

CBA ROUNDTABLE

Panelists: Pete D'Alessandro, Bernie Lee, Tommy Sheppard

Moderator: Larry Coon

NBA front office staff and agents discuss the impact of the new CBA, the art of negotiation, and how to get a deal done.

LEAGUE SALARY CAP CURRICULUM

CBA PRACTICUM

Leader: Larry Coon

Experts: Tim Bontemps, Rich Cho, Dave DuFour, Nate Duncan, Steve Kyler, Danny Leroux, Bobby Marks, Dylan Murphy, Kevin O'Connor, Kevin Pelton, Eric Pincus, Dan Rosenbaum, Wes Wilcox

Students are split into small groups and paired with an expert who will help them analyze an NBA team. Where are they now? Are they going for it? Rebuilding? Stuck in the middle? What is their goal and strategy over the next few seasons? What should they do to get there? Each group develops a proposal that must make sense from a basketball, financial and CBA perspective. This practicum is divided into two sessions. In the first session the groups analyze their assigned team and develop the strategy and tactics to achieve their goals. In the second session teams put their negotiating skills to the test in a "mock trade deadline." We finish by assessing what each team was able to achieve.

CBA LAB

Leaders: Nate Duncan and Eric Pincus

This is an optional lab during the Thursday 1:00 to 3:30 PM game, when Scouting, Video and Analytics majors and Social Media, Digital Branding and Broadcasting majors will have other assignments. This lab is an opportunity to work on additional exercises and for questions & answers.

CBA DEEP DIVE (SALARY CAP MAJORS ONLY)

Leader: Larry Coon with Eric Pincus and Nate Duncan

An in-depth look at the NBA's Collective Bargaining Agreement, including an overview of the CBA, a tour through the Uniform Player Contract, free agency (restricted and unrestricted), exceptions, contracts, extensions, trades, waivers, and team & league finances.

SCOUTING, VIDEO AND ANALYTICS CURRICULUM



SVA 101: INTRODUCTION TO SCOUTING

Instructor: Rich Cho

An introduction to scouting, covering the types of scouting (college, pro, advance) and structure of NBA team scouting staffs. The focus will be on the scouting process (calendar, key dates & events, integration with scouts), writing a scouting report (purpose, format, what to write & what not to write), attributes to look for when scouting, how the NBA draft comes together (live scouting, video scouting, analytics, intel) and recommendations for getting your foot in the door in the NBA.

SVA 201: INTRODUCTION TO ANALYTICS

Instructor: Daryl Morey

The Rockets General Manager reviews how analytics are used by NBA front offices to evaluate players, research signings and trades, inform draft selections and negotiations, and generate actionable information that coaches can use to improve the team's play on the court.

SVA 301: ANALYTICS ILLUSTRATED

Panelists: Kirk Goldsberry

Analytics are more important than ever, but they are also more sophisticated and more complex than ever. Simply put, NBA Analytics are harder than ever. This session paints a portrait of the state of analytics in the NBA in 2018, and describes the skills and approaches currently driving the ways NBA teams extract reasoning artifacts from ever-growing data streams.

SCOUTING, VIDEO AND ANALYTICS CURRICULUM

SVA PRACTICUM: USING DATA TO BUILD AND PRESENT A CASE

Leader: Dan Rosenbaum

This hands-on practicum will give students the chance to experience the kinds of real-world problems teams face with an exercise using lineup data. The program will start with an introduction to lineup data and its common uses. Students will then analyze one month's worth of two-player lineup data and develop recommendations they would provide based on their insights. The follow-up discussion will focus on the strengths and limitations of their recommendations. The practicum will conclude with a conversation about adjusted plus-minus and its variants.

SVA IN-GAME SCOUTING (SVA MAJORS ONLY)

Leaders: Dave DuFour

Experts: Mike Gerrity, Matt Lloyd, Dylan Murphy, Dave Severns, Ryan West

In this live-game experience, Scouting, Video & Analytics students are split into small groups and paired with a scout or other basketball professional. They will then scout the game together, with the scout describing what he/she does during personnel and advance scouting; showing what he/she observes, notates and looks for. The scout is available to answer questions and review students' work as the students develop their own scouting report.

SVA DEEP DIVE (SVA MAJORS ONLY)

Leader: Dylan Murphy with Dave DuFour

Experts: Sunny Ahluwalia, Mo Dakhil, Nicki Gross, Chris Holguin, Steve Jones, Natalie Nakase, Layne Vashro

In the first session Dylan Murphy delivers an introductory lecture on how to scout, covering game preparation, player evaluation methods, note taking, intelligence gathering and writing actual scouting reports. He also shows (restricted and unrestricted), exceptions, contracts, extensions, trades, waivers, and team & league finances. students how it all works in action. The session concludes with a question & answer session.

In the second session students divide into small groups and are paired with video coordinators who show students what they do and how they do it. Dylan Murphy then shows the students how Synergy is used by teams and scouts.

For the first hour of the third session Layne Vashro shows students how teams do draft modeling. For the remainder of the session SBC instructors meet with students individually or in small groups to review their work from the scouting sessions and analytics practicum.

SOCIAL MEDIA, DIGITAL BRANDING AND BROADCASTING CURRICULUM



S&B 101: COVERAGE KINGS

Instructor: Jason Wise

Just like the game on the floor, the world of social and digital media is fast-paced and ever-evolving. Team social and digital execs not only keep the pulse of the team, but also the industry. New features are constantly being released as platforms adapt to consumers. The ability to differentiate coverage is crucial to staying relevant in a crowded content marketplace. Jason Wise, Director of Digital for the Sacramento Kings, will delve into what it takes to cover social and digital for a team that was named “The Most Innovative Company in Sports” by Fast Company. He’ll also explain how the team keeps coverage fresh, impactful and exciting, while using the digital space to both accomplish and drive key business objectives.

S&B 201: SOURCES, SOCIAL & STORYTELLING IN THE 24/7 COVERAGE CYCLE

Instructor: Shams Charania

A true superstar of breaking news and NBA coverage, Shams Charania is tireless when it comes to delivering scoops and reporting on the league. He will discuss covering the NBA in a 24/7 news and social media cycle, developing sources and creating content that resonates across platforms. From his must-follow Twitter account to video features and TV appearances, Charania brings a multi-faceted approach to the fast-paced world of sports reporting.

SOCIAL MEDIA, DIGITAL BRANDING AND BROADCASTING CURRICULUM

S&B ROUNDTABLE: PODCASTING AND DEVELOPING A DIGITAL BRAND

Panelists: Cassy Hubbarth, Kristen Ledlow, Rob Perez

Moderator: Tracy Weissenberg

Leading NBA influencers and reporters will discuss the importance of developing a digital brand and differentiating coverage. Topics will include podcasting strategy, television coverage and personal branding. We also will discuss how to create and maintain an authentic connection with your audience.

S&B IN-GAME SOCIAL MEDIA (S&B MAJORS ONLY)

Leaders: Tracy Weissenberg

Develop a content plan, break down key storylines and cover an NBA Summer League game live on social media. We will discuss coverage techniques, developing a voice and differentiating content. After covering the game from throughout the arena, we'll recap all of the content produced.

S&B DEEP DIVE (S&B MAJORS ONLY)

Instructors: Tracy Weissenberg, Nick Monroe, Chralie Widdoes, Sekou Smith, Eric Jackson, Devin Dismang, Patrick Rees, Kevin Cottrell

Students will get a detailed look at the content development process. They'll explore the many facets of covering the NBA from reporting, broadcasting, research, field producing, communications, social media & digital marketing. The deep dives will focus on developing content for multiple platforms and how to create content franchises with extensions across the business.

Students will participate in interactive brainstorms, especially around Summer League storylines and matchups to prepare for a live coverage environment.

NETWORKING, RESUME WRITING AND INTERVIEWING



JOBS 101: NETWORKING AND THE ART OF THE ELEVATOR PITCH

Instructor: Jeff Fellenzer

We will discuss in detail how to showcase your skills, begin building your network of contacts, and learn the most effective ways to connect with the people you need to impress to put yourself in position to get the job you want. We will practice the art of the elevator pitch, so you can make a positive impact on a person of influence in a minute or less.

JOBS 201: RESUME WRITING

Instructor: Jeff Fellenzer

This is where we take a deeper dive into answering the most important question from your resume: How do you stand out from the pack? Once you have the skills to do the job, it's imperative that you know how to sell yourself. Your resume is a snapshot of not just your academic and employment records, but who you are as a person. Begin thinking about your life experiences and the "cool stuff you've done" to include on your resume.

JOBS 301: INTERVIEWING

Instructor: Jeff Fellenzer

It starts with understanding a critical component of the process: This hire is not about you finding your "dream job." It's about telling them why this would be a great hire for them. What are you bringing to the table that will add value and help make their company or product better? We will practice interviewing to help you build poise and confidence, and reinforce the importance of outlining a strategic plan as you approach every interview opportunity.

NETWORKING, RESUME WRITING AND INTERVIEWING

JOBS 401: THE RELATIONSHIP CULTURE

Instructor: George Raveling

George H. Raveling is a pioneer in transcending the intersections of sports, culture, race and business. Here he draws on his decades of experience to describe how to build, develop and maintain sustainable relationships in an age of rapid change, innovation and disruption.

JOBS ROUNDTABLE

Panelists: Shea Dawson, Barry Rudin, Dennis Rogers

Moderator: Jeff Fellenzer

Sports is a career path unlike any other. There are few logical, predictable routes to get where you want to go. And “where you want to go” may change several times while you search for the right fit and opportunity. It’s a mix of Fellenzer’s 4 P’s: Passion, Preparation, Performance, Persistence...with a little bit of luck and good timing thrown in as well. We will discuss the career paths and keys to success of three accomplished sports professionals who took different paths to realize their dreams.

MISCELLANEOUS CURRICULUM



GAME ON!

Instructor: Steve Shenbaum

Since it was founded by Steve Shenbaum in 1997, Game On Nation has become one of the most respected firms in communication, leadership, presentation and teambuilding training. Through a groundbreaking, game-based training technique called MILE™, Steve's program harnesses the power of Mystery, Incentive, Laughter, and Empowerment to create immediate improvement that can be seen, felt, and measured. Students will leave Steve's presentation engaged and with tangible takeaways that can be utilized to enhance the week that lies ahead.

LAW 101: ARENA DEVELOPMENT AND PUBLIC-PRIVATE PARTNERSHIPS

Instructor: Jeff Dorso

The partnership between the Golden1 Center – home of the Sacramento Kings – and the city of Sacramento represents a state of the art public-private arena partnership in the sports landscape. In this session Jeff Dorso, Senior Vice President and General Counsel for the Kings and Golden1 Center talks about arena development – covering the basics, public-private partnerships, external business lines for professional sports teams, sponsorship agreements, and the myriad job opportunities that exist within this space.

MISCELLANEOUS CURRICULUM

LAW 201: STAY READY

Instructor: Jason Hillman, Larry Coon

Guest: Dan Rube

For the first half hour Jason Hillman will talk about the preparation necessary to make yourself versatile and valuable to any front office. Having spent 12 years nearly exclusively on the Cavaliers' business side before being tapped to move to basketball operations in July, 2017, he will focus on specific ways for aspiring talent to maximize their potential in professional sports in an increasingly "positionless" business.

For the second half hour Larry Coon sits down with NBA Executive Vice President and Deputy General Counsel Dan Rube for a wide-ranging discussion related to the CBA and the collective bargaining process.

TECH 101: ESPORTS: THE PRESENT AND FUTURE AND WHY IT MATTERS

Instructor: Kirk Lacob

What really is esports? Why does anyone care? Will it be as big as people say? We will discuss the current ecosystem, how we got here, and what lies in store for the future. Key focus will be on the available jobs today, what sort of opportunities will be available in the near future and how to best prepare for these positions.

SLOAN ANALYTICS

Sports Business Classroom and the NBA Summer League proudly bring the winning paper presentations from The MIT Sloan Sports Analytics Conference to Las Vegas.

PAPER 1: HIGH-RESOLUTION SHOT CAPTURE REVEALS SYSTEMATIC BIASES AND AN IMPROVED METHOD FOR SHOOTER EVALUATION

Presenter: Rachel Marty

Evaluating shooting ability is a critical component of player comparison and player development. However, players are often evaluated on a limited number of shots, exposing assessment to high variation and inaccurate, anecdotal conclusions. The aim of this paper is to explore the potential of high-resolution shot data to improve shooter evaluation. Using over 22 million shots captured in high-resolution by the Noah Shooting System, we reveal previously hidden systematic biases in entry left-right and entry depth from all positions on the court. Then, we focus on the high-resolution shot data from 509 NBA, college and high school players to train a machine-learning algorithm that predicts shooting ability from 25-shot sessions. The algorithm outperforms conventional methods and better ranks players by skill-level. We conclude by encouraging coaches and players to re-evaluate their largely anecdotal assessment methods and implement more effective, data-driven methods to enhance shooter development and shooter ranking.

MISCELLANEOUS CURRICULUM

PAPER 2: BHOSTGUSTERS: REALTIME INTERACTIVE PLAY SKETCHING WITH SYNTHESIZED NBA DEFENSES

Presenter: Aditya Cherukumudi and Andrew Hartnett

Sketching plays is a universal way for coaches to communicate what they want their players to do. What if a coach didn't have to rely solely on intuition, but could instead foresee how the defending team is likely to respond to the intended play? Such a tool would enable spontaneous creativity while providing real-time objective analysis explicitly tailored to the current game state. In this work, we consider play sketching from a data-driven perspective. We combine a powerful analytics framework built on deep-imitation learning with an intelligent and highly intuitive user interface. Users freehand sketch plays or modify existing tracking data. Our software then infers the equivalent animation and synthesizes realistic "ghost" defenders. Users can test their plays against different teams and game contexts, and fine-tune sketches to maximize the expected points in a given situation. Until now, insights extracted from player tracking data were only available post-game—primarily because of the complexity of the algorithms and the domain-specific knowledge required to use them. Our software, on the other hand, uses a familiar intuitive interface and operates in real-time on a tablet. Analytics are no longer constrained to the back office and instead can operate courtside for in-game decisions. Additionally, fans can also Monday morning quarterback: simulating alternate offensive decisions using real game data and discovering whether these "what if" scenarios can bust the ghosted defenses.

POP-IN GUESTS

Leader: Larry Coon

There are many "friends of the program" whom we like to fit in for quick one-on-one discussions. Impromptu visits may happen at any time during the program, depending on availability. We also have scheduled a specific time slot on Wednesday morning where we'll bring in a guest or two.

SOCIAL MEDIA



Connect with us! We will provide information on various social media platforms leading up to the start of the program. Our **Facebook** page **@sportsbusinessclassroom** is the central gathering place, where we will provide information, conversation, and interactive events. There is an “introduction” post pinned on the page where you can introduce yourself. In addition, many past SBC attendees are watching this page and will respond to your questions about what to expect & look forward to.

In addition to Facebook, you can also find us on:

- **Twitter:** @sportsbizclass
- **Instagram:** @sportsbusinessclassroom

Connect with others! Please use your own social media contracts to help us spread the word about Sports Business Classroom. Twitter and Facebook graphics were distributed when you were accepted into the program.

They are also available on request by emailing **info@sportsbusinessclassroom.com**.

AFTER THE PROGRAM



We want to hear about your experiences. We want your feedback on things you liked, things you thought could have gone better, and suggestions for next year. Your feedback is important to us – a lot of the feedback from previous years was incorporated into this year's program. We will email a link to the feedback form after the program. You can also email us at **info@spotsbusinessclassroom.com** with any general, unformatted comments.

We will also make materials from SBC available after the program has completed. In addition, the students last year requested to receive each other's' emails so they could continue to stay in touch. We will distribute emails after the program this year as well, although we will provide the opportunity to opt-out. Please let us know if you do not want your email address distributed in this manner to the other students.

Some SBC students are asked to appear in promotional videos, or for permission to use any written endorsements (either solicited or unsolicited) in future promotional efforts.

You are now a part of the SBC community! Please keep in contact with us to let us know how you're doing and what we can do for you. We have forwarded opportunities to former students, and will keep you in mind for any future opportunities that arise. If you land something on your own, please let us know about it! Your future success is the best endorsement SBC can receive.

Many students from last year have asked about coming back to work this year for SBC or the Summer League. Winners of the Top Performer award receive an automatic invite to come work with us next year. For the remaining students, please reach out to VSL by December at the latest. These spots fill up quickly, and many former SBC students inquired too late this year to be considered.

ADAM CAVE



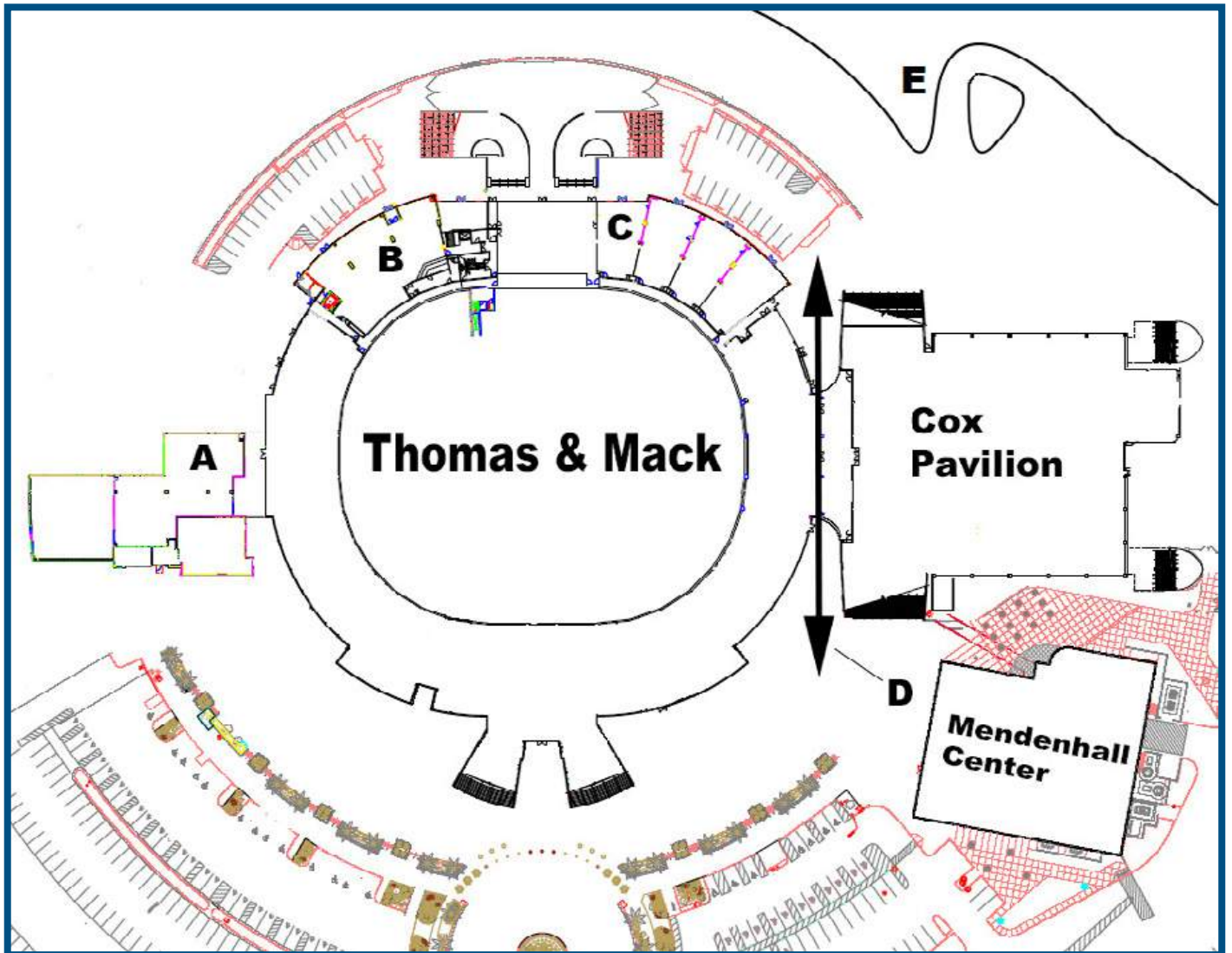
Adam Cave was a student in the 2016 Sports Business Classroom, and was a favorite of the SBC staff and his fellow students. He earned recognition as a "Rising Star," as a top young performer in the program. After SBC Adam was employed by the Los Angeles Lakers organization, serving as the video coordinator for the LA D-Fenders, their developmental league franchise. Adam tragically died in a motorcycle accident in late 2016.

Adam embodied the goals and spirit of Sports Business Classroom. Following the program, he wrote:

"The Sports Business Classroom was so enlightening and I learned more in 6 days than I had in 6 years at my "real" college. It was an amazing class but I think the most important thing was the people who were there on a day to day basis. Don't get me wrong the speakers were unbelievable (Adam Silver came which was insane) but I loved getting to know all the people in our classroom. The other students were fantastic and I like to think that I formed some life long friends and colleagues while attending the class. I am also honored to have been named a rising star. At the beginning of the program I said to myself that I wanted to be a top student but I didn't think that I could achieve what I did. It meant so much to me to be considered a rising star so thank you."

Adam left a lasting impression, and will not be forgotten. We continue to honor his memory as an integral part of the spirit and ethos of Sports Business Classroom.

APPENDIX A - MAP OF FACILITIES



A - STRIP VIEW PAVILION

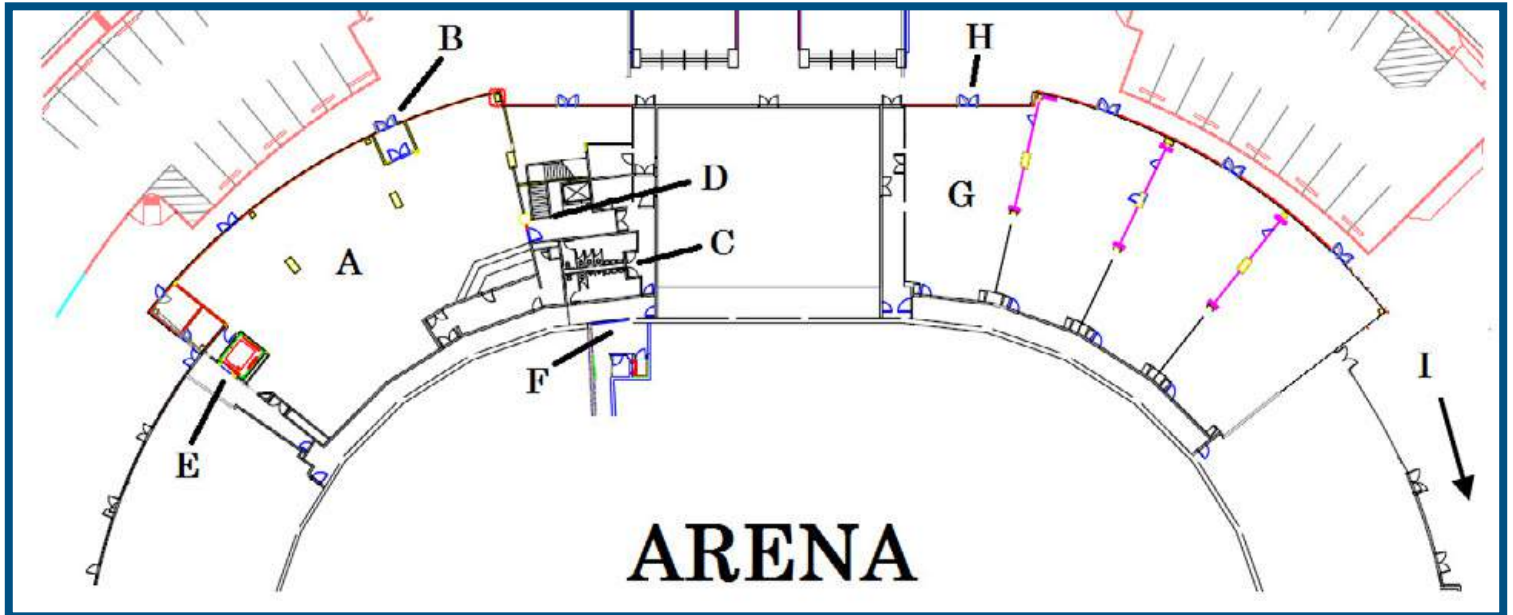
B - REDD ROOM

C - MEETING ROOM D

D - BREEZEWAY / BOX OFFICE

E - BUS PICK-UP & DROP-OFF (MONDAY-SATURDAY)

MEETING ROOM AREA DETAIL



A - REDD ROOM

B - REDD ROOM OUTSIDE ENTRANCE

C - RESTROOM

D - STAIRS / ELEVATOR TO CONCOURSE

E - ELEVATOR TO ARENA FLOOR / SKY DECK

F - TUNNEL TO ARENA SEATING / SEC 104

G - MEETING ROOM D

H - MEETING ROOM D OUTSIDE ENTRANCE

I - BREEZEWAY TO BOX OFFICE / MAIN PARKING LOT

APPENDIX B - BUS INFORMATION

BUS SCHEDULE				
DATE	TIME	#BUSES	PICK-UP	DROP-OFF
SUN 7/8	4:30 PM	2	PALMS	T&M
	8:30 PM	1	T&M	PALMS
	10:30 PM	1	T&M	PALMS
MON 7/9	7:15 AM	2	PALMS	T*M
	7:30 PM	1	T&M	PALMS
	10:30 PM	1	T&M	PALMS
TUE 7/10	7:15 AM	2	PALMS	T&M
	7:30 PM	2	T&M	PALMS
WED 7/11	7:15 AM	2	PALMS	T&M
	8:00 PM	1	T&M	PALMS
	9:30 PM	1	PALMS	TOP GOLF
	9:30 PM	1	T&M	TOP GOLF
THU 7/12	1:00 AM	2	TOP GOLF	PALMS
	7:15 AM	2	PALMS	T&M
	6:30 PM	1	T&M	PALMS
	9:30 PM	1	T&M	PALMS
FRI 7/13	7:15 AM	2	PALMS	T&M
	6:30 PM	1	T&M	PALMS
	9:30 PM	1	T&M	PALMS
SAT 7/14	7:15 AM	2	PALMS	T&M
	1:30 PM	1	T&M	PALMS
	2:00 PM	1	T&M	PALMS

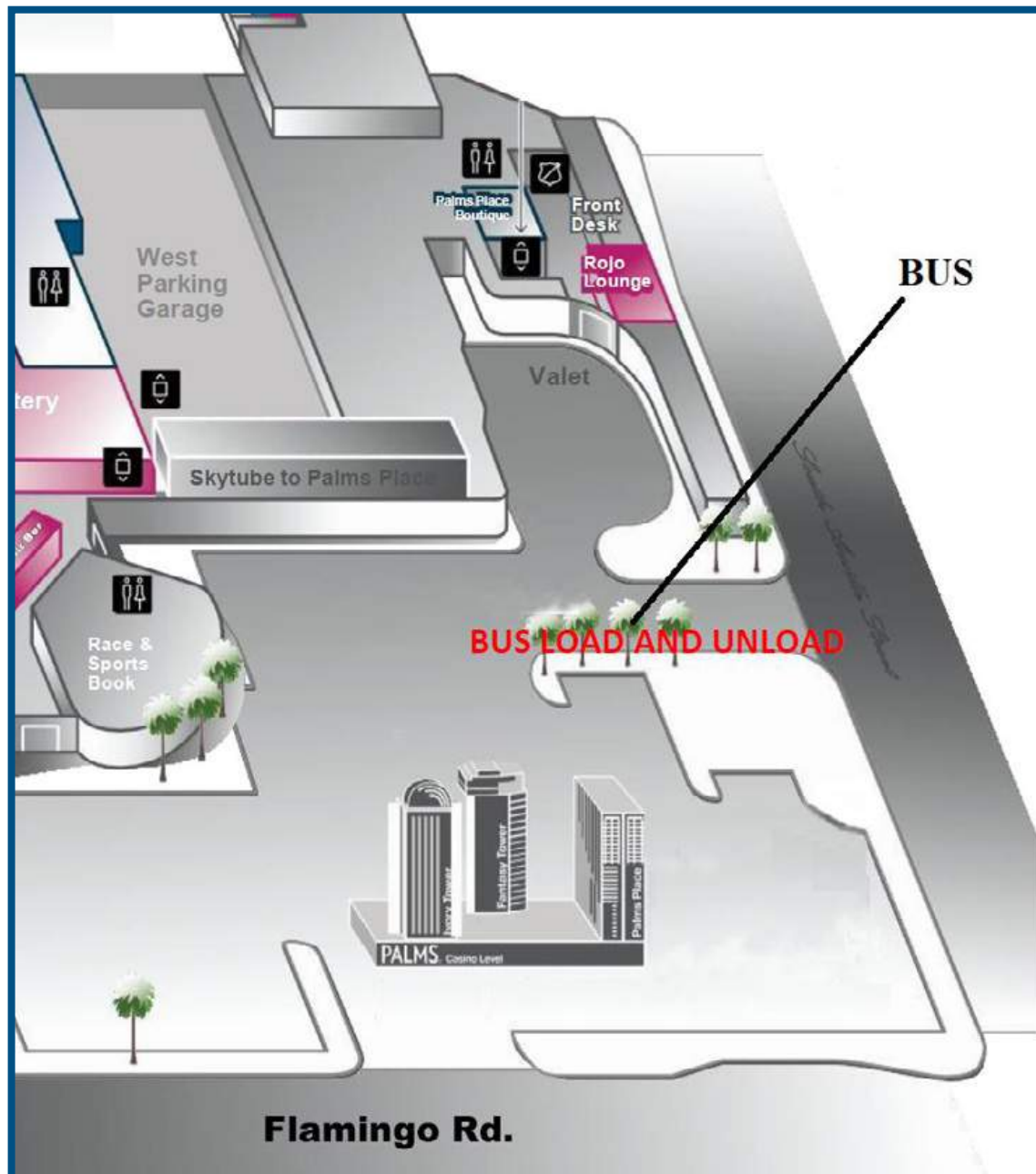
BUS PICK-UP & DROP OFF LOCATIONS

ARENA PICK-UP / DROP-OFF LOCATION

See Appendix A

HOTEL PICK-UP / DROP-OFF LOCATION

Along curb opposite entrance to valet circle / hotel lobby



APPENDIX C

SBC SCHEDULE: SESSIONS

	Sunday, July 8	Monday, July 9	Tuesday, July 10	Wednesday, July 11	Thursday, July 12	Friday, July 13	Saturday, July 14
8:00 8:30		Jobs 101	Jobs 301	Law 101	Deep Dive 1	Deep Dive 2	Deep Dive 3
8:30 9:00		Break	Break	Break	Break	Break	Break
9:00 9:30		CBA 101	SVA 201	Sloan Analytics	S&B Roundtable	Lunch	Lunch
9:30 10:00		Break	Break	Break	Break	Guest Speaker	Wrap-Up / Photos
10:00 10:30		Break	Break	Pop-in Guests	Break	Break	Social Hour / Disburse
10:30 11:00		S&B 101	S&B 201	Break	Game Attendance	SVA Practicum	
11:00 11:30		Break	Break	Break	Break	Break	
11:30 12:00		Lunch	Lunch / Guest Speaker	Lunch	Break	Break	
12:00 12:30		Guest Speaker	Jobs Roundtable	Guest Speaker	Game Attendance	Break	
12:30 1:00		Break	Break	Break	Break	Break	
1:00 1:30		Break	Break	Break	Game Attendance	Break	
1:30 2:00		SVA 101	Break	Break	Game Attendance	Break	
2:00 2:30		Break	Break	Break	Game Attendance	Break	
2:30 3:00		Break	Break	Break	Game Attendance	Break	
3:00 3:30	Hotel Check-In	Break	CBA Practicum 1	CBA Practicum 2	Break	Break	
3:30 4:00		CBA 201	Break	Break	Break	Break	
4:00 4:30		Break	Break	Break	Tech 101	CBA Roundtable	
4:30 5:00	Bus to Arena	Break	Break	Break	Dinner	Dinner	
5:00 5:30	Welcome Reception	Jobs 201	Break	Law 201			
5:30 6:00		Dinner	SVA 301	Break			
6:00 6:30		Dinner	Dinner	Break			
6:30 7:00	Intros & Logistics			Jobs 401			
7:00 7:30							
7:30 8:00	Game On!						

Legend:

Lecture
Roundtable
Practicum
Deep Dive
Game
Lunch
Break
Other

APPENDIX C

SBC SCHEDULE: LOCATIONS

	Sunday, July 8	Monday, July 9	Tuesday, July 10	Wednesday, July 11	Thursday, July 12	Friday, July 13	Saturday, July 14
8:00 8:30		Jobs 101	Jobs 301	Law 101	Deep Dive 1	Deep Dive 2	Deep Dive 3
8:30 9:00		Break	Break	Break	Break	Break	Break
9:00 9:30		CBA 101	SVA 201	Sloan Analytics	Lunch	Lunch	Lunch
9:30 10:00		Break	Break	Break	S&B Roundtable	Guest Speaker	Wrap-Up / Photos
10:00 10:30		Break	Break	Break	Break	Break	Social Hour / Disburse
10:30 11:00		S&B 101	S&B 201	Pop-in Guests	Break	Break	
11:00 11:30		Break	Break	Break	Game Attendance	SVA Practicum	
11:30 12:00		Lunch	Lunch / Guest Speaker	Lunch	Break	Break	
12:00 12:30		Guest Speaker	Jobs Roundtable	Guest Speaker	Break	Break	
12:30 1:00		Break	Break	Break	Break	Break	
1:00 1:30		Break	Break	Break	Break	Break	
1:30 2:00		SVA 101	Break	Break	Break	Break	
2:00 2:30		Break	Break	CBA Practicum 2	Break	Break	
2:30 3:00		Break	Break	Break	Break	Break	
3:00 3:30	Hotel Check-In	CBA 201	CBA Practicum 1	Break	Break	Break	
3:30 4:00		Break	Break	Break	Break	Break	
4:00 4:30		Break	Break	Break	Tech 101	CBA Roundtable	
4:30 5:00	Bus to Arena	Jobs 201	Break	Break	Dinner	Dinner	
5:00 5:30	Welcome Reception	Break	Break	Law 201	Break	Break	
5:30 6:00		Dinner	SVA 301	Break	Break	Break	
6:00 6:30			Dinner	Jobs 401	Break	Break	
6:30 7:00	Intros & Logistics						
7:00 7:30	Game On!						
7:30 8:00							

Legend:

Meeting Room D
Strip View Pavilion
Redd Room
Multiple Rooms
None