



2009 Princeton Sports Symposium

Sponsored by Leverage Agency

sportssymposium.org

Friday, December 4, 2009
Friend Center, Princeton University

9:00am **Continental Breakfast**
(Lower Atrium, Friend Center)

10:00am **Welcome and Opening Remarks**
(Auditorium 101, Friend Center)

- Richard Zhang '10, Co-Chair, Princeton Sports Symposium Planning Committee
- Miheer Mhatre '11, Co-Chair, Princeton Sports Symposium Planning Committee

Opening Roundtable

- Introduction: Paul Harris '54, Member, Board of Directors, Princeton Varsity Club
- Roland Hemond, Special Assistant to the President & Chief Executive Officer, Arizona Diamondbacks
- Tom Verducci, Senior Writer, Sports Illustrated

Opening Address

- Introduction: Ben Sturner, President & Chief Executive Officer, Leverage Agency
 - Tony Ponturo, President & Chief Executive Officer, Ponturo Management Group LLC, and Chairman, Leverage Agency
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12:00pm **Luncheon**
(Lower Atrium, Friend Center)

12:30pm **Building your Brand with Social Media**
(Room 006, Friend Center)

- Moderator: Dan Shanoff, Sports Media Consultant, DanShanoff.com
- Peter Robert Casey, Sports Blogger, The Huffington Post
- Lewis Howes, Founder, SportsNetworker.com
- Christopher Lencheski, Managing Member & Team Owner, Quad City Mallards
- Amy Martin, Principal, Digital Royalty

- 12:30pm Partnership Activation Rising Stars**
(Room 008, Friend Center)
- Moderator: Brian Gainor, Founder, Partnership Activation
 - Harrie Bakst, President & Founder, Carnegie Sports & Entertainment
 - Jason Belzer, President, Global Athlete Management Enterprises Inc.
 - Darren Heitner, Chief Executive Officer, Dynasty Athlete Representation
 - Rachel Mech, Consulting and Hospitality, ProVentures
 - David Oestreicher, Director, Business Development, American Collegiate Intramural Sports
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- 1:30pm Properties**
(Room 004, Friend Center)
- Moderator: Ray Katz, President, Sports Properties and Media, Leverage Agency
 - Todd duBoef, President, Top Rank Inc.
 - Bill Potts, Vice President, Marketing and Business Development, Ironman
 - Paul Tedeschi, Chief Marketing Officer, AVP Pro Beach Volleyball Tour
 - Michelle Wilson, Executive Vice President, Marketing, World Wrestling Entertainment Inc.

- 1:30pm Olympic Games & International Sports**
(Room 006, Friend Center)
- Moderator: Joe Favorito, Instructor, Author & Strategic Communications Consultant
 - Andrew Craig, President, The Craig Company LLC
 - Tom Glick, President & Chief Executive Officer, Derby County Football Club Ltd.
 - Gary Pluchino, Senior Vice President, IMG
 - Carter Westfall '96, Managing Director, United Kingdom, Helios Partners

- 1:30pm Digital Media & Technology I**
(Room 008, Friend Center)
- Moderator: Troy Ewanchyna '94, Senior Director, Digital Media, Comcast SportsNet
 - Anthony S. Caponiti, Partner, Activ8Social
 - David Birnbaum, Senior Advisor, Strategy and Acquisitions, Alloy Media + Marketing
 - Robert E. Freeman '90, Partner, Proskauer Rose LLP
 - Derrick Heggans, Principal, HACE Sports Media Consulting
 - Greg Shaheen, Senior Vice President, Basketball and Business Strategies, National Collegiate Athletic Association
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2:45pm Networking Break

- 3:00pm Agencies**
(Room 004, Friend Center)
- Moderator: Terry Lefton, Editor-at-Large, SportsBusiness Journal and SportsBusiness Daily
 - Peter Hurley, President & Founder, Synergy Events
 - Cliff Kaplan, President, Van Wagner Sports Group LLC
 - Ben Sturner, President & Chief Executive Officer, Leverage Agency
 - Bret Werner, Managing Partner, Catalyst

- 3:00pm Athlete Marketing & Representation**
(Room 006, Friend Center)
- Moderator: Tom Van Riper, Staff Writer, Forbes Inc.
 - Ken Brenner '89, Founder, Legacy Direct
 - Lindsay Kagawa, Director, Women's Sports, Wasserman Media Group
 - Patrick McGee, President, ProVentures
 - Jerry Sawyer, President, Hanzo Inc.

- 3:00pm Digital Media & Technology II**
(Room 008, Friend Center)
- Moderator: Tejpal Bhatia, Chief Executive Officer, MediaMerx
 - Scott Philp, Chief Marketing Officer, Quick Hit Inc.
 - Keith Ritter, Owner & President, Keith Ritter Media
 - Christopher J. Russo, Chairman & Chief Executive Officer, Fantasy Sports Ventures Inc.
 - Michael Spirito, Vice President, Business Development and Digital Media, YES Network
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4:15pm Networking Break

- 4:30pm Teams**
(Room 004, Friend Center)
- Moderator: Jason McIntyre, Editor, The Big Lead
 - Jeff Gewirtz, Senior Vice President & General Counsel, Nets Basketball and Brooklyn Sports & Entertainment
 - Michael Rowe, President & Chief Executive Officer, Positive Impact Management Group
 - Shripal Shah, Vice President, E-Commerce and Web Strategy, Washington Redskins
 - Mark Wilf '84, Owner & President, Minnesota Vikings

- 4:30pm Television & Programming**
(Room 006, Friend Center)
- Moderator: Barry Frank, Executive Vice President, Sports Programming, IMG Media
 - Bob Basche, Chairman, Millsport
 - Alexander Brown, President & Chief Executive Officer, Petry Media Holding Inc.
 - Marc Fein, Executive Vice President, Programming, Production and Business Operations, VERSUS
 - David Preschlack, Executive Vice President, Affiliate Sales and Marketing, Disney and ESPN Media Networks Group

- 4:30pm Emerging Properties**
(Room 008, Friend Center)
- Moderator: Matthew Pace, Counsel, Herrick, Feinstein LLP
 - Randy Bernard, Chief Executive Officer, Professional Bull Riders Inc.
 - George Daniel, Commissioner, National Lacrosse League
 - Jeffrey N. Pollack, Former President & Commissioner, World Series of Poker
 - Frank Vuono '78, Chief Operating Officer, United Football League, and Co-Founder & Partner, 16W Marketing LLC
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- 6:00pm Reception**
(Sky Suite, Triumph Brewing Company, 138 Nassau Street, Princeton, NJ)
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Snacks and beverages will be available throughout the symposium courtesy of the Princeton Varsity Club.

- If you have any questions, please contact us via email at info@sportssymposium.org.
- For a Princeton University campus map, please [click here](#).
- For train travel information, please [click here](#).
- For a map of Triumph Brewing Company, please [click here](#).

The 2009 Princeton Sports Symposium is organized by the Princeton Sports Symposium Planning Committee and it is sponsored by Leverage Agency as well as Chaney Sports Group, Partnership Activation and the Princeton Varsity Club. Princeton University sponsors include the Office of Career Services, Office of the Dean of Undergraduate Students, Office of the Vice President for Campus Life and the Undergraduate Student Government Projects Board.

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