

“To Catch a Foul Ball
You Need a Ticket to the Game”

- Dr. G. Lynn Lashbrook



December 4-5, 2022
DURING THE BASEBALL WINTER MEETINGS



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SUNDAY, DECEMBER 4TH, 2022

- 1pm - 3pm..... Registration Marriott Grand Ballroom Salon 10
- 3pm - 5pm..... Petco Park Tour - Meet at Gaslamp Gates a little before 3:00pm, located on 7th Avenue/Tony Gwynn Drive at K Street.
- 6pm - 8pm..... SMWW Welcome Reception (casual but dress warmly as we are outside)
Knotty Barrel East Village GastroPub - 844 Market Street, San Diego, CA

MONDAY, DECEMBER 5TH, 2022 - Marriot Grand Ballroom Salon 10 & 11

- 8:00am **Registration Opens**
(Marriott Grand Room 10 & 11)
- 8:30am **Welcome and Introductions with SMWW President Dr. Lynn Lashbrook**
- 8:45am **Get the Most out of the Baseball Winter Meetings**
Dan Evans, Former LA Dodgers GM, Field of Dreams, SABR Board Member and SMWW Mentor
- 9:00am **The Business of Baseball**
Jim Duquette, Former New York Mets General Manager
(Moderator) Dr. Lynn Lashbrook, SMWW President and Founder
- 9:30am **The Life and Role of an MLB Agent**
(Moderator) Dr. Lynn Lashbrook, SMWW President and Founder
Oscar Suarez, MLBPA Certified Agent and SMWW Mentor
Jared Vasiliauskas, MLBPA Expert Agent Advisor
John Boggs, MLBPA Agent and SMWW Mentor
- 10:45am Break
- 11:00am **Keynote: 1-on-1 with Ryan Spilborghs, MLB Network Radio Host**
(Moderator) Oscar Suarez, MLBPA Certified Agent and SMWW Mentor
- 12:15pm **SMWW Networking Lunch - Grand Room 12 & 13**
- 1:15pm **It All Begins with Scouting**
(Moderator) Dr. Lynn Lashbrook, SMWW President and Founder
Dan Evans, Former LA Dodgers GM, Field of Dreams, SABR Board Member and SMWW Mentor
Hank Jones, 40-year MLB Scout and SMWW Mentor
Trey Rose, Pittsburgh Pirates Baseball Operations Assistant Director and SMWW Alumni
- 2:30pm Break
- 2:45pm **Baseball Analytics and the Future of Baseball**
(Moderator) Dan Evans, Former MLB GM, Former MLB Agent and SMWW Mentor
Ari Kaplan, Scoutables President, MLB Analyst and SMWW Mentor
Scott Bush, SABR CEO
Cory Schwartz, Major League Baseball Vice President Data Operations
- 3:30pm **Media Panel**
(Moderator) Dr. Lynn Lashbrook, SMWW President and Founder
Tim Mead, Former LA Angels VP of Communications and Former President of the Baseball Hall of Fame
Kevin Reichard, Ballpark Digest Publisher
- 4:45pm **Closing Remarks with Dr. Lynn Lashbrook**
- 8:00pm **Monday night lobby networking with the entire baseball industry 8pm-12midnight**
Join Dan Evans and the SMWW Team as your networking coach in Hotel Lobby, exact location TBA. (*Business Casual)

TUESDAY, DECEMBER 6TH, 2022 - Marriot Grand Ballroom Salon 10 & 11

- 8am-10am **Baseball Industry Networking Event**
Manchester Grand Hyatt San Diego
1 Market Place Marina Room (Lobby Level)
(*Business Casual)

*What's business casual? Looking sharp with SMWW name badge, no hats, no MLB logos, no jerseys, no short skirts. Collard shirt recommended. Bring business cards not resumes. Come prepared to share your LinkedIn profile.



*Speakers and times will change



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 John Ross, Portland Trail Blazers
 Simon Barrette Columbus Blue Jackets
 Mark Warkentien, New York Knicks
 Paul Epstein, San Francisco 49ers
 Demetri Betzios, Toronto Argonauts
 Andre Sherard, Sporting Kansas City
 Taylore Scott, Dallas Cowboys
 Alireza Absalan, FIFA Agent
 Max Barron Iowa AAA Elite U18
 Dean Beardy Shelburne Red Wings
 Patrick Bedell PAL Jr Islanders
 Steve Simmons, Aston Villa
 Joe Aloisi, CFL Agent
 Nathan Reid, Kansas City Chiefs
 Tony Ciccolella, MLB Agent
 Adam McInturff, Washington Nationals
 JPaul Dodson, Texas Rangers
 Josh Liskiewitz, GM Jr Scouting
 Michael Lawlor, Boston Red Sox
 Mark Smith, Oakland A's
 James Sharp, FIFA Agent
 Brett Breece, Seattle Mariners
 Josh Stoller, Milwaukee Brewers
 Jonne Lindblom, Golden Star Management
 Ryan Latham, Seattle Mariners
 Tony Piazza, Arizona Diamondbacks
 Keith Casey, College Prospects of America
 Troy Steffy, Toronto Blue Jays
 Chris Colwell, San Francisco Giants
 Phil Nicoletti, Cleveland Indians
 Juan I Vicioso, Atlanta Braves
 Thierno Diallo, Global Foot Agency
 Russ Blatt, formerly Chico Outlaws
 Richard Garland – Apollo Sports Agents
 Jim Sherry, Viola FC Football Agency (Scotland)
 Justin Clutter, Rabun County High School
 Devon Teeple - The GM's Perspective
 Jerry Differding - Biz of Baseball
 Bill Jordan - Business of Sports Network
 Duncan Maxim – Head of Golf at MB Partners
 Ray Milheur, Freelance Baseball Writer
 Jeremy Blumes Strathmore Wheatland Kings
 Phil Bohlenblust Swiss Ice Hockey Federation
 Mike Borders Grand Rapids Griffins
 Steve Ouellette Mt Hope High School
 Cesar Bertani, Intl. Football Mgmt (Venezuela)
 Darryl Boulley College Hockey Prep Academy
 Nathan Brandvold Huskies Hockey Skills Academy
 Hugh Brown Portland Winterhawks
 Curtis Brownlee Prince Albert Raiders
 Jonne Lindblom, Golden Star Management (Finland)
 Terry Lawriw, AFC Cleveland
 Jon Bruenig Beaverlodge Blades
 Brad Burud Inside Edge Hockey News
 Dave Cadelli Cedar Rapids Roughriders
 Ron Contillo Iowa State University
 Brent Coombs Strathmore Wheatland Kings
 Scott Corcoran Alliston Coyotes
 Patrick Costigan Rinknet
 Andras Csato Hungary Ice Hockey Federation
 Martin Dagenais Ottawa Jr Senators
 Bernie Desrosiers Sunbelt Hockey
 Hugh Dunlop Pursuit of Excellence
 Bryce Edie Fort Frances Lakers
 Dan Fisher Colborne Hawks
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Dany Gelinas Fribourg General Manager
 Michael Gershon Keystone Ice Miners
 Travis Gibson Champion Hockey
 Frank Gilberti Chatham High School
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 Jessica Gillis Hockey New Brunswick
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 Colin Mills The Hockey Writers
 Dan Moser The Sports Corporation
 Jeff Neal Dallas Stars
 Victor Nybladh Buffalo Sabres
 Brian Orth Cloverdale Minor Hockey Ass.
 Steve Ouellette Mt Hope High School
 Ed Palumbo Sugarland Imperials
 Mark Paul Patton ISS Scout
 Brad Purdie University of Manitoba
 Derek Puttick, Strathmore Wheatland Kings
 Dean Redorchuk Medvescak, Zagreb Bears
 Paul Renaud, Fighting The Truth Partner
 Harv Rentz, Calgary Mustangs
 Jay Rolsten, Toledo Walleye
 Borisq Rousson, Hamburg Freezers
 Matt Ryan, Professional Hockey Player
 Myles Sasley, Selkirk Steelers
 Frank Scarpaci, Florida Eels
 Sylvain Sigouin, Raiders
 Chris St Marsell, Uptown Sports Mgmt
 Matt Stewart, TheScout.ca
 Doug Todd, Warrior Hockey
 Dave Toledano, Hockey Prospect
 Julien Turgeon, Vaudreuil Mustangs
 Chris Vanstone, Uptown Sports Mgmt
 Jon Volker, Rochester Ice Hawks
 Bob Wall, Paris Mounties
 Greg Linton, NFL Agent
 Eric Wolf, Quakers
 Bill Wright, UMass Amherst
 Afuang Akosibenjo, Ateneo De Manila Univ
 AJ Rockwell, Nashville Predators
 Alex Lohnes, Toronto Blue Jays
 Alex Nelson, University of Oregon
 Andre Sherard, Sporting Kansas City
 Andrew Mees, Bloomfield College
 Anil Kumar, Soccer Newsday
 Ari Rosenbaum, Mobile BayBears
 Ashley Holstrom, Pheonix Coyotes
 Babajide Kassim, CROaqua Football Academy
 Bart Madden, Sacramento Kings
 Ben Anuge, Faith Nigerian Football Federation
 Betsy Hechtner, Tacoma Rainiers
 Bill Jordan, Cleveland Browns
 Bobby Rigalos, Miami Magic City Bulls

Brett Breece, The Seattle Mariners
 Brian Graham, National Scouting Report
 Brian Orth, Cloverdale Minor Hockey Association
 Brian Gioia, Chicago Bulls
 Brian Adams, Boston Celtics
 Chad Pennick, Denver Nuggets
 Chris Cordero, Miami Heat
 Christian Alicpala, Toronto Raptors
 Christian Stoltz, USAL Rugby
 Christian Payne, Dickinson College
 Cortez Hankton, Dartmouth College
 Dale Fudge, RinkNet
 Dan Savage, The Las Vegas Stars
 Danny Gilbreath, Texas Southern University
 Darrick Gibbs, University of Miami
 Dave Cadelli, Sioux City Musketeers
 David Liu, Seattle Thunderbirds
 David Lontini, Toronto Argonauts
 Derek Beaulieu, PGA
 Chase Sbicca, Portland Trail Blazers
 Drew Balen, Inside Edge
 Duncan Maxim, MB Partners
 Elizabeth Benson LakersNation
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 Eric Anderson, Quad City Mallards
 Eric Doyle, Portland Winterhawks
 Eric Galko, Optimum Scouting
 Eric Luck, The Dallas Cowboys
 Eric Anang, The Scouting Network
 Etienne Jacquet, Heritage College
 Giovanni Conte, NetScout
 Grant Seraty, 91.7 WHUS
 Greg Moore, St. Louis Cardinals
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 Adrian Rosenbusch, UFC Cutman
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 Matt Martin, Sporting Kansas City
 Jayson Braddock, KBME Sports Talk 790
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 Jeff Neal, Dallas Stars
 Joe Tyler – Sports Agent
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 Alisa Lauer – NFL Agent
 Marcus Chester – Sports Agent
 Mark Seabaugh – Sports Agent
 Andy Tuitele – Sports Agent
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 Jeff Perro, Tampa Bay Rays
 Jeff Rucker, Colorado Avalanche
 Jeffrey Garrison, Vanderbilt University
 Jeremy Friedland, NBC Sports Radio 1060
 Jeremy Burn, Washington Wizards
 Jermaine Blackwood, Integrity Sports
 Jill Berryman, Memphis Grizzlies
 Jimmie Haywood, We Here Productions
 AND MANY MORE!



Dr. Lynn Lashbrook, SMWW President and Founder

Dr. Lashbrook, President & Founder of Sports Management Worldwide, the first ever online sports management school with a mission to educate sports business executives. Lynn has been working and teaching in Sports Management for over 40 years and has demonstrated a lifelong passion for helping students strategize and reach their career goals in the world of sports. SMWW, under Dr. Lashbrook's guidance, offers a global sports faculty with over 30,000 alumni from 163 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 200 NFL clients including Dallas Cowboys special teams player KaVontae Turpin. Lynn is President of the SMWW Agency with over 100 Agent Advisors worldwide representing hundreds of athletes including certified hockey agents and their clients.



Dr. Lashbrook continues to spearhead an effort to bring Major League Baseball to Portland, Oregon. He led the lobbying efforts that resulted in a \$150 million construction bill for a new baseball stadium in Portland. Under his leadership, the group secured legislative action to subsidize a new stadium with ballplayers' payroll taxes. Due to this campaign, a 25,000-seat stadium in the heart of the city was revitalized rather than torn down, now home to the MLS Portland Timbers.

Prior to SMWW, Dr. Lashbrook served at the collegiate level as Athletic Director or Asst AD at University of Missouri, Southern Illinois University at Edwardsville, and the University of Alaska Fairbanks. At the University of Missouri, the Men's Basketball won 4 consecutive Big 8 Championships. While at University of Alaska Fairbanks, Dr. Lashbrook created the Top of the World Basketball Tournament.

Dr. Lashbrook is well known for his ethical compass, integrity...and puns! We encourage you to introduce yourself to Dr. Lashbrook. He loves meeting people! **Twitter: @SMWW**



John Boggs, John Boggs and Associates President & CEO and MLB Agent

As founder and President of the company, John's passion for Major League Baseball has been the driving force behind the success of JBA. John brings over twenty years of experience in the sports industry as a Major League Baseball Players Association certified agent since 1986 and is a registered athlete agent in the state of California.

John's success in the industry is evident by his track record. JBA has negotiated over \$900 million worth of Major League baseball contracts, highlighted by a \$154 million, 7 year deal for Adrian Gonzalez in April 2011. At the time, the deal was the largest in Red Sox history in terms of annual value and the 8th largest in the history of MLB in terms of the total value. As well as the \$144 million, 6 year deal for Cole Hamels on July 25th of 2012. This is the largest contract ever given to an athlete by a Philadelphia sports franchise. The contract is the second-largest ever for a pitcher in MLB. Other notable deals include a \$30.5 million, 5-year contract for Trevor Cahill in 2011, the precedent-setting \$10.5 million contract for Mark Prior in the 2001 draft, and the \$20.5 million dollar contract for Cole Hamels during the winter of 2009. John also represents Shane Victorino who is contracted at 3 years, \$39 million with the Boston Red Sox.

A graduate of American University, his career in the athlete representation business began in 1983 when he was Vice President of Garvey Marketing Group, a sports marketing company founded by former Dodger and Padre Great, Steve Garvey. At Garvey Marketing Group, John counseled and represented many of the top players in baseball including Tony Gwynn, Robin Ventura, and Paul Molitor in their contract negotiations and or marketing endeavors. After a successful tenure at Garvey Marketing Group, John left in 1986 to form JBA.

John's marketing background serves as a constant source of exposure and opportunity for JBA clients. An example of John's creativity was when he introduced Oakley sunglasses as a presence in Major League Baseball. With Tony Gwynn's cooperation, a new concept in eyewear on the field was created. John has also nurtured relationships with other sports-related companies such as Nike, Louisville Slugger, Rawlings, Under Armour, Franklin, and No Fear.

John also has a commitment to charitable endeavors. He is on the Board of Directors for the TAG Foundation (Tony and Alicia Gwynn Foundation) which provides funding for several charitable institutions that care for children in the San Diego area who have been abused or are seriously ill. John is also a Champion level member of the National Baseball Hall of Fame and Museum. John's support helps to ensure that the Hall of Fame will continue to preserve baseball's priceless treasures, share the rich history of our National Pastime with generations of baseball fans and reach more than 10 million school children through their education programs. John is married to his wife Mary and has two children, Katie and Steven. **Twitter: @JBASPORTS**

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Scott Bush, SABR CEO

Scott Bush joined SABR in 2018 after serving as the Senior Vice President for Business Development with the Goldklang Group. His demonstrated commitment to creativity and his established track record of generating revenue, cultivating new markets, and collaborating with a wide range of stakeholders make Bush an ideal fit for the next stage of SABR's evolution within the baseball ecosystem.

Since graduating from the University of Minnesota, Bush held positions with increasing responsibilities in both sports and media, including a five-year stint as Assistant General Manager for the St. Paul Saints, where he played a key role in establishing CHS Field in St. Paul, Minnesota. **Twitter: @sabr**



Dan Duquette, Former Baltimore Orioles General Manager and SMWW Faculty

Dan Duquette is the former General Manager of the Baltimore Orioles (2011 - 2018). He was previously the General Manager of the Montreal Expos (1991-1994) and the Boston Red Sox (1994-2002). He is also the founder of the Dan Duquette Sports Academy. He has twice been named the Major League Baseball Executive of the Year by the Sporting News (1992 with the Expos and 2014 with the Orioles).

After graduating from Amherst College, Duquette became a scouting assistant for the Brewers and worked in the scouting department for 7 years. In 1987, he was hired by the Montreal Expos as the Director of Player Development. He spent a few years in that position before being promoted to Vice President /General Manager in 1991. Over the course of his six years with the Expos, Duquette had a hand in drafting players like Rondell White, Marquis Grissom, Cliff Floyd, Jose Vidro, Kirk Reuter, and Javier Vasquez.

In 1994, he became the General Manager of the Boston Red Sox. He spent eight years at the helm of his hometown team. The Red Sox achieved a record of 656-574 under Duquette, setting attendance records and appearing in the playoffs on three separate occasions (1995, 1998, and 1999). The team won the American League East division in 1995. As the Red Sox GM, Duquette made several notable moves, including drafting Nomar Garciaparra in 1994 and trading for Pedro Martínez in 1997. He is also known for letting Roger Clemens leave in free agency in 1996. He is largely considered to have laid the groundwork for the 2004 Red Sox World Series winning team by signing and drafting players like Tim Wakefield, Johnny Damon, Jason Varitek, Manny Ramirez, Derek Lowe, and Kevin Youkilis. In 2002, Duquette was dismissed from his general manager post less than 24 hours after the Red Sox had officially been sold to a new ownership group. In 2003, he opened the Dan Duquette Sports Academy, a sports training center designed for children aged 8 to 18.

Duquette became the General Manager of the Baltimore Orioles in November 2011. In 2012, the team made the playoffs for the first time since 1997. In 2014, the Orioles won the American League East with 96 wins and made it to the American League Championship Series. Duquette was dismissed after the 2018 season. **Twitter: @danduquette**



Jim Duquette, Former New York Mets General Manager

Jim Duquette is an American baseball executive. He was the general manager of the New York Mets from 2003-2004. After Duquette's tenure as General Manager, he stayed on with the Mets in a front office job for a full season before moving on to the Baltimore Orioles. With the Orioles former vice president of baseball operations, where he worked under Mike Flanagan, the team's general manager. Duquette is currently a host on SiriusXM's MLB Network Radio. He is also a columnist for The Athletic.



SMWW Success Stories



Mark Warkentien
NBA Executive of the Year



Shane Brady: NBA & NFL Agent



Dr. Nick Nurse: Toronto Raptors Coach
2020 NBA Coach of the Year



Dr. Adrian Griffin:
Toronto Raptors Asst. Coach



Joshua Uri: Synergy Sports Operations



Dr. Stephanie Lovingood:
Phoenix Suns



Russ Lande: NFL Scout



Chris Zorich: NFL Pro Bowler,
and Chicago State Univ. AD

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SMWW COURSES

Motorsports Management - \$995: Business side of the racing industry, race team management, speedway and track operations, media and event management, motorsports marketing, pit crew, revenue and sponsorships. **Live Audio Chat Mentor: Gary Ellis, Sales and marketing consultant, motorsports sponsorship manager, and auto racing official.**

NFL Agent Certification Prep Course - \$995: Offers study preparation for individuals who have applied and been accepted to take the NFLPA Certification exam. **Live Audio Chats Mentor: former NFL and NBA Agent, Joel Corry.**

Name, Image, and Likeness - \$995: Learn strategies and techniques that sport marketers, sport agents, brand advocates, content creators, and sports administrators can utilize to protect, and build, the profile of student-athletes. **Live Audio Chat Mentor: Playbook Financial Advisors Founder & CEO, Marc Isenberg.**

Rugby Business Management - \$995: Team operations, club management, talent identification, team sponsorship, coaching, women's rugby, new technologies, recruiting, the business of running a rugby club and other essential tools of professional and amateur rugby clubs. **Live Audio Chat Mentor: Newcastle Falcons Managing Director, Mick Hogan.**

Salary Cap and CBA Analysis - \$995: Understand CBA and salary capology. Includes league wide salaries, minimum team salaries, operations of salary cap computations, exceptions and rules to salary caps, negotiations and extensions and accounting procedures sports leagues and other essential tools of contemporary salary cap analyst. **Live Audio Chats Mentor: Joel Corry.**

Soccer Agent - \$1450: Become a Soccer Agent! Learn skills and strategies necessary to represent pro soccer players. Recruiting, transfer windows, contract negotiation, marketing, endorsements, sponsorship, MLS Draft, and legal requirements to represent clients specifically in Major League Soccer & European League Soccer. **Live Audio Chat Mentors: FIFA Agents: John Print and Sky Andrew.**

Soccer Analytics - \$1450: Soccer scouting, match a player analysis and transfer dynamics using an online platform utilized by the top soccer clubs in the world, Wyscout. **Live Audio Chat Mentor: Newcastle United Football Club Technical Scout, Lee Fraser**

Soccer Management & Scouting - \$1450: Traditional scouting skills and transfer dynamics, evaluation tools and the business side of managing a team, player personnel, and the job of the GM. **Live Audio Chat Mentors: ESPN Analyst Tommy Smyth, Matt Martin, The Soccer Syndicate Director of Scouting, and John Print, FIFA Agent.**

Soccer Talent Identification - \$1450: Understanding and evaluating player pathways from youth academy to the senior team. What scouts, agents, and clubs look for in youth talent and what makes players successful. **Live Audio Chat Mentor: EPL and MLS former pro soccer player, and current soccer analyst, Liam Ridgewell.**

Sports Administration - \$995: Enhance revenues, manage cost-effective programs. Designed for those that want to be Athletic Directors, work for a governing body, sports hall of fame, and international sports organizations. **Live Audio Chat Mentors: President of Winning Sports Programs and former NCAA Coach, Dr. Jim Krause.**

Sports Broadcasting - \$995: Sportscasting, play-by-play with cutting edge technology. Conduct coach's interviews, execute live pre/post game interviews, host weekly coaching shows, and create an on-air sports personality. **Live Audio Chat Mentor: Veteran Sports Reporter, Dei Lynam.**

Sports Cryptocurrency - \$995: Focuses on how the sports industry has benefited from sports betting, cryptocurrency, and the emergence of NFTs (Non-Fungible Tokens). **Live Audio Chat Mentors: WoO Technologies Co-Founder, Jeremy Henderson and Senior VP of General SportsWorldwide, Brodie Waters.**

Sports Media & Content Strategy - \$995: Public Relations, marketing, new media communications, social networking, and journalism at the major league level. **Live Audio Chat Mentors: Bryan Harper, Minnesota Vikings VP Content and Production.**

Sports Sales & Marketing - \$995: Train for entry-level positions in the front office of your favorite team. Includes sponsorship, sales, & entry-level marketing needed to be hired as an Account Executive. **Live Audio Chat Mentor: Indianapolis VP of Ticket Sales, Jim Van Dam.**



Dan Evans, Former LA Dodgers GM, Field of Dreams, SABR Board Member and SMWW Mentor

A former General Manager of the Los Angeles Dodgers, Dan has been in professional baseball for over three decades and has had decision-making roles with five MLB franchises throughout his career. He is currently a Major League Scout & Director of Pacific Rim Operations for the Toronto Blue Jays, mentor for Sports Management Worldwide's "Baseball GM and Scouting" course, member of the Baseball Prospectus Advisory Board, and a Board of Director for the Rocky Mountain SABR Chapter.

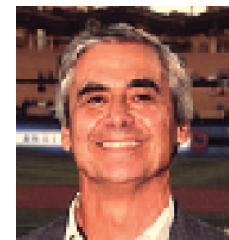
The Chicago native began his baseball journey as an intern for the Chicago White Sox while a junior at DePaul University, and has worked for the White Sox, Chicago Cubs, Dodgers, Seattle Mariners, and Blue Jays. Evans' experience is wide-ranging, as he is the only former GM of an MLB club who also led a baseball agency.

During his tenure with the White Sox, he was involved in the draft of Hall of Famer Frank Thomas and All-Star Mark Buehrle, along with the acquisition of Paul Konerko. Evans' .548 winning percentage is the second-best mark for any GM in Los Angeles Dodger history and during his tenure he led the transformation of a Dodger franchise which had sunk to an overall rating of 28th among MLB clubs by rebuilding the organization's scouting and player developments to secure the #1 spot just two years later. He was the primary architect of the Dodgers' 1st playoff club in more than a dozen years and built the National League's best bullpen staff since World War II.

A pioneer in using technology and computers in baseball analysis, Evans evaluates talent throughout the game worldwide at all levels for the 2015 American League Eastern Division champions.

His Twitter account (@DanEvans108) was recently cited by Forbes as among "Top 100 Must-Follow Sports Business Twitter Accounts," and he was an original board member of the Professional Baseball Scouts Foundation. **Twitter: @DanEvans108**

Dan is also a mentor for SMWW's Baseball GM & Scouting Course.



Hank Jones, Former Los Angeles Dodgers Scout and SMWW Faculty

For nearly 40 years Hank Jones worked the Pacific Northwest region as a trusted scout for the Los Angeles Dodgers, helping the organization win two World Series (1981, 1988) and succeeding under four different ownership groups, seven general managers and five scouting directors.

Often when there is an organizational regime change, the scouting staff is turned over to new members. But not Hank. His reputation in MLB is beyond reproach, and every new GM and scouting director wanted Jones to stay on their staff. A slick-fielding middle infielder, Jones was drafted in the 15th round of the MLB Draft to the San Francisco Giants in 1972. He played three seasons in the Giants minor league system before joining the Dodgers organization in 1976 Rule 5 Draft. For the rest of his career in baseball, he represented Dodger blue.

As a scout, Jones was assigned to the Washington, Oregon, Idaho, Montana, Wyoming, Alaska, Hawaii, and Western Canada areas. He was a fixture during the draft, often the only amateur scout allowed in the room due to his highly sought-after judgment and reputation. His expertise is baseball scouting, player evaluation and understanding organizational decision making is beyond compare. Sign up for SMWW's Baseball GM and Management online course and you can learn from this pillar of the game.

Hank is a mentor for SMWW's Baseball GM and Scouting Course.



Congrats to Dr. Nick Nurse and Dr. Adrian Griffin who graduated with their doctorates at SMWW/Concordia University Chicago.

Left to right: Dr. Adrian Griffin, CUC President Dr. Nick Nurse, Dr. Lynn Lashbrook.

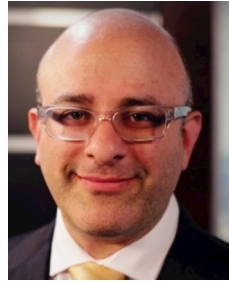
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Ari Kaplan, Scoutables President, MLB Analyst and SMWW Faculty

Ari Kaplan is a leading figure in business, technology, and analytics. Named by Sports Illustrated as a “Top Ten MLB General Manager Candidate” in 2011, he received the California Institute of Technology’s “Alumni of the Decade” distinction for pioneering groundbreaking methods in analytics. Crain’s Chicago Business also recognized Kaplan’s work in business, baseball, and humanitarian endeavors by including him in their annual “40 Under 40” list. Ari has worked as a Special Consultant to the GM with the Baltimore Orioles since 2013. **Twitter: @arikaplan1**

Ari is a mentor for SMWW’s Baseball Analytics Course.



Liz Lashbrook, Executive Director of Sports Management Worldwide

Liz Lashbrook is the Executive Director of Sports Management Worldwide and a 30-year veteran of the sports industry in sales, marketing, advertising, project management and taking care of what needs taking care of.

Liz has been an integral part of the growth of SMWW since her beginning with the company in 2004 when there was just one course, one conference and one faculty member (her husband and business partner, Dr. Lashbrook). Now, SMWW offers over 40 courses, has 50 faculty members and hosts industry-leading sports career conferences 8 times per year at major sports events including the NFL combine, Baseball’s Winter Meetings, the NHL Draft and the Portsmouth Invitational Tournament.

It all started with a one-month sabbatical, where Liz imagined she would take some time to help Dr. Lashbrook grow SMWW. That one-month sabbatical turned into a decade-plus of growing the business through her efforts in marketing, advertising, developing the sales force and the business’s online presence. A small ambitious company with 100 or so students has since developed into the most respected online sports skills training company with over 15,000 alumni hailing from over 162 countries.

An expert in advertising Liz has worked with SLAM, Hockey News, Hockey Now, Cricketer, Sports Business Journal, Sports Pro Magazine, Baseball America, WorldSoccer, FourFourTwo, Rugby World, Fox Sports News, ESPN Radio, ESPN, Fight Magazine, Sherdog, National Speedsport News, and National Dragster to help grow the SMWW brand.

Prior to joining SMWW, Liz was the Sales & Marketing Manager for Cascade Athletic Clubs, a small family-owned chain of clubs in Oregon and Washington. Tasked with managing over 20 salespeople at five different athletic facilities in the region, Liz handled the marketing efforts for the corporation and was an active speaker in the health club industry at regional and national conferences.

At SMWW, Liz focuses on just about everything, with a mission to improve the student experience while increasing the probability of students attaining a sports job.



Tim Mead, Former LA Angels VP of Communications and Former President of the Baseball Hall of Fame

Tim Mead is the former President of the Baseball Hall of Fame. Prior to that he was with the Los Angeles Angels organization for 40 years, he spent 22 years as Vice President of Communications. He oversaw media relations, publicity, and broadcasting for the Club.

Mead spent four seasons as assistant general manager (1994-97) under former GM Bill Bavasi.

Mead, 59, began his career with the Angels as an intern in the Public Relations Department in 1980. He was appointed the director of media relations in 1985 and later assistant vice president of media relations in 1991. During his tenure in media relations, Mead and his staff have been responsible for the handling of media during the Angels’ 1986, 2004, 2005, 2007, 2008, 2009 & 2014 postseason appearances, the 1989 and 2010 All-Star Games at Angel Stadium, and the Halos memorable World Series run in 2002.

Coaching at the Next Level - \$995: Skill development, funding, sponsorships and marketing as it relates to coaching. Learn player evaluation, coaching evaluation, recruiting, retention, liability, leadership, management and the steps to building a program. **Live Audio Chat Mentor: former NCAA Coach, Dr. Jim Krause.**

Cricket Business Management - \$1450: Including team operations, club management, talent identification, team sponsorship, umpiring, coaching, new technologies, recruiting, the business, and essential tools of professional and amateur cricket clubs. **Live Audio Chat Mentors: Ken Jacobs, former CEO of Cricket Victoria, and Gladstone Small former English Cricketer.**

Data Science Analytics - \$1450: This course covers on the “top three” requested skills of SQL, R, and Python, and the foundations for data management, data science, programming, and visualization. Learn the basics of analytics and go through real-life examples in the context of how sports organizations take action from the insights - MLB, NBA, NFL, motorsports, or NHL. **Live Audio Chat Mentor: Ari Kaplan Scoutables CEO**

Digital Video Editing - \$1450: Designed for individuals wanting to break into sports via the video department of professional and university teams. You will be trained in Synergy Sports Technology or XOS Technology used by NBA & NFL teams and EA SPORTS. **Live Audio Chats with Synergy Sports Technology Staff and/or XOS Technologies, and Mike Stoeber Pro Focus Football.**

Esports Business - \$1450: Content creation, league operations, coordinating social media, event management, fan engagement and much more. **Live Audio Chat Mentors: National Association of Collegiate Esports (NACE) Executive Director, Michael Brooks and Intergalactic Gaming (IGGalaxy) Co-Founder, Naeem Shabir.**

Football Analytics - \$1450: Learn how to utilize football statistics, understand analytical concepts and data science within the context of football to measure the values of players and teams. Learn how the NFL uses statistics to interpret player and team performance. **Live Audio Chat Mentors: Football Outsiders Mike Tanier and Aaron Schatz.**

Football GM & Scouting - \$1450: Includes Coach’s Office software and XOS Technology training, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: former Tampa Bay Buccaneers GM Mark Dominik, former NFL Executive legend John Wooten, former NFL Scout Russ Lande, and NFLPA Collegiate Bowl Director Dane Vandernat.**

Football Player Development - \$1450: Learn the game through the eyes of a head coach. All the moments between game days will be explored and explained, from off-season planning and development to game week practices. **Live Audio Chat Mentors: Former NFL, CFL, XFL, & NCAA Head Coach, Marc Trestman and NCAA Head Coach, Steve Fairchild.**

History of Hockey - \$1450: No one knows the Cup, or the history of the game of hockey, better than Phil Pritchard, Join Phil as he takes you through the history of the game you love in our 8-week behind the scenes look at the game of Hockey like you’ve never seen it before **Live Audio Chats with Phil Pritchard, VP of the Hockey Hall of Fame and Keeper of the Cup.**

Hockey Agent - \$1450: Learn skills to represent pro hockey players. Recruiting, contracts, marketing, endorsements, player management, and managing players in the global marketplace. **Live Audio Chat Mentor: NHL Certified Agent, Rick Curran.**

Hockey Analytics - \$1450: Advanced hockey scouting, game and player analysis, using hockey analytics and statistical tools utilized by the NHL. **Live Audio Chats with NHL Experts hosted by Peterborough Petes’ GM, Mike Oke, Peterborough Petes’ Analytics, Clair Cornish, and Elite Prospects.**

Hockey GM & Scouting - \$1450: Includes training with Steva DVE and Rinknet, the scouting software used by the NHL, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. **Live Audio Chat Mentors: Harry Sinden, Boston Bruins former GM, and Mike Oke Peterborough Petes’ General Manager.**

Hockey Player Development - \$1450: Learn the techniques used by junior, major junior, NCAA, and NHL organizations to mold their players and unlock their full potential. **Live Audio Chat Mentors: former Chicago Blackhawks GM, Mike Smith, and Portland Winterhawks Head Coach President & GM, Mike Johnston.**

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- Access to web-based classroom and degrees
- Software, Books and materials
- References and experience for your resumé
- Access to SMWW network
- Discounts to courses, conferences



Athlete Marketing & Branding - \$1450: Learn how to monetize professional and college athletes personal brand. **Live Audio Chat Mentor: NFL Agent, Kristen Kuliga.**

Athlete Management--Sports Agent - \$1450: Become a Sports Agent! Learn skills and strategies necessary to represent professional athletes. Recruiting, draft preparation, contract negotiation, marketing, endorsements, sponsorship and legal requirements to represent clients in each sport. **Live Audio Chat Mentors: NFL Agent Dr. Lynn Lashbrook, and former NFL and NBA Agent, Joel Corry.**

Athletic Design and Manufacturing - \$995: Design process of the apparel design and management sector from product concept and strategy, merchandising, product development, sourcing and manufacturing, go to market and the retail strategy. **Live Audio Chat Mentors: Lululemon VP, Phil Hamilton, and adidas Data Specialist, Chris Baker.**

Baseball Agent - \$1450: Recruiting, scouting, contracts, negotiating, servicing, marketing, MLB Collective Bargaining Agreement. **Live Audio Chat Mentor: MLB Agents, John Boggs & MLB Agent, Oscar Suarez.**

Baseball Analytics - \$1450: Learn how to disseminate objective knowledge about baseball including sabermetrics, baseball analytics, data science, and the statistical tools used by the major leagues. **Live Audio Chat Mentor: Scoutables CEO, Ari Kaplan.**

Baseball GM & Scouting - \$1450: Sabermetrics, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: former LA Dodgers GM Dan Evans, & Scout, Hank Jones.**

Baseball Player Development - \$1450: Learn how to turn ballplayers into contributing to big leagues. Turning percentage baseball into winning, psychology, leadership, creating a performance culture. **Live Audio Chat Mentor: 2-time MLB Exec. of the year and former Orioles, Red Sox, and Expos GM, Dan Duquette.**

Basketball Agent - \$1450: Build your foundation as a basketball agent and give you the tools for today's global marketplace as a NBA, WNBA, or FIBA Agent. **Live Audio Chat Mentors: SMWW NBA Agent, Bret Kanis & International FIBA Agent, Jan Wieland.**

Basketball Analytics - \$1450: Learn how to utilize basketball statistics, understand analytical concepts and data science within the context of basketball to measure the value of players and teams. Go inside the numbers with statistical tools and rules that can help explain the winning or losing ways of a team. Learn how teams use statistics to interpret player and team performance. **Live Audio Chat Mentor: Washington Wizards Asst. Coach and Basketball Analytics Pioneer, Dean Oliver.**

Basketball GM & Scouting - \$1450: Includes digital video editing, scouting skills, evaluation tools, business side of managing a team, player personnel, and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: former NBA GM of Hawks, Mavericks, Pistons & Sonics Rick Sund and Carl Berman, NetScouts Managing Partner.**

Basketball Player Development - \$1450: Learn the fundamentals of team leadership, player development, & management. **Live Audio Chat Mentors: Atlanta Hawks Sr. Advisor of Basketball Ops Larry Riley, and Utah Jazz Asst. Coach, Irv Roland.**

SMWW classes can be taken from anywhere in the world. We offer economic discounts based on your country, alumni discounts, and military discounts. Academic credit available for current university students. We have over 15,000 graduates working in sports in over 160 countries. We are the global leader in online sports business education.



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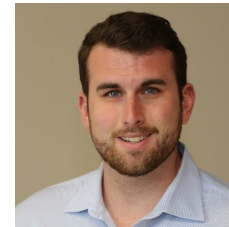


Kevin Reichard, Ballpark Digest Publisher

Kevin Reichard is the founder and publisher of Sopring Training Online, the internet's leading guide to baseball's best season. This is the ninth edition of his spring training guides.

Founder and publisher of August Publications, a publisher of sports-business and active living websites and books. Over the last 30 years Kevin has worked in almost every aspect of publishing -- magazines, books, web. As the content world changed, Kevin has been on the leading edge.

Today, August Publications is following the next important trend: paid content, with a new line of eBooks sold in different ways (subscriptions, single sales).



Trey Rose, Pittsburgh Pirates Baseball Assistant Director of Baseball Operations

Trey Rose is the Assistant Director in Baseball Operations with the Pittsburgh Pirates.

A graduate of Virginia Military Institute, Trey took SMWW's "Baseball GM & Scouting" course in 2016 with an amazing capacity for work, established himself as a part-owner and analyst for MLB Reports, then secured a fellowship with the Pirates in 2017 where he worked through the ranks to his current role. **Twitter: @rosetc16**



Dan Rosquette, The Warner Companies Vice President, General Counsel & MLB Agent

Rosquette graduated from Massachusetts School of Law. He received his Masters in Criminal Justice from Boston University, and Bachelors in Legal Education from the University of Massachusetts. Upon completion of his law degree, Dan has been with the Boston Sports Counsel specializing in sports and immigration law. In 2013, Dan merged the sports practice of his baseball clients into The L. Warner Companies Sports Management Group. Dan continues to focus on salary arbitration and immigration. **Twitter: @TWC_Baseball**



Cory Schwartz, MLB Vice President Data Operations

Cory is the Vice President of Data Operations for Major League Baseball, overseeing live data capture for the official stats for all Major League Baseball, minor league and winter league games, as well as the revolutionary Statcast player and ball-tracking system. These datasets are used to fuel live applications on the MLB App and MLB.com, in ballparks, on broadcasts, by all 30 MLB Clubs, and by media and business partners around the world. Cory was honored by the Society for American Baseball Research (SABR) in 2014 with the Chadwick Award, for his role in fueling the growth of independent research using pitch tracking and other baseball data. Before joining MLB in 2001, Cory worked for the National Basketball Association and the New York Yankees, and is a graduate of Guilford College.

Twitter: @schwartzstops





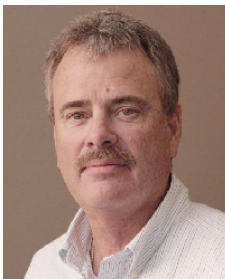
Ryan Spilborghs, MLB Network Radio Host

Ryan Spilborghs joined the Rockies television broadcast team in 2014. As a former National League Champion with the Rockies in 2007, Spilborghs provides a unique perspective on the broadcasts in his roles as game analyst alongside play-by-play man Drew Goodman, as well as sideline reporter.

Spilborghs is also a host on MLB Network Radio, and has served as emcee at numerous charity events in the Denver area.

A Santa Barbara, Calif. native, Spilborghs was recruited to play baseball at the University of California - Santa Barbara, where he was a two-time Big West selection. After being selected in the seventh round of the 2002 MLB First-Year Player Draft by the Rockies, he spent six seasons as an outfielder for the team, doing his part to advance the 2007 and 2009 Rockies teams to the postseason. One of his most memorable achievements came against the Giants in late August of 2009, when he hit the first walk-off grand slam in Rockies team history.

Spilly has spent 8 years building and developing a dream site, Future Legends is a 118-acre sports complex designed to host guests for major sports tournaments, events, leagues, and more. An hour north of Denver, Future Legends is Colorado's elite sports facility for players of all ages and skill levels. With a professional stadium, multiple baseball diamonds, multi-purpose fields, indoor bubble sports arena, lodging, retail and more. Spilborghs lives in Denver with his wife Stacey and their children, Kierra and Tatum.



Oscar Suarez, MLB Certified Agent and SMWW Faculty

Oscar Suarez is an MLBPA-certified agent with over 25 years of experience. He has worked in the USA and foreign baseball markets and negotiated numerous contracts for his players which have included the likes of Armando Reynoso, Joakim Soria, Leo García, Francisco Cordova, Elmer Dessens, Ed Vosberg, Juan Castro, Dennys Reyes, Jolbert Cabrera, Ricardo Rincón and Balbino Gálvez amongst others. He has also helped several management personnel with their contractual needs; amongst them are Al Pedrique, Tim Johnson, Charlie Montoyo, and his son, Gabriel Suarez. Oscar has a Bachelor's degree from Florida Atlantic University and a Master's degree from the University of Denver, both with majors in Accounting. He was born in Cuba and spent his youth years in Puerto Rico before commencing his college studies in the USA. He heads Suarez & Associates, LLC, and is fluent in Spanish. **Twitter: @osuarez24**

Oscar is a mentor for SMWW's Baseball Agent course the SMWW Agent Advisors.



Jared Vasiliauskas, MLBPA Expert Agent Advisor

Mr. Vasiliauskas focuses his practice in the areas of Business, Labor/Employment Sports Law. Throughout his practice, he has represented various entities in the negotiation of their contracts. He has also assisted companies with forming their entities and drafting various business agreements.

Additionally, he has represented both employers and employees in sports and other industries in the negotiation of the terms of their employment agreements, including post-employment separation agreements. He has counseled numerous companies on employment-related matters, and the preparation of their policies.

He is a former general counsel of a sports agency who has experience in all aspects of being a sports agent and representing sports agents who have built and manages the Sports Law practice at Power & Cronin, Ltd. He became a partner with the firm in 2021. He has experience representing athletes against the United States Anti-Doping Agency and U.S. Center for SafeSport. In addition, Mr. Vasiliauskas has represented sports agents in their legal disputes and helped agents prepare for contract negotiations with professional sports teams through both salary arbitration and free agency.

Mr. Vasiliauskas also has represented several entities within the sports space, negotiating agreements with professional sports leagues, and major apparel brands.



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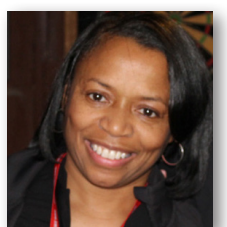
Liz & Lynn Lashbrook
SMWW Founders



Ike Worth
SMWW Business
Operations Manager



Sara Landis
SMWW Business
Operations Coordinator



Sharisse May
SMWW Director of
Educational Outreach

Thank you for being our guest today. We hope to see you again soon!



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Soccer College Cup Meet and Greet
Cary, North Carolina - December 9-10, 2022

Football Career Conference at the NFL Combine
Indianapolis, Indiana - March, 2023

Hockey Career Conference at the NHL Draft
Nashville, Tennessee - June, 2023

Basketball Career Conference
Las Vegas, Nevada - July, 2023



RON KNIGHT
Atlanta Braves Manager,
Minor League
Administration



MIKE MATHENY
Kansas City Royals
Manager



CARL MOESCHE
Boston Red Sox
Scouting
Supervisor



ÉRIC GAGNÉ
Former LA Dodgers Pitcher



NIK LUBISICH
NW Futures President,
former Chicago
White Sox Pitcher

What are the MLB Winter Meetings?

Every December members of the MLB, Minor League Baseball and approved non-members get together to discuss MLB business as well as any off-season trades and transactions. Representatives of all 30 Major League Baseball teams and their 120 minor league baseball affiliates convene for four days. Attendees include league executives, team owners, general managers, team scouts, visitors from baseball-playing countries, trade show exhibitors, current and former players, and MLB Agents.

Are the Winter Meetings open to anyone?

The MLB Winter Meetings are closed to the public and only for league executives, team owners, general managers, team scouts, visitors from baseball-playing countries, trade show exhibitors, and those seeking employment in the minor league association. The SMWW Baseball Career Conference gives attendees the opportunity to network within the business of baseball.

What is the Rule 5 draft?

The Rule 5 Draft occurs each December at the Winter Meetings to help prevent teams from stockpiling too many young players on their minor league teams when other organizations would be willing to have them play in the major leagues. Players are eligible if they are not on their major league organization's 40-man roster and those who were drafted and signed their first pro contract in 2019, or those who first signed in 2018 but were under the age of 19 at the time.

What is the MLB Lottery?

New to the Winter Meetings in 2022, the MLB Draft Lottery will also take place as agreed upon in the last Collective Bargaining Agreement. The top 6 draft picks will be determined by lottery and announced on December 6th.



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December 6, 2022:

Recipients of the Hall of Fame's 2023 Frick Award for broadcasters and BBWAA Career Excellence Award for writers are announced.

December 7, 2022:

Rule 5 Draft.

January 13, 2023:

Deadline to avoid arbitration – If teams are unable to reach an agreement with arbitration-eligible players on a contract for the 2023 season by this date, they will begin an arbitration hearing.

January 15, 2023:

International signing period begins.

January 24, 2023:

The National Baseball Hall of Fame class of 2023 will be announced live on MLB Network.

January 30 - February 17, 2023:

Arbitration hearings for players that did not agree to terms on a contract with their club.

February 2023, TBA:

Pitchers and catchers report for spring training, and spring training begins.

March 8, 2023:

The 2023 World Baseball Classic is a round-robin event featuring five-team pools. The event spans from March 8-21 with games being played in Taiwan, Japan and the United States.

March 30, 2023:

Opening Day 2023.

June 24-25, 2023:

MLB World Tour: London Series: St. Louis Cardinals take on the Chicago Cubs at London Stadium in England.



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