



**SPORTS BUSINESS**  
**C L A S S R O O M**

# 2019 STUDENT GUIDE

[WWW.SPORTSBUSINESSCLASSROOM.COM](http://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.

### FOLLOW SBC ON SOCIAL MEDIA:



@SportsBizClass



@sportsbusinessclassroom



@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 15 years ago. Among his current clients are Mike D'Antoni of the Houston Rockets, Terry Stotts of the Portland Trail Blazers and Alvin Gentry of the New Orleans Pelicans. 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 the President of HallPass Media, Co-Founder of NBA Summer League and resides on the Board of Directors for Tomorrow's Stars Foundation. Over the past 25 years, Hall has built several businesses and sports properties through hard work, strategic business moves and quality relationships. Hall is most proud of the opportunities he and his team have created for young people throughout the sports industry, and continues to inspire and influence the next generation of difference makers in all aspects of life.



## 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 has been a regular contributor to outlets such as ESPN.com and BasketballInsiders.com. He makes regular media appearances including television (such as Spectrum SportsNet, ESPN's Outside the Lines, 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 fourth year leading Sports Business Classroom.

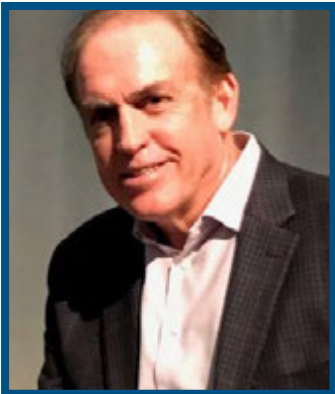
# SBC PROGRAM LEADS



## BEAU ESTES

**SOCIAL MEDIA, BRANDING AND BROADCASTING | @NBABEAU**

Beau Estes has 25 years experience in broadcast coverage of the NBA in a variety of roles. He started at Turner Sports in 1994 on TNT's "Inside the NBA" before working two Olympics - Atlanta and Nagano - and then The Goodwill Games in New York. From there, he moved in front of the camera hosting the Atlanta Braves on TBS, the Atlanta Hawks Halftime and Postgame Shows, and the Atlanta Thrashers Intermission Report. He then worked his way up to his current role, as the voice of NBA.com's highlights as well as an anchor and host on NBA TV. Along the way, Estes provided play by play coverage for the PGA Championship on PGA.com and hosted Turner Sports NASCAR.com coverage for five years.



## JEFF FELLENER

**NETWORKING, RESUME WRITING AND INTERVIEWING | @JFELLENER**

Jeff Fellenzer is an associate professor of professional practice at the University of Southern California's Annenberg School for Communication and Journalism with more than three decades of experience in sports media, sports management, higher education, and as an entrepreneur. His The Front Row podcast launched in November 2018 and has included conversations with Hall of Famer Bill Walton, and NFL players Sam Darnold and Ndamukong Suh. 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, Bill Walton, Daryl Morey, Kevin Love, Jeanie Buss, and Al Michaels. He was recognized as one of USC's "most inspirational professors" in 2014, and was selected Advisor of the Year for 2017-18 by the Marshall School of Business for his work with the USC Sports Business Assn. A Heisman Trophy voter, Fellenzer was featured on ESPN's 30 for 30 "Trojan War" documentary, and has been quoted on 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.



## DAVE DUFOUR

**SCOUTING, VIDEO AND ANALYTICS | @DAVEDUFOURNBA**

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 The Athletic's "Back to Back," a podcast covering every aspect of the NBA, and "The NBA Daily Ding," a daily podcast recapping all the previous day's news and games. Dave also has 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.

# INSTRUCTORS AND GUESTS



## SUNNY AHLUWALIA

**SESSION: SVA DEEP DIVE, SVA IN-GAME**

Sunny Ahluwalia is the assistant coach at Trinity Western University in Vancouver, BC and brings over 10 years experience in basketball operations and analytics. Sunny graduated from Simon Fraser University with a degree in economics and spent his early career in finance. In 2014, he made the move to pursue basketball full time and spent the season working with the SFU Women's team as a video coordinator. Since then, he has worked with the Findlay Prep Pilots under coach Jerome (JYD) Williams, as a logger for Synergy Sports Technology and in the High-Performance department at Canada Basketball where he has been a video coordinator for Men's and Women's teams across multiple age groups. He has also attended multiple NBA Draft Combines and Adidas Grassroots camps as part of the Basic Athletic Measurement (BAM) testing team. Some of his professional highlights include a silver medal at the 2015 FISU Summer Games, time with the Canadian Senior Men's National Team and analytics consulting for the Toronto Raptors 905.



## AARON BARZILAI

**SESSION: SVA PRACTICUM**

Aaron Barzilai is the founder of Her Hoop Stats and formerly the Director of Basketball Analytics for the Philadelphia 76ers and Chief Data Officer for WinnersView, a sports media startup focused on storytelling and analytics. He also worked for four years as the first analytics consultant of the Memphis Grizzlies and founded the website [basketballvalue.com](http://basketballvalue.com), the first to update NBA plus-minus data on a daily basis. Aaron has also worked in both management consulting and as an independent data science consultant with clients including the league office and an NBA team. Aaron earned his Ph.D. and Master's degree at Stanford University and his Bachelor's degree at MIT, where he played Varsity Basketball and served as captain his senior year.



## HOWARD BECK

**SESSION: CBA PRACTICUM, S&B ROUNDTABLE | @HOWARDBECK**

Howard Beck has covered the NBA for 22 years, the last six as a senior writer for Bleacher Report. A former reporter for the New York Times (2004-2013) and the Los Angeles Daily News (1997-2004), Beck has covered 18 NBA Finals, 16 All-Star Games and two lockouts. His work was honored by the Associated Press Sports Editors in 2016 and 2017 and by the Pro Basketball Writers Association in 2018. In addition to producing in-depth features and analysis, Beck also hosts the Full 48 podcast and is a regular contributor to NBA Radio and NBATV.

# 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 (10) and a son, Ben (7).



## SHEA DAWSON

**SESSION: JOBS ROUNDTABLE | @SHEA\_EXPERIENCE**

Shea Dawson is the Manager of Player Promotions and Team 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.

# INSTRUCTORS AND GUESTS



## NATE DUNCAN

**SESSION: CBA DEEP DIVE, CBA PRACTICUM, S&B ROUNDTABLE | @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 #NBACast, 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 an NBA analyst at ESPN and the former Vice President of Strategic Research for the San Antonio Spurs. He also serves as a professor at the University of Texas. He also has been a writer at Grantland and FiveThirtyEight. 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. His expertise blends data visualization, statistics and storytelling.



## JUSTIN KIMBRELL

**SESSION: BROADCAST IN-GAME**

Justin Kimbrell currently works as a researcher for NBA TV where his background in scouting and statistics inform the data and analysis that he provides for the network's talent during a variety of broadcasts. Following his graduation from Kennesaw State in 2007 where he worked as the basketball team's video intern, Kimbrell took a job at Blake and Associates, the Atlanta based scouting firm founded by "The Godfather of NBA Scouting" Marty Blake. At Blake and Associates, Kimbrell maintained the scouting database and worked regionally as a scout for the firm."

# INSTRUCTORS AND GUESTS



## BERNIE LEE

**SESSION: CBA ROUNDTABLE | @BERNIEOLEE**

Bernie Lee has been an agent for 17 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.



## MORGANN MITCHELL

**SESSION: S&B IN-GAME | @THE\_MORGANN**

Morgann Mitchell is the Assistant Manager of Social media for Warner Media Sports (formerly Turner Sports) and specifically is over the NBATV Facebook, Twitter, and Instagram pages. The goal of these social media handles are to extend the NBA TV brand by continuing the storylines of the NBA, celebrating the league, being informative and statistics driven and highlighting NBA TV coverage to promote tune-in. She got her start in marketing roles with the Career Sports and Entertainment and the Atlanta Track Club where she quickly began to create social media based executions as companies were trying to figure out how to use social media to further connect with their audiences. Morgann was fortunate enough to intern with Las Vegas Summer League, where she was able to meet and assist the Turner Sports Social Media team and cultivated relationships that eventually lead to her joining that team in 2016.



## GREG PIKE

**SESSION: S&B IN-GAME**

Greg Pike is an Emmy award winning producer with 25 years of television experience, starting with Turner Sports in 1994, and then with ESPN starting in 2006. He produced "Inside the NBA" for Turner, and both "NBA Countdown" and "NBA Coast to Coast" for ESPN. This also is his third year as the NBA Summer League broadcast producer. Greg graduated from Eckerd College in 1992 with a degree in Business Management and Economics. He also was a guard on the Eckerd College basketball team from 1988 to 1992.

# INSTRUCTORS AND GUESTS



## ERIC PINCUS

**SESSION: CBA DEEPDIVE, CBA PRACTICUM | @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.



## 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.



## STEVE SHENBAUM

**SESSION: GAME ON! | @GAMEONNATION**

Steve is the Founder & President of the nationally acclaimed leadership/communication firm Game On Nation ([www.gameonnation.com](http://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 business venture, The Players' Tribune. He currently lives in Bradenton, FL with his wife and two daughters.

# INSTRUCTORS AND GUESTS



## TOMMY SHEPPARD

**SESSION: CBA ROUNDTABLE**

Tommy Sheppard is Washington's Senior Vice President of Basketball Operations. Sheppard's role in Washington includes managing the day to day operations as well as responsibilities with salary cap management, negotiations, draft preparation and talent evaluation of collegiate athletes and professionals, both domestically and abroad. He is entering his 16th season with the Wizards and 26th in the NBA. In addition, Sheppard is an active figure within the United States Olympic Movement, assisted with the formation of the Northern European Basketball League (which realigned as part of FIBA Europe) and is an adjunct professor at Georgetown University for the Sports Industry Management.



## LAYNE VASHRO

**SESSION: SVA 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.



## WES WILCOX

**SESSION: SVA 101, SVA 201, SVA DEEP DIVE, SVA IN-GAME, CBA PRACTICUM**

Wes Wilcox is an accomplished NBA executive, holding positions of General Manager, Assistant GM, Director of Player Personnel, Pro & College Scout, D-League GM (current G-League), Assistant Coach, Advance Scout, Video Coordinator and Special Advisor. In these roles, he's served four organizations; the Miami Heat, New Orleans Hornets (Pelicans), Cleveland Cavaliers and the Atlanta Hawks.

He is currently a guest NBA analyst for multiple media outlets including Yahoo Sports, NBA TV and a frequent guest on numerous NBA podcasts.

# INSTRUCTORS AND GUESTS



## JASON WISE

**SESSION: S&B 101 | @JASON\_WISE**

In his 13th 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.



## MATTEO ZURETTI

**SESSION: SVA DEEP DIVE, JOBS ROUNDTABLE | @MATTEOZURETTI**

Matteo Zuretti is the Chief International Relations and Marketing Officer for the NBPA, the Union that represents all 450 NBA Players. In his role, he has started the International department and has been building the global strategy of the organization. He previously worked as an agent representing talent from twenty different countries in contract negotiations across global basketball markets. He is originally from Rome, Italy, and he now lives in New York City with his wife Roberta and their daughters Matilde and Lidia.

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.



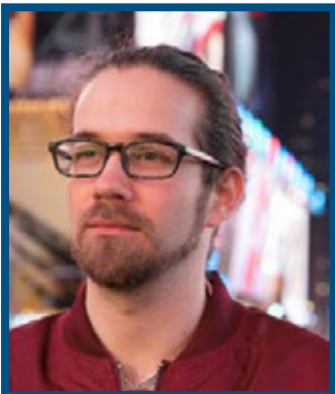
## AMIT BAROT

Amit Barot attended SBC in 2016, was an intern in 2017 and has been on the SBC staff since 2018. He has a Master's degree in Human-Computer Interaction and Design from UC Irvine, and works in the tech industry creating human-centered products and services



## HOPE BISHOP

Hope Bishop is a recent graduate of the University of Alabama in Sports Communications. Hope attended SBC in 2018 where she took part in the salary Cap & CBA Major. During the spring of 2018, Hope interned with the Indiana Pacers in their Media Relations department. Hope plans to attend graduate school at the University of Alabama in the fall pursuing a Master's in Sports Management.



## SIMON CHERON-GORDON

Simon Cheron-Gordon graduated from Sonoma State University in 2017 with a B.F.A. in Studio Art and Photography. He currently works as the director of audio and video content for Red Team Scouting, the host of The Restricted Area podcast and a freelance writer. After attending SBC in 2018, Simon is running SBC's social media campaign leading up to and through the 2019 program

# SBC STAFF



## MATTHEW GORLICK

SBC 2018 alum and intern for this year. From Pacific Palisades, CA and a die-hard Lakers fan, a University of Oregon alum working with the UO athletic department and a tech support advisor with Apple. I'm looking forward to another successful week!

Some pieces of advice: be a sponge, take notes and don't channel out on one aspect of the boot camp because it doesn't interest you. Note taking shows you're engaged and can help during Q & As. Get out of your comfort zone, this industry is about relationships and networking so introduce yourselves to as many people! We all have similar interests so it shouldn't be hard to click with one another, I still keep in touch with the friends I've made from last year.



## SCOTT LEVINE

Scott Levine attended Sports Business Classroom in 2018. Since then, he has become a contributor for Red Team Scouting and co-host of The Restricted Area podcast with SBC's own Simon Cherin-Gordon. Before SBC, Scott was the Sports Editor for the student newspaper of Clark University, where received a BA in Cultural Studies and Communication in 2017 and created the Clark-based basketball blog Contested Long Twos



## CALIDA TAYLOR

Calida Taylor is a Princeton University and Harvard Law School graduate currently working as an attorney in Chicago, IL. Calida attended Sports Business Classroom in 2018 as a League Salary Cap major and will be a good resource for incoming Sports Business Classroom participants who have already started their careers and are contemplating a transition.

# INFORMATION ABOUT SBC



## PROGRAM DATES

Sports Business Classroom will begin with a welcome reception at 5:00 PM on Sunday, July 7, 2019, and will wrap-up at 1:30 PM on Saturday, July 13, 2019 (with a social hour 1:30 PM to 2:30 PM). You can use Sunday, July 7 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 13, but should ensure enough time to get to the airport with your luggage. See "Travel," below.

## 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.

# INFORMATION ABOUT SBC

## HOTEL ACCOMODATIONS

Hotel accommodations for Sports Business Classroom will be provided by:

### **PALMS CASINO RESORT**

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 Casino Resort, which is connected to Palms Place but has its own entrance. It is on the easternmost side of the property, i.e., the side closer to I-15, and its entrance is the “main” entrance to the hotel and casino.

Hotel check in begins at 3:00 PM on Sunday, July 7. Check-out is at 11:00 AM on Saturday, July 13. Students choosing the Extended Hotel option may stay the night of July 6-7 and/or the night of July 13-14 at the SBC group rate. The Extended Hotel option is not available prior to Saturday, July 6, after Sunday, July 13, or to students who are under 21. 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](mailto:info@sportsbusinessclassroom.com). Students can add one or both Extended Hotel days through May 31, 2019, subject to availability. SBC cannot accommodate requests to add Extended Hotel days after May 31. Students who would like to add additional days after May 31 must make their own arrangements with the Palms or another hotel for those dates.

SBC offers both single- and double-occupancy accommodations. Students choosing single occupancy who are over 21 will check-in to the hotel directly. Special procedures for students who choose double occupancy, and/or are under 21, will be provided in a separate email prior to the program. SBC 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 Hotel and the Thomas & Mack Arena each day. Three buses will leave at the same time each morning to transport students to Sports Business Classroom. The buses leave at different times in the evenings – the first bus will be for students who want to return after SBC sessions end; the third bus will be for students who want to return after the end of Summer League games, and the second bus will be in the middle.

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 buses – each bus has a maximum capacity of 28.

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.

## ACCESS TO FACILITIES

All SBC students will receive wristbands which provide 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 7 and after Saturday, July 13.

Reserved seating for SBC students will be provided in Section 103 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.

Due to space limitations, access to the “Schmooze Pit” (the open area behind the baseline of the Thomas & Mack Arena) is limited to 10 SBC students at a time during prime-time games. Additional information on limitations and availability will be provided at the start of the program.

# INFORMATION ABOUT SBC

## MEALS

Complimentary hors d'oeuvres and beverages will be provided for the Welcome Reception on Sunday, July 7. Beverages (coffee, tea, water) and morning snacks will be provided Monday through Saturday mornings. Beverages and lunches will be provided Monday through Saturday. Students will receive dinner vouchers Monday through Friday, which may be redeemed at any arena vendor. Students are responsible for their own meals unless listed above. Please notify SBC prior to the start of the program if you have any dietary restrictions that require accommodation.

## 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.

## 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 or Slack.

Any last minute changes will be communicated via Slack. Please be sure that your mobile device is connected to the SBC-Students Slack workspace so you do not miss any urgent messages.

All course materials will be posted online following the program.

## TOP PERFORMER AWARD

Some 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, including 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.

# NBA SUMMER LEAGUE



The Las Vegas Summer League runs from July 5 to 15, 2019. 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 103 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 daytime games, although three “working” games are scheduled into the program. 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.

## 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 based on 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.

## 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.

# SBC CURRICULUM

## 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:

- **Summer League 15th Anniversary Party:** Join us at 10:00 PM on Wednesday, July 10 for the Summer League Alumni and NBA Celebration at KAOS at the Palms. This is the 15th anniversary of the Las Vegas Summer League and this party is dedicated to everyone who has helped make it the success that it is today.
- **Court Time (TENTATIVE):** Want to hit the court to shoot around or for some friendly competition? There will be a pick-up game in the Mendenhall gym (adjoining the Thomas & Mack and Cox Pavilion) Sunday night after the last league game ends.

**YOU MUST BE WEARING SOFT-SOLED SHOES TO BE ON THE COURT.**

**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, unexpected events, 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 with Eric Pincus

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 with Eric Pincus

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 301: THE NBA FRONT OFFICE**

**Instructor:** Larry Coon

Larry Coon and an NBA executive will have a wide-ranging discussion about the NBA in general, anecdotes from the front office, and other topics.

## **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:** Howard Beck, Tim Bontemps, David Booth, Dave DuFour, Nate Duncan, Kaan Erel, Beau Estes, Alex Kennedy, Steve Kyler, Danny Leroux, Bobby Marks, Ryan McDonough, Brian Pauga, Kevin Pelton, Eric Pincus, Dan Rosenbaum, Wes Wilcox, Brandon Williams, and others

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 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:** Wes Wilcox

An introduction to scouting, covering the two simultaneous processes (draft and pro scouting). The importance of the four player lists and roles of scouts and decision makers. A detailed discussion of player evaluation, personnel attribute breakdowns and a detailed breakdown of attribute definitions. Lastly, we will talk about how decisions are made and how ties are broken, focusing on the importance of situational analysis, background information, analytics and medical evaluations.

## **SVA 201: THE SCOUTING PROCESS**

**Instructor:** Wes Wilcox

A detailed discussion of the scouting process, how scouting staffs are constructed and what executives need and want from the scouting process. We will discuss how to establish player values, and the importance of establishing value in the draft, trades and free agency. We also will discuss common scouting mistakes at multiple levels of evaluation, how to learn from these mistakes and how to avoid them when making real-time decisions.

## **SVA 301: ANALYTICS IN THE FRONT OFFICE**

**Panelists:** Kirk Goldsberry

Analytics have changed basketball forever. Just a decade ago we were asking, how can analytics help the NBA? Now we're asking, have they changed the league too much? This session looks at the state of NBA analytics and how the league itself can begin to study the game from an analytical perspective as a way to make NBA basketball even better.

# SCOUTING, VIDEO AND ANALYTICS CURRICULUM

## SVA PRACTICUM ANALYTICS: FROM GUT REACTIONS TO ARTIFICIAL INTELLIGENCE

**Leader:** Aaron Barzilai

For all the concerns you see voiced in the media, analytics is simply taking what we observe and can measure, and examining it in a systematic, rigorous and unbiased way. Even the simplest sounding problems can give rise to various approaches and subtle nuance. This hands-on practicum will give students the opportunity to solve a real-world problem. An “off the cuff” answer might immediately come to mind, but is it right? What subtle factors exist and how do they change the answer? How do you generate the data you need to answer the specific question? What should the plan be to develop a projection that has a higher probability of being right? How would your approach change given more time?

## SVA IN-GAME SCOUTING

**Leaders:** Dave DuFour

**Experts:** Sunny Alhuwalia, Matt Lloyd, Brian Pauga, Dave Severns, Wes Wilcox and others

In this live-game experience, 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:** Dave DuFour

**Experts:** Sunny Ahluwalia, Layne Vashro, Wes Wilcox, Matteo Zuretti

In the first session Layne Vashro shows students how teams do draft modeling. Wes Wilcox then delivers in-depth material on scouting. In the second session, students focus on video, with Sunny Ahluwalia leading students through coding an entire Summer League game.

In the third session students get some on-court instruction at the Summer League practice court. Matteo Zuretti then talks about international scouting. Finally, students and SBC staff review the students’ work.

Sports Business Classroom would like to thank Synergy Sports Technology for providing accounts for use at the SVA Deep Dive.

# 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 ROUNDTABLE: PODCASTING AND DEVELOPING A DIGITAL BRAND

**Panelists:** Dave DuFour, Nate Duncan, Howard Beck

**Moderator:** Beau Estes

Three leading voices in the NBA podcasting community will share their unique path to success. From developing a voice and angle, to marketing a brand and gaining traction, and finally, establishing credibility within the league; students will learn the different critical factors that lead a new podcast to prosperity.

# SOCIAL MEDIA, DIGITAL BRANDING AND BROADCASTING CURRICULUM

## **S&B IN-GAME - SOCIAL MEDIA**

**Leaders:** Morgann Mitchell

For both teams and broadcasters, social media is playing an increasingly important role in an overall media plan. Following a lecture focusing on engagement and best practices from a social media professional, students will live tweet an NBA Summer League game under the supervision of several social media experts.

## **S&B IN-GAME - BROADCAST**

**Leader:** Beau Estes

**With:** Justin Kimbrell, Greg Pike and others

Students will observe and learn from broadcast professionals in an assortment of positions during a live broadcast of an NBA Summer League game. Select students will also have the opportunity to appear live, on a closed-feed broadcast of an NBA Summer League game in the role of an analyst, employing their scouting and analytics knowledge during the telecast.

# NETWORKING, RESUME WRITING AND INTERVIEWING



## **JOBS 101: NETWORKING AND RESUME WRITING**

**Instructor:** Jeff Fellenzer

We will discuss how to showcase your skills, begin building your network of contacts, and learn the most effective ways to put yourself in position to get the job you want, including the art of the elevator pitch. Then we'll turn our focus to the most important question that should be answered by your resume: How do I stand out from the pack? Once you have the skill set 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. You need to begin thinking about your own life journey and life experiences, including the "cool stuff you've done" that have helped shape you, to include on your resume. Remember: Every company wants to hire someone who can fit in with their team, and is fun to be around.

## **JOBS 201: INTERVIEWING**

**Instructor:** Jeff Fellenzer

It starts with understanding a critical component of the hiring process: This hire is not about you finding your "dream job." It's about making sure they understand why you would be a great hire for their team...a subtle but important difference. 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, with a focus on how you stand out from the pack, and reinforce the importance of outlining a strategic game plan as you approach every interview opportunity.

## **JOBS ROUNDTABLE: MAKE YOURSELF INVALUABLE**

**Panelists:** Shea Dawson, Dennis Rogers, Matteo Zuretti

**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.

## DROP-IN GUESTS

**Leader:** Larry Coon

There are many "friends of the program" whom we like to fit in for quick one-on-one discussions and question & answer sessions. Impromptu visits may happen at any time during the program, depending on availability.

# SOCIAL MEDIA



Connect with us! Leading up to the program we will be communicating through the **sbc2019-students Slack** space. Use this space to watch for announcements from the SBC staff, ask us questions, and communicate with each other. You will receive an invite to the Slack space when you register – be sure to log in and introduce yourself!

In addition you can also find us on:

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

Connect with others! Please use your own social media contracts to help us spread the word about Sports Business Classroom. Links to 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](mailto:info@spotsbusinessclassroom.com) with any general, unformatted comments. We will also make materials from SBC available after the program has completed.

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 often forward 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.

As an SBC alumnus you can have your profile on VSL Talent, an exclusive recruitment site utilized by NBA teams and other industry organizations. Information about VSL Talent will be distributed to students following the program.

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



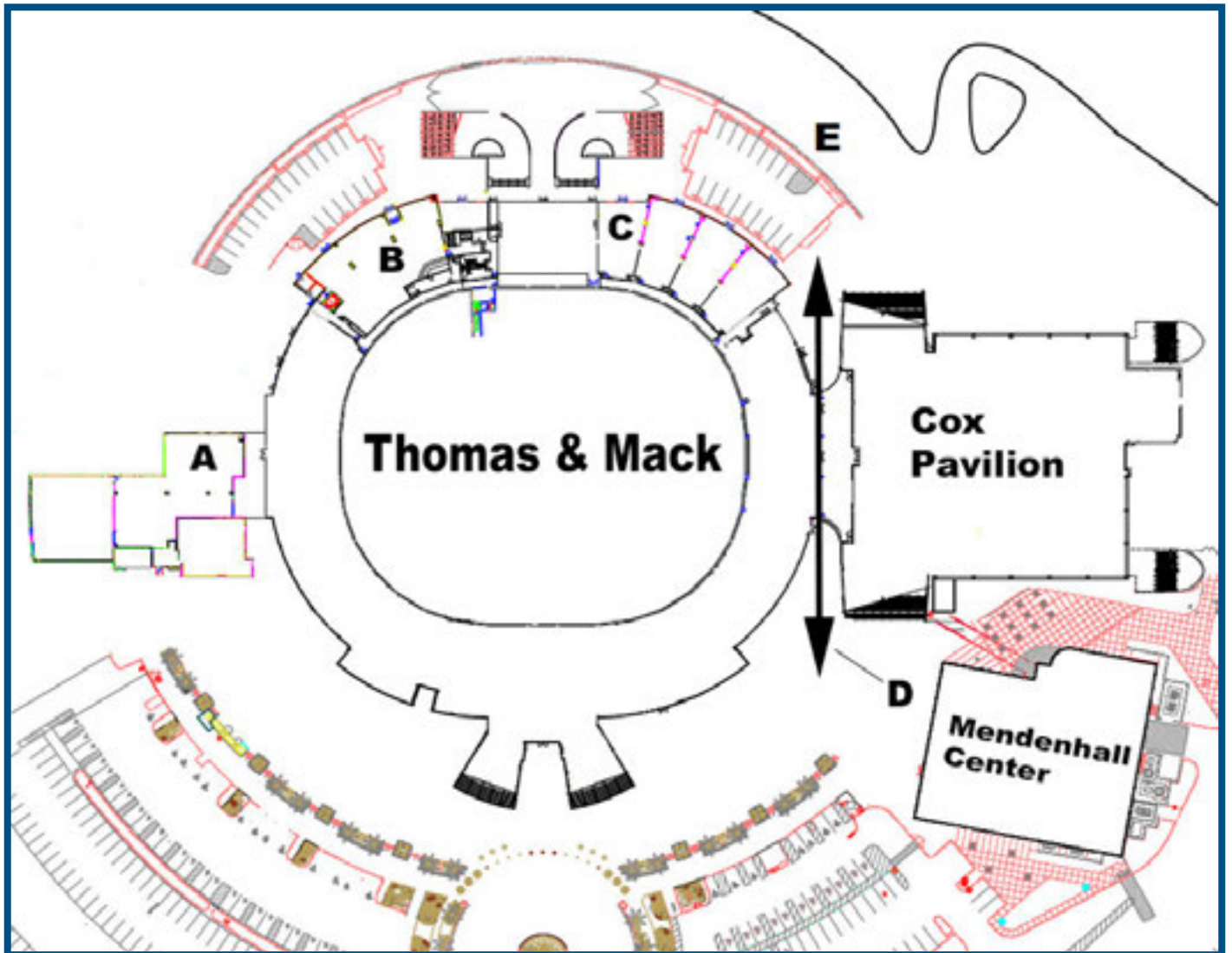
Adam Cave was a student in the 2016 Sports Business Classroom, and was a favorite of the SBC staff and his fellow students. He earned recognition as a "Rising Star," as a top young performer in the program. After SBC Adam was employed by the Los Angeles Lakers organization, serving as the video coordinator 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**

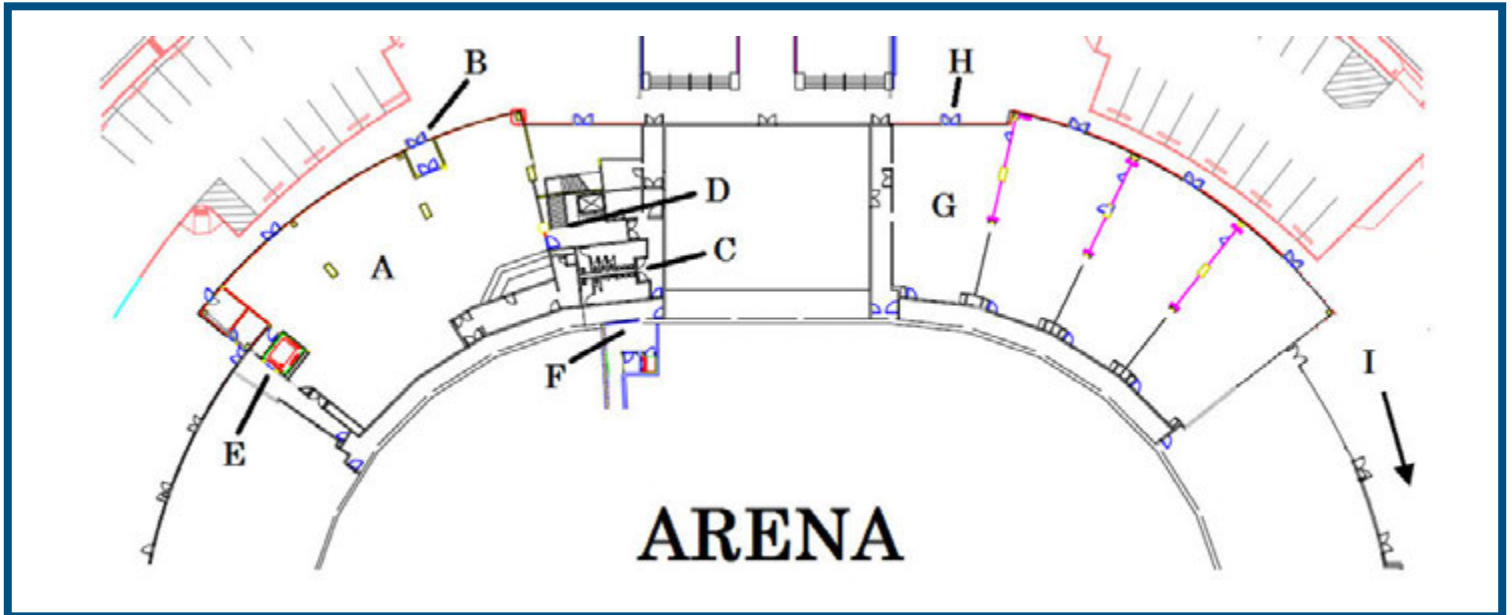
**B - REDD ROOM**

**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 - RESTROOMS**

**D - STAIRS / ELEVATOR TO CONCOURSE**

**E - ELEVATOR TO ARENA FLOOR**

**F - TUNNEL TO ARENA SEATING**

**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
<b>SUN 7/7</b>	4:30 PM	3	PALMS	T&M
	8:30 PM	1	T&M	PALMS
	9:30 PM	1	T&M	PALMS
	10:30 PM	1	T&M	PALMS
<b>MON 7/8</b>	7:15 AM	3	PALMS	T&M
	6:30 PM	1	T&M	PALMS
	8:30 PM	1	T&M	PALMS
	10:30 PM	1	T&M	PALMS
<b>TUE 7/9</b>	7:15 AM	3	PALMS	T&M
	6:30 PM	1	T&M	PALMS
	8:30 PM	1	T&M	PALMS
	10:30 PM	1	T&M	PALMS
<b>WED 7/10</b>	7:15 AM	3	PALMS	T&M
	8:00 PM	1	T&M	PALMS
	9:30 PM	2	T&M	PALMS
<b>THU 7/11</b>	7:15 AM	3	PALMS	T&M
	6:00 PM	1	T&M	PALMS
	8:30 PM	1	T&M	PALMS
	9:30 PM	1	T&M	PALMS
<b>FRI 7/12</b>	7:15 AM	3	PALMS	T&M
	6:00 PM	1	T&M	PALMS
	8:30 PM	1	T&M	PALMS
	9:30 PM	1	T&M	PALMS
<b>SAT 7/13</b>	7:15 AM	3	PALMS	T&M
	2:00 PM	1	T&M	PALMS
	2:30 PM	1	T&M	PALMS
	3:00 PM	1	T&M	PALMS

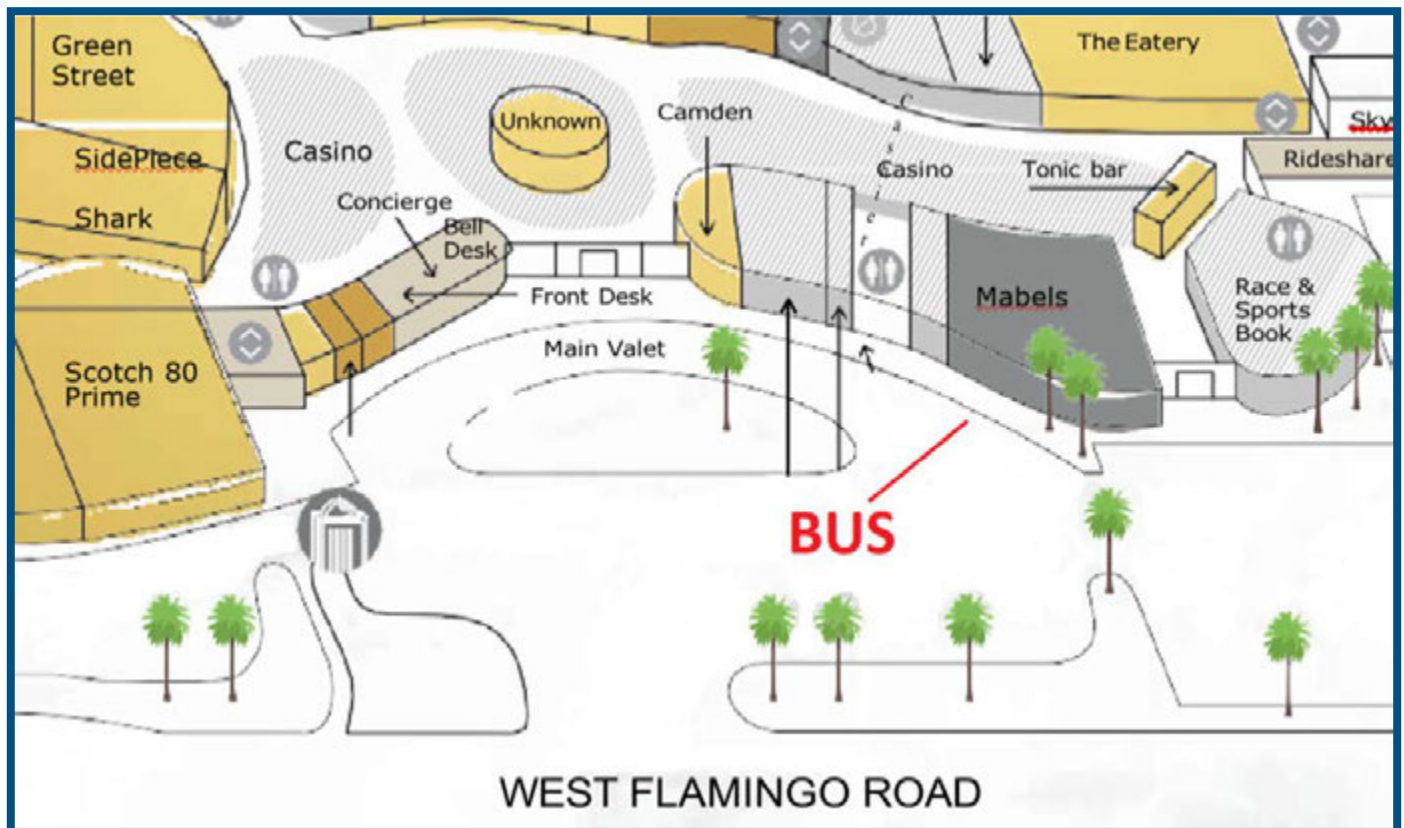
# BUS PICK-UP & DROP OFF LOCATIONS

## ARENA PICK-UP / DROP-OFF LOCATION

See Appendix A

## HOTEL PICK-UP / DROP-OFF LOCATION

Along valet circle near entrance to Mabel's



# APPENDIX C

## SBC SCHEDULE: SESSIONS

	Sunday, July 7	Monday, July 8	Tuesday, July 9	Wednesday, July 10	Thursday, July 11	Friday, July 12	Saturday, July 13
8:00-8:30							
8:30-9:00		Jobs 101	Jobs 201				
9:00-9:30		Break	Break	SVA Practicum 1			
9:30-10:00		SVA 101	SVA 201	Break			
10:00-10:30		Break	Break	CBA 301			
10:30-11:00		CBA 101	CBA 201	Break			
11:00-11:30		Break	Break	Lunch			
11:30-12:00		Lunch	Lunch	Break			
12:00-12:30		Break	Break	Break			
12:30-1:00		Break	Break	Pre-Game Scrum			
1:00-1:30		Break	Break	Game Attendance			
1:30-2:00		CBA Practicum 1	CBA Practicum 2	Game Attendance			
2:00-2:30		Break	Break	Break			
2:30-3:00				Break			
3:00-3:30				Game Attendance			
3:30-4:00	Hotel Check-In			Game Attendance			
4:00-4:30	Bus to Arena	Break	Break	Break			
4:30-5:00	Welcome Reception	S&B 101	SVA 301	SVA Practicum 2			
5:00-5:30				Break			
5:30-6:00				Break			
6:00-6:30				Break			
6:30-7:00	Intros & Logistics			Break			
7:00-7:30	Game On!			Break			
7:30-8:00				Break			

Light Green	Lecture
Light Blue	Roundtable
Light Yellow	Practicum
Light Orange	Deep Dive
Light Purple	Game
Light Red	Lunch
Light Grey	Break
Light Blue-Gray	Other

# APPENDIX C

## SBC SCHEDULE: LOCATIONS

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

**Legend:**

Redd Room
SVP
Meeting Room D
Both Redd Room & Mtg Room D
Arena
Break
Other