



Congratulations to Mike Oke and the Peterborough Pete's on a great season!



“It was an honor to attend the Memorial Cup and support our hockey faculty Mike Oke, Cole Oke and Clair Cornish representing the 2023 OHL Champion Peterborough Petes! SMWW Proud!”

- Dr. G. Lynn Lashbrook



SPORTSMANAGEMENTWORLDWIDE

The Global Leader in Sports Business Education | SMWW.com



2023 Hockey Career Conference at the NHL Draft

Nashville, Tennessee

June 27-29, 2023



SPORTSMANAGEMENTWORLDWIDE

2023 HOCKEY CAREER CONFERENCE AGENDA*

SMWW SUCCESS STORIES

*This agenda is subject to change due to speaker availability and scheduling

TUESDAY, JUNE 27TH, 2023

2 pm CST - 4 pm CST: Registration Open

Residence Inn: 410 Rep. John Lewis Way S, Nashville, TN 37203

6pm CST - 9pm CST SMWW Welcome Reception

Redneck Riviera: 208 Broadway St, Nashville TN 37201

WEDNESDAY, JUNE 28TH, 2023

Residence Inn - Americana Room

7:30am Coffee

7:50am Welcome to the 2023 NHL Draft! Dr. Lynn Lashbrook, SMWW President & Founder

8:00am Life of an NHL GM on Draft Day

Ken Holland, Edmonton Oilers GM

8:30am Hockey Management

Dr. Lynn Lashbrook, SMWW President and Founder (Moderator)
Ricky Olczyk, Seattle Kraken Assistant General Manager

9:00am Hockey Analytics Panel

Mike Oke, Peterborough Petes General Manager/SMWW Mentor (Moderator)

Josh Pohlkamp-Hartt, Boston Bruins Data Scientist

Brendan Kumagai, Zelus Analytics Data Scientist

Chace McCallum, The Action Network Hockey Analytics Writer

Ed Palumbo, Elite Prospects Director of Hockey and Events

10:00am Representing a Player in the NHL Draft

Rick Curran, NHLPA Agent with ORR Hockey Group/SMWW Mentor (Moderator)

Mike Curran, NHLPA Agent with ORR Hockey Group

Denver Barkey, London Knights Center, Client of ORR Hockey

Luca Cagnoni, Portland Winterhawks Defenseman, Client of ORR Hockey

Will Kawam, NHLPA Agent with ORR Hockey Group

10:45am Coffee Break

11:00am The Business of Media in Hockey

Dr. Lynn Lashbrook, SMWW President and Founder (Moderator)

EJ Hradek, NHL Network Insider, and NHL Now! Host

Paul Krotz, Premier Hockey Federation SVP of Communications

Craig Button, TSN Head Hockey Scout

11:45am Welcome to our College Groups and Honor SMWW Advanced Certificate Graduates

12:15pm Lunch - Residence Inn, Bar/Terrace Area

1:15pm Jobs in Hockey Operations

Dr. Lynn Lashbrook, SMWW President and Founder (Moderator)

Mike Johnston, Portland Winterhawks Head Coach, GM, & Team President/SMWW Mentor

Zoran Rajcic, Everett Silvertips Chief Operating Officer

Mike Murray, Knoxville Ice Bears President/GM/Co-Owner

2:00pm The Explosion and Growth of Women in Hockey

Dino Caputo, Tri-City American Scout/SMWW Mentor (Moderator)

Reagan Carey, Premier Hockey Federation Commissioner

Stephanie Jackson, USA Hockey Director of Diversity, Equity, and Inclusion

Lisa Hollenbeck, Portland Winterhawks Vice President of Hockey Operations

2:45pm Break

3:00pm Tips for Getting Hired in Hockey

Ike Worth, SMWW Business Operations Manager (Moderator)

Courtnei Mosley, Nashville Predators Senior Vice President of Human Resources

Margie Horwitz, Nashville Predators Senior Director of Human Resources

Sydney Haykel, Nashville Predators Senior Coordinator of Human Resources

3:45pm Closing Remarks

Dr. Lynn Lashbrook

Mike Oke

Dino Caputo

4:30pm Top prospects arrive on the red carpet at

Bridgestone Arena

4:30pm Network on the Bridgestone Arena Concourse

5:00pm Be in your seats for Live Cameras

6:00pm 1st pick of the NHL Draft

JUNE 28th

6pm CST First Round of the NHL Draft

Please be in your seat at the arena by 5:50pm

Tickets included with registration!

JUNE 29th

10am - 2pm CST Rounds 2-7 of the NHL Draft

Tickets included with registration!



Alexa Atria, New York Yankees
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
Kurt Freyman La Ronge Ice Wolves

Over 30,000 graduates working in over a 163 countries!

Dany Gelinas Fribourg General Manager
Michael Gershon Keystone Ice Miners
Travis Gibson Champion Hockey
Frank Gilberti Chatham High School
Bob Gillen Yellowstone Quake
Jessica Gillis Hockey New Brunswick
Tony Griffo London Knights
Mario Guido Rinknet
Brian Guindon HockeyTwentyFourSeven
Aaron Gulpi President Irish Ice Hockey Association
Corey Hayter Wingham Minor Hockey
Kyle Helms Bad Nauheim Red Devils
Jordan Hensel Pennisula Panthers
Marcus Hirsch
Kevin Hoffman CT Oilers
Robbie Hofmann Pittsburgh Penguins
Olli Lahdesmaki Espoo Blues
Dylan Liptrap Hockeyprospect.com
Paul Macchia Player Representative
Richard Magdolen Nepean Raiders
Cameron Mann Canadian Hockey Enterprises
Robbert McDonald Los Angeles Jr Kings
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 Rivalos, 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
Elizabeth Stone, Oakland Raiders
Eric Anderson, Quad City Mallards
Eric Doyle, Portland Winterhawks
Eric Galgo, Optimum Scouting
Eric Luck, The Dallas Cowboys
Eric Anang, The Scouting Network
Etienne Jacquet, Heritage College
Giovanni Conte, NetScout
Grant Serafy, 91.7 WHUS
Greg Moore, St. Louis Cardinals
Gustavo A. Bencid Jr., Baltimore Orioles
Adrian Rosenbusch, UFC Cutman
Gustavo Amador, Moure FIFA
Hans Hodvil, San Diego Padres
Jake Sanders, Kansas City Royals
James Kerti, HoopsThink
Jamie Martin, Toronto Marlies
Jamil Cordova, MLB Network
Jarrod Gillis, Synergy Sports
Jason Mahood, Stoney Creek Warriors
Jason Martin, Ohio State University
Josh Url, Synergy Sports Technology
Matt Martin, Sporting Kansas City
Jayson Braddock, KBME Sports Talk 790
Jeff Perry, Sonoma Raceway
Jeff Neal, Dallas Stars
Joe Tyler – Sports Agent
Al Thomas – CFL Agent
Eric Chatmon – Sports Agent
John Oluyole – NFL Agent
Alisa Lauer – NFL Agent
Marcus Chester – Sports Agent
Mark Seabaugh – Sports Agent
Andy Tuitele – Sports Agent
Jeff Nisius, Bleacher Report
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!



SPORTSMANAGEMENTWORLDWIDE

Be our next success story



Dino Caputo, WHL Tri Cities Americans Regional Scout, SMWW Faculty

Dino is the Regional Scout for the Tri City Americans of the Western Hockey League. Based out of Lethbridge, AB, Caputo has been with the Americans for the past 8 years and his hockey experience includes working as an assistant coach at the University of Lethbridge and Head WHL Scout for 5 years with International Scouting Services. He has also been part of Hockey Canada's program of excellence as a former college hockey player for the same University of Lethbridge, he was an Academic All Canadian and was nominated nationally for the Dr. Randy Gregg Award for leadership, academics and community service. In his 5-year junior hockey career, he played for WHL Victoria Cougars, BCHL Prince George Spruce Kings and captained the Trail Smoke Eaters. **Twitter: @dcap24**



Dino mentors students in the SMWW Hockey GM & Scouting Course.



Reagan Carey, Commissioner, Premier Hockey Federation (PHF)

Reagan Carey was appointed commissioner of the Premier Hockey Federation in May, delivering the PHF's mission to provide leading opportunities in professional women's hockey and growing the sports for its athletes, partners, and fans. With twenty-plus years of experience working in the sports industry, Carey's career reflects a common thread of leading teams to new heights through creating meaningful cultures and crafting a clear vision for winning. Carey has unparalleled experience in women's hockey, serving as USA Hockey's Director of Women's Ice Hockey and General Manager of the U.S. National Women's Team from 2010-18. Her guidance helped produce unprecedented golden success in IIHF competition including five U18 titles and five World Championship wins, plus a gold medal victory at the 2018 Olympic Winter Games. Before USA Hockey, Carey spent a decade working with the NBA's Atlanta Hawks and NHL's Atlanta Thrashers with a focus on sports development performance, and marketing. Carey is a 2001 graduate of Colby College where she competed as a two-sport athlete, captaining both the ice hockey and volleyball teams. In 2010 she was the proud recipient of the school's Carl Nelson Sports Achievement Award, and in 2018 was inducted into the Maine Sports Hall of Fame. **Twitter: @PHF**

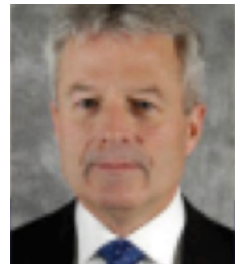


Mike Curran, ORR Hockey Group NHLPA Agent

Mike Curran joined ORR in 2007 and has been an NHLPA Certified Agent since 2006. Mike actively negotiates NHL contracts, as well as is active in securing marketing and sponsorship opportunities for ORR clientele. In addition, Mike plays an instrumental role in player recruitment and management across North America. In his capacity as a family advisor for NCAA student-athletes, he also has extensive knowledge across all junior hockey levels as well as negotiating scholarship packages for prospective CHL players. Mike earned his Juris Doctorate from Widener University School of Law and is a member of the Pennsylvania and New Jersey State Bar. Prior to law school, he was an undergraduate at the University of Rhode Island where he played four years of ACHA D-1 hockey, winning a national championship and being named an All-American in 2006. **Twitter: @ORRhockeygroup**



Mike guest speaks in the SMWW Hockey Agent Course.



Rick Curran, ORR Hockey Group NHLPA Agent

Active in the representation of players since 1978, Rick Curran brings over 40 years of experience to the ORR Hockey Group. During that time, he has negotiated several of the industry's precedent-setting contracts. Many of the players Curran has represented are now key decision makers in the game today. The familiarity and trust of those strong relationships provide an important level of communication on behalf of Orr Hockey clients. Rick's initial association with Bobby Orr began in 1969 as a staff member of the Orr Walton Sports Camp. Following a successful college hockey career at Merrimack College, he was appointed International Hockey Coordinator for Hockey Canada. Rick served as Business Manager for Team Canada for two world championships (1977-Vienna and 1978-Prague) and for the Team Canada Juniors (1978-Montreal). Partnered with Bill Watters, Curran then helped build Branada Sports Management into one of the business's premier hockey agencies. Having purchased the company and renaming it Representation Incorporated, he eventually relocated its offices to Philadelphia PA in 1991. **Twitter: @ORRhockeygroup**



Rick mentors students in the SMWW Hockey Agent Course.

SMWW Success Stories



Mark Warkentien
NBA Executive of the Year



Shane Brady: NBA & NFL Agent



Dr. Nick Nurse: Head Coach of the Philadelphia 76ers



Dr. Adrian Griffin: Head Coach of the Milwaukee Bucks



Joshua Uri: Synergy Sports Operations



Dr. Stephanie Lovingood:
Phoenix Suns



Russ Lande: NFL Scout



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

Sports Management Worldwide partners with Concordia University Chicago (CUC) and Fort Hays State University (FHSU) to bring you top-notch accelerated online degrees and college credit.

4 DEGREES:

- Sports Leadership M.A.
- Masters of Business (MBA) with Sports Management Specialization
- Sports Leadership Ed.D or Ph.D
- Masters of Professional Studies in Sports Management

- Affordable
- No residency required
- Fast, flexible, self-paced
- Online

- Federal Financial Aid is available
- 8-week delivery format
- No GRE requirement for the Masters
- Regionally accredited with a 150-year history of preparing leaders

Apply free at SMWW and receive guaranteed tuition discounts!

College Credit

WHAT DIFFERENTIATES AN ONLINE DEGREE THROUGH SMWW

MAJOR LEAGUE INSTRUCTORS - Our live video chat instructors are currently or formerly working for a professional or collegiate team. At SMWW we give you the *"what you know"* and the *"who you know"*. Your instructors and mentors are names that are recognized in the industry and can be used as references on your resume.

GLOBAL SPORTS BUSINESS NETWORK - with over 30,000 graduates from over 163 countries complemented by a global faculty, SMWW has graduates in every major league. Whether you take an online degree program or just one course, you join this vast network.

SPORTS CAREER ADVANCEMENT - Sports executives at the highest level and former professional athletes take SMWW master degree programs. Advance your career to the next level with SMWW.

JOIN THE CONVERSATION
#SMWW2023

YOU MUST WEAR
YOUR NAME
BADGE AT ALL
TIMES



SPORTSMANAGEMENTWORLDWIDE

YOU MUST WEAR
YOUR NAME
BADGE AT ALL
TIMES

SMWW COURSES

Motorsports Management - \$1195: 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, and Al Unser Jr. Sales and marketing consultant, motorsports sponsorship manager, and auto racing official.**

NFL Agent Certification Prep Course - \$1950: 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 - \$1650: 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 Mentors: Playbook Financial Advisors Founder & CEO, Marc Isenberg and Greg Glynn.**

Rugby Business Management - \$1195: 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 Capology - \$1195: 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 Mentors: Joel Corry and Nick Polk.**

Soccer Agent - \$1950: 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: Maikel Tsuji and Sky Andrew.**

Soccer Analytics - \$1950: 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 - \$1950: 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 Maikel Tsuji, FIFA Agent.**

Soccer Player Development - \$1650: 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 - \$1195: 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 - \$1195: 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 - \$1195: 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 - \$1195: 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 - \$1195: 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.**



Sydney Haykel, Senior Coordinator, Human Resources Nashville Predators

Sydney Haykel is a young professional who began working for the Nashville Predators as a Human Resources Coordinator in November 2021. Now entering her second year with the team in her new role as Senior Human Resources Coordinator, she currently oversees full-time and part-time employee onboarding, the Predators' internship program, Sports Education 101, and employee health benefits administration among other things. Haykel earned her B.A. in Public Relations from Penn State University where she also minored in Business and Sports Journalism. Before arriving in Smashville, she was fortunate enough to hold various internship positions with Penn State Athletics, FOX Entertainment, and the American Junior Golf Association. Despite being a Southern California native, Haykel has played ice hockey since she was 14 years-old and currently plays on the Predators staff team, the Flying Saucers. Haykel resides in West Nashville with her plants and the occasional foster dog. **Twitter: @PredsNHL**



Ken Holland, Edmonton Oilers President of Hockey Operations and GM

Ken Holland was named President of Hockey Operations and General Manager of the Oilers on May 7, 2019. Holland joined the Oilers after serving as General Manager of the Detroit Red Wings for 22 seasons, capturing four Presidents Trophies (2002, 2004, 2006, 2008), 10 division championships (1991, 2001-2004, 2006-2009, 2011), five regular season conference titles (2002, 2004, 2006-08) and reaching 100 regular season points in 13 of his last 18 seasons. A native of Vernon, B.C., Holland helped the Red Wings capture four Stanley Cup championships (1997, 1998, 2002, 2008), the most recent three while serving as GM. Holland was inducted into the Hockey Hall of Fame in the builder category as part of the Class of 2020. **Twitter: @EdmontonOilers**



Margie Horwitz, Senior Director, Human Resources Nashville Predators

Margie Horwitz is a dynamic human resources professional with experience across various functions of human resources. Margie began working for the Nashville Predators as Senior Director, Human Resources in February 2023. Prior to joining Smashville, Margie held multiple positions within the IBM Corporation and MasterCard including roles in compensation, benefits, employee relations, and recruitment. She was also an adjunct instructor at Manhattanville University where she created the course content and curriculum for a new Industrial/Organizational Psychology course.



Margie holds a B.S. in Psychology from Tulane University and an M.A. in Organizational Psychology from Columbia University – Teachers College. She is the founder and leader of the Middle-Tennessee Tourette Association Support Group, in support of her son with Tourette Syndrome, raising public awareness and providing support for anyone in the community impacted by the disorder. In her free time, Margie enjoys yoga, jogging, hiking and everything Predators! She lives in Brentwood, TN with her husband and two sons. **Twitter: @PredsNHL**



EJ Hradek, Senior Reporter for NHL Network & Host, NHL Now!

E.J. Hradek joined NHL Network/NHL.com as a Senior Reporter in May 2011, working across the League's multiple media platforms. He serves as the regular co-host for "NHL Live" (Monday through Friday, 5-7 p.m. ET), discussing the game's hot topics with players, coaches, executives and fans. He is also featured on various segments within NHL Live, including "The EJ 5". Prior to arriving at NHL Network, E.J. spent 13 years as a Senior Writer for ESPN The Magazine. He was part of the original staff that helped launch the magazine in March 1998. During his time at ESPN, Hradek's work appeared across all the company's media platforms. He appeared as an NHL analyst for ESPN on "SportsCenter", ESPN News, "First Take" and "NHL 2Nite", as well as delivering daily columns for ESPN.com. Prior to leaving ESPN, he served as host of the company's hockey webcast, "Inside the NHL". From 1996-98, Hradek served as a part-time professional scout for the Dallas Stars, filing reports on more than 100 NHL and AHL games per season during that span affording him a unique look at the game from the inside. Hradek's experience as a player dates to his college days at Pace University, where he captained and later coached the school's club hockey team. A lifelong "rink rat," Hradek fondly remembers some long afternoons of outdoor hockey on the frozen lakes and ponds in Westchester, N.Y. These days, he attempts to bring that same enthusiasm for the game to his work. **Twitter: @EJHradek_NHL**



LANYARD COLOR CODE:

Red = Speaker/Staff

Blue = Attendee

Gold = SMWW Alumni

White = CUC/FHSU Student/Alumni

Green = Industry Professional

JOIN THE CONVERSATION
#SMWW2023



SPORTSMANAGEMENTWORLDWIDE



Stephanie Jackson, Director of Diversity and Inclusion USA Hockey

Stephanie Jackson began as USA Hockey's director of diversity and inclusion in June of 2019 and is responsible for developing and implementing strategies and programs to increase multicultural, ethnic, and inclusivity efforts within the organization. She brings with her 12 years of experience in the discourse of community development, equity, diversity, and inclusion. Prior to joining USA Hockey, Jackson worked in diversity and inclusion communications with Nike, Inc. where she advised senior leaders and executives on diversity and inclusion initiatives; initiated content creation focused on inclusion in collaboration with multimedia networks including BBC, YouTube, and HBO; and designed and executed diversity and inclusion strategy among employees which served as the foundation for driving Nike's North American diversity and inclusion platforms. Prior to that, Jackson served as a social work graduate intern with Adidas Group and The NFL Players Association in Washington, D.C., where she focused on community development initiatives, organizing communications on sensitive subjects including race/class/gender, and mental health and wellness efforts for athletes. Before that, she spent three years in strategy and process improvement consulting with a tax firm in Dallas, Texas. Jackson holds master's degrees in business administration from the Mendoza College of Business at the University of Notre Dame and in social work from Howard University, where she also earned a bachelor's degree in English. **Twitter: @SJ6728**



Mike Johnston, Portland Winterhawks President, GM & Head Coach

Mike Johnston is the President, General Manager and Head Coach with the Portland Winterhawks of the Western Hockey League. In just eight seasons with the Winterhawks, Mike accumulated a 360-200-37 regular season record, a WHL Championship and saw 24 players get drafted in the National Hockey League under his tutelage. The Winterhawks made four consecutive trips to the WHL Finals from 2011 to 2014. Mike was previously the head coach of the Pittsburgh Penguins and held assistant coaching positions with the Vancouver Canucks and Los Angeles Kings. After winning the Spengler Cup and being named the CIAU Coach of the Year in 1993, Mike went on to work for Team Canada from 1994-98. Internationally, he coached in the 1998 Winter Olympic Games, won three gold medals at IIHF World Championships, and won two gold medals at the IIHF U20 World Junior Hockey Championships. Prior to his work with Team Canada, Mike broke into the coaching scene and split 13 seasons between the University of New Brunswick, University of Calgary and Camrose Lutheran College. **Twitter: @MikeJohnstonHC**



Mike mentors students in SMWW Hockey Player Development Course.



William Kawam, ORR Hockey Agent

William Kawam joined ORR in 2016 and is an NHLPA Certified Agent. Based in Chicago, William plays a significant role in overseeing ORR's player recruitment and management across North America and Europe. He is also responsible for the analytical analysis and contract modeling for all ORR clientele. William has a genuine passion for hockey and understands the demands and challenges that young players and their families face. He makes it a priority to ensure each client experiences uncompromising service and works to develop long-lasting relationships based on mutual trust and open discussion. Prior to joining ORR, William was an associate with the New York Rangers, working in their Hockey Operations Department. During that time, he worked directly with Glen Sather and Jim Schoenfeld, updating them on all NHL signings, transfers, and trades. Additionally, William performed analytical analyses on all Unrestricted Free Agents and worked closely with the Collective Bargaining Agreement. William spent time playing in the BCHL and AJHL. Following his junior hockey career, William attended the University of Louisville, where he earned his Bachelor of Science degree in Sports Management. **Twitter: @WilliamJKawam**



Paul Krotz, Senior Vice President of Communications, Premier Hockey Federation

Paul Krotz is a communications executive with over 15 years of professional experience in sports. Since February 2021 he has led the league's media operations and strategic communications. Highlights of his tenure include planning and implementation of the PHF rebrand, announcing a \$25 million commitment from the Board of Governors, introducing league expansion to Montreal, special events such as the Isobel Cup Playoffs, All-Star Showcase, draft and awards, content development, and engaging media across North America to raise the profile of the PHF and its members. Prior to joining the PHF, Krotz was Director of Communications for the Canadian Hockey League for 12 seasons including 11 in a split role with the Ontario Hockey League. He also has experience with Hockey Canada, serving in a Media Relations role for the National Junior Team at the 2015, 2012, and 2010 IIHF World Junior Championships, and was a member of the Media Services team at the 2009 tournament. **Twitter: @Paul_Krotz**



He is a 2005 graduate of Laurentian University with an Honours Bachelor of Commerce degree in Sports Administration.

YOU MUST WEAR
YOUR NAME
BADGE AT ALL
TIMES



SPORTSMANAGEMENTWORLDWIDE

JOIN THE CONVERSATION
#SMWW2023

YOU MUST WEAR
YOUR NAME
BADGE AT ALL
TIMES

Cricket Business Management - \$1195: 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 - \$1650: 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 - \$1650: 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 - \$1195: 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.**

FIFA Agent Certification Prep - \$1195: Offers study preparation for individuals who have applied and been accepted to take the FIFA Agent Certification exam. **Live Audio Chats Mentors: Soccer Agent Maikel Tsuji and Paul Dolbey.**

Football Analytics - \$1950: 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 Apprenticeship - \$1950: Offers 16 weeks of video scouting and report writing for those who want to advance their scouting knowledge and insights. **Live Audio Chat Mentor: NFLPA Bowl Director of Player Personnel, Dane Vandernat.**

Football GM & Scouting - \$1950: 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 - \$1650: 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, Brian Pariani.**

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 - \$1650: 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 - \$1950: 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 - \$1950: 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 - \$1650: 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.**

SMWW COURSES

SMWW SPORTS CAREER COURSES

SMWW offers 40 Sports Career Courses to accelerate your career in sports. You have met many people who have taken our courses here today. Some were speakers, some were attendees. All of the courses are similar to today's session that they give you the "what you know" and the "who you know". For attending today's conference, you receive a \$200 discount (\$400 for SMWW Alumni) on any SMWW Course.

8-WEEK ONLINE COURSES INCLUDE:

- Weekly Live and Interactive Video Chats with your Mentors
- Career Advice & Mentoring for years to come
- Resumé / CV professionally redesigned
- 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 - \$1650: Learn how to monetize professional and college athletes personal brand. **Live Audio Chat Mentors: NFL Agent, Kristen Kuliga and Rob Wilson.**

Athlete Management--Sports Agent - \$1950: 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.**

Baseball Agent - \$1650: Recruiting, scouting, contracts, negotiating, servicing, marketing, MLB Collective Bargaining Agreement. **Live Audio Chat Mentor: MLB Agents, John Boggs & MLB Agent, Oscar Suarez.**

Baseball Analytics - \$1950: 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 - \$1950: 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 - \$1650: 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.**

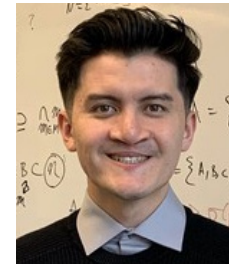
Basketball Agent - \$1650: Build your foundation as a basketball agent and give you the tools for today's global marketplace as a NBA, WNBA, or FIBA Agent. **Live Audio Chat Mentors: SMWW NBA Agent, Bret Kanis & International FIBA Agent, Jan Wieland.**

Basketball Analytics - \$1950: 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 - \$1950: 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 - \$1650: 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.**

Coaching at the Next Level - \$1195: 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.**



Brendan Kumagai, Data Scientist at Zelus Analytics

Brendan is a Data Scientist on the Hockey Research & Development team at Zelus Analytics where they develop advanced statistical and machine learning models using cutting-edge data to improve our understanding of the game of hockey and provide clients with objective, data-informed insights. Additionally, Brendan recently graduated from Simon Fraser University with a M.Sc. in Statistics student under the supervision of Dr. Tim Swartz where he did research at the intersection of data science and sports with a focus on the NHL draft.

Previously, he graduated with a B.Sc. in Mathematics and Statistics from McMaster University in April 2020 and completed Data Analyst and Data Scientist internships with the McMaster Visual Neuroscience Lab, the Canadian Tire Sports Analytics team and Stathletes. **Twitter: @BrendanKumagai**



Chace McCallum, Data Journalist, The Action Network

Chace is a hockey analyst and writer. Starting in 2017 he began using statistics to analyze the NHL and writing about the findings. Over the years he has continuously worked to improve his craft, writing for and collaborating with many public resources along the way. Last summer while completing graduate school, Chace published his thesis on NHL Draft biases, aiming to show how certain NHL prospects have been systemically undervalued during the NHL draft. Ever since Chace has been applying what he had learned to help work on a website called The Draft Digest. With the help of Elite Prospects the site will help make NHL prospect analytics easily accessible in an interesting and easy to consume fashion, along with public forecasts of the next generation of NHL stars. **Twitter: @CMHockey66**



Courtni Mosley, Senior Vice President, Human Resources, Nashville Predators

Mosley joined the Nashville Predators in the spring of 2012. Entering her 11th season with the team, she oversees HR operations for the Predators, Bridgestone Arena and Ford Ice Centers. She has also served as an Executive Committee Member for the Leukemia and Lymphoma Society. Mosley is a Nashville-area native, and prior to her arrival in Smashville, she spent several years working in HR for Tractor Supply Company, headquartered just south of Nashville in her hometown of Brentwood. Mosley received her B.A in English from The University of Tennessee and is a graduate of Nashville School of Law. She began her career in Smashville as an HR Generalist and has held roles as Director, Sr. Director, and Vice President of HR. She was promoted to her current role of Senior Vice President in January of 2023. Mosley resides in Nashville with her husband, Philip, and their two children, Watson and Annie. **Twitter: @PredsNHL**



Mike Murray, Knoxville Ice Bears President/GM/Co-Owner

Originally from Kingston, Ontario, Canada, Mike Murray has enjoyed a very decorated Professional Hockey career. In 1984, at the age of 17, he was drafted to the New York Islanders of the NHL, becoming their youngest draft choice to date. He was later traded to the Philadelphia Flyers where he signed a three-year contract. As a player, Mike played over 850 Professional games, contributing a combined total of 424 goals and 484 assists for 908 points. Throughout his Professional Hockey playing career, he went on to win a Memorial Cup (OHL) in addition to a Calder Cup with the Hershey Bears of the AHL (American Hockey League). Mike arrived in Knoxville, TN in the early 90's to join the then-Knoxville Cherokees ECHL for the remaining 20 games of their season. He fell in love with Knoxville, and after two seasons playing in Europe (Germany, Denmark) returned to call Knoxville "home". In 2005, Mike joined the Knoxville Ice Bears Ownership Group to help keep hockey in Knoxville. Shortly thereafter, he welcomed the opportunity to assume the position of Owner, President, and General Manager of the team with the understanding that the product, community, overall fan support, and charity aspects of the job are key ingredients to its continued growth and overall success. **Twitter: @MikeMurray_009**



Mike Oke, OHL Peterborough Petes General Manager, SMWW Faculty

Mike Oke is the General Manager of the Peterborough Petes', previously acted as full-time Director of Player Personnel. Prior to his role with the Petes' he worked with International Scouting Services (ISS) as Chief Scout and was promoted to the position of General Manager/Chief Scout in September of 2008. Among his many duties, Oke was responsible for overseeing the day to day operations of ISS as well as the scouting staffs responsible for producing reports on players eligible for the NHL Draft, as well as the WHL, QMJHL, OHL and CHL Import Drafts. Mike was an Assistant Coach in charge of video with Team Pacific at the 2008 World Under 17 Hockey Challenge, worked as the Director of Player Personnel and Assistant Coach with the Oshawa Generals from 2004-2006 and spent four years as Assistant Coach at Wilfrid Laurier University of the Ontario University Athletic Association, where he played a role in the Hawks trip to the Canadian Inter-university Sport (CIS) National Hockey Championships in 2001 as well as four years as Full-Time Head Coach/Manager with the Trenton Sting of the Ontario Provincial Junior A Hockey League, winning the OPJHL Eastern Conference Championship in 1998. He is a graduate of the Sports Administration program at Durham College. **Twitter: @PetesOHLhockey**



Mike mentors students in the SMWW Hockey GM & Scouting Course and Hockey Analytics Course.

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.



SPORTSMANAGEMENTWORLDWIDE

JOIN THE CONVERSATION
#SMWW2023



Ricky Olczyk, Assistant GM at Seattle Kraken

Ricky Olczyk is an American ice hockey executive and assistant general manager of the Seattle Kraken. He currently manages salary cap, collective bargaining agreement, player transactions and prospect development. Ricky completed six seasons as assistant general manager with the Edmonton Oilers prior to joining the Hurricanes where he remained for four years. He joined the Oilers' hockey operations staff in 2007 as director of hockey administration and legal affairs, serving Edmonton's liaison to the NHL regarding all matters pertaining to the NHL Collective Bargaining Agreement. In September 2009 he was promoted to serve as the Oilers' assistant general manager. The Carolina Hurricanes announced his appointment as assistant general manager in June of 2014. He is the younger brother of U.S. Hockey Hall of Famer Ed Olczyk. **Twitter: @SeattleKraken**



Ed Palumbo, Elite Prospects Director of Hockey, Team Sales & Live Events

Ed Palumbo is the director of hockey, team sales and live events at Elite Prospects, the world's leading online hockey database. Ed is a 2010 graduate of Temple University's School of Sport, Tourism, and Hospitality Management, with a Bachelor of Science in Sport and Recreation Management. Ed is also a 2012 graduate of the SMWW Hockey GM and Scouting course, which led him to scout for various teams in the NAHL and NA3HL over the course of six years before he joined the video analysis company, InStat Sport, in December 2019, where he helped grow the company's North American hockey business exponentially to over \$2.5 million in annual sales -- while managing key accounts in the NHL, ECHL, NCAA Division I, OHL, QMJHL, and various youth and junior leagues in North America. Ed joined Elite Prospects in November, 2021, and has been in charge of North American group sales of the EP Premium service, and is also the director of the "EP Live Events" division, which includes the annual Elite Prospects Pre-Draft Invitational in the spring and the Elite Prospects Cup Series in the fall/winter months. **Twitter: @EdPal27**



Josh Pohlkamp-Hartt, Data Scientist, Boston Bruins

Josh Pohlkamp-Hartt is in his fifth season with the Boston Bruins as the team's lead data scientist. Josh provides analysis as well as develops metrics and models in support of the hockey operations department, touching all facets of the game from draft prospect valuation to in-game strategy. A graduate of the Doctoral program at Queen's University studying applied statistics, he worked at Apple within their Maps organization from October, 2015 until joining the Boston organization in January, 2019. **Twitter: @JPohlkampHartt**



Phil Pritchard, Hockey Hall of Fame VP, Curator/Keeper of the Cup

Pritchard, a lifelong hockey fan and so-called hockey player, travels the globe to promote the game of hockey, the Hockey Hall of Fame and museum as well as exhibits its collection. Phil has visited more than 35 countries and attended a number of key amateur and pro hockey events, including the Olympic Games and World Championships. Since joining the Hockey Hall of Fame in 1988, Phil has been instrumental in the museum's growth, including its 1993 move to Toronto and, more recently, the 2009 opening of the new home of the museum's vast archival collections. The D.K. "Doc" Seaman Hockey Resource Centre and Archives now occupy approximately 18,000 square feet in Toronto's Lakeshore West district. The state-of-the-art research center further supports the Hockey Hall of Fame's continued growth and development. The facility is also the permanent training and practice facilities for both the Toronto Maple Leafs and Toronto Marlies Hockey clubs. Part of his duties includes traveling with the Stanley Cup, a position he has held since his first week on the job. As "Keeper of the Cup", Phil has also gained great notoriety for his role of walking the Stanley Cup out onto the ice to be presented to the NHL champions, a duty he has performed since 1994. The trophy is given to each player of the championship team for a day which means Pritchard travels more than 150 days a year. He was also part of the "priceless" Mastercard television ads and more recently the Discover "Peggy" commercials as well as the Honda Fit and Enterprise commercials, he has also been in several different television shows and specials promoting the Stanley Cup. **Twitter: @keeperofthecup**



Phil is a proud SMWW faculty member for the History of Hockey Course.



Zoran Rajcic, CSH Chief Operating Officer Everett Silvertips

Zoran Rajcic was named Chief Operating Officer of Consolidated Sports Holdings (CSH) International, Inc on July 14, 2016. He has been a central member of the Silvertips organization since the club's inception in 2002. Always a driving force behind the team's front office success; his performance was recognized in 2010 with the WHL Marketing/Business Award. He was promoted from Director of Business Operations to Assistant General Manager in October 2011 and added the title of Executive Vice President in July 2012. Prior to his work in Everett, Rajcic spent three years with the Baton Rouge Kingfish of the ECHL, serving as the Director of Corporate Sales for one season before being promoted to Vice-President/General Manager during his second season. Zoran and his wife Mirran reside in Everett with their two sons. **Twitter: @WHLsilvertip**



SPORTSMANAGEMENTWORLDWIDE

Today Only!
Any SMWW Course - \$200 Off
 (\$400 Alumni)

**Put your career on the fast track by signing up today
 for any SMWW course!**
At registration desk.

SMWW TEAM



Dr. Lynn Lashbrook
President, Founder & NFL Agent



Liz Lashbrook
Executive Director



Ike Worth
SMWW Business Operations Manager



Sara Landis
SMWW Business Operations Coordinator



Sharisse May
SMWW Director of Educational Outreach



Dino Caputo
Tri-City Americans Scout & SMWW Faculty



Phil Pritchard
Hockey Hall of Fame VP, Curator/Keeper of the Cup



Mike Oke
Peterborough Petes GM & SMWW Faculty



Rick Curran
NHLPA Agent, Orr Hockey Agency & SMWW Faculty



Mike Johnston
Portland Winterhawks President, GM & Head Coach & SMWW Faculty

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





Hockey Career Conference at the NHL Draft

Location TBA - June 2024

Basketball Career Conference at the Vegas Summer League Games

Las Vegas, Nevada - July 9-10, 2023

Baseball Career Conference

Location TBA - December 2023

MLS Draft Career Conference

Location TBA - 2023

Football Career Conference at the NFL Combine

Indianapolis - 2024



LANYARD COLOR CODE:

Red = Speaker/Staff

Blue = Attendee

Gold = SMWW Alumni

White = CUC/FHSU Student/Alumni

Green = Industry Professional



- **How many rounds are there?**
There are 7 rounds and 32 picks per round.
- **Can NHL teams pick more than once in a round?**
Yes if a trade was made with another team
- **Can NHL teams make trades during the NHL draft?**
Yes, teams can trade current and future draft picks and current players during the draft.
- **Who is eligible for the NHL Draft?**
Players that are 18 on or before September 15th and no older than 20 years of age before December 31st are eligible. In addition, all non-North-American players over the age of 20 are eligible as well.
- **What happens to North-American players that are over 20?**
They are eligible to sign as free agents.
- **Which leagues do you have to play for in order to be drafted?**
The National Hockey League recognizes the following leagues: Western Hockey League, Ontario Hockey League, Quebec Major Junior League, United States Junior Hockey League, NCAA, as well as European Junior leagues and European Senior Men's Leagues.
- **How do they determine the order in which teams get to pick?**
Round 1 is determined via a lottery draft for the 16 teams that did not qualify for the playoffs. The top two winners have a chance to move up a maximum of 10 spots. Therefore, the bottom 11 have a chance to win the first overall pick. The 12 teams that do not win the lottery are ranked in accordance to their regular season standings. The teams that have qualified for the playoffs are ranked in accordance to their playoff performance and regular season standings.
- **How do NHL teams get their draft picks for round 2-7?**
The slots are determined in reverse order according to team records from the previous season. The team that finished with the worst record picks 1st etc.
- **Do drafted players automatically make the NHL?**
No. Players still have to sign a contract. Teams have two years to sign a player in which he will either be eligible to either re-enter the draft or become a free agent depending on his age.
- **What about players who still attend school?**
NCAA players can opt to finish their university degrees. Once they have completed school, NHL teams have 30 days to sign a contract with the player otherwise they become a free agent.
- **Do NHL players get bonuses for getting drafted early?**
Unlike the NFL or MLB, there are no draft bonuses.
- **Do teams draft according to needs or best player available?**
Every team uses their own strategy. They play these strategies close to their chest and rarely, if ever, reveal what their true intentions are.
- **Why do people boo Gary Bettman every time he approaches the podium?**
It's a long-standing tradition!



SMWW Advanced Certificate

An SMWW Advanced Certificate is a bundle of SMWW courses that are hand picked by our sports executives that will equip you with a comprehensive understanding for a specific role within the industry. This level of certification is highly specialized and will improve your job opportunities. SMWW Advanced Certificates are career-focused, and will prepare you for a specific job role within the sports industry.

Ask a SMWW Career Advisor which one is right for your Dream Job!

**YOU MUST WEAR
YOUR NAME
BADGE AT ALL
TIMES**

**JOIN THE CONVERSATION
#SMWW2023**



SPORTSMANAGEMENTWORLDWIDE

**JOIN THE CONVERSATION
#SMWW2023**

**YOU MUST WEAR
YOUR NAME
BADGE AT ALL
TIMES**

NHL DRAFT WORKSHEET

#	PLAYER/POSITION	NATIONALITY	ROUND ONE	DRAFTED FROM
1			Chicago Blackhawks	
2			Anaheim Ducks	
3			Columbus Blue Jackets	
4			San Jose Sharks	
5			Montreal Canadiens	
6			Arizona Coyotes	
7			Philadelphia Flyers	
8			Washington Capitals	
9			Detroit Red Wings	
10			St. Louis Blues	
11			Vancouver Canucks	
12			Arizona Coyotes (from Ottawa Senators)	
13			Buffalo Sabres	
14			Pittsburgh Penguins	
15			Nashville Predators	
16			Calgary Flames	
17			Detroit Red Wings (from New York Islanders via Vancouver Canucks)	
18			Winnipeg Jets	
19			Chicago Blackhawks (from Tampa Bay Lightning)	
20			Seattle Kraken	
21			Minnesota Wild	
22			Columbus Blue Jackets (from Los Angeles Kings)	
23			New York Rangers	
24			Nashville Predators (from Edmonton Oilers)	
25			St. Louis Blues (from Toronto Maple Leafs)	
26			San Jose Sharks (from New Jersey Devils)	
27			Colorado Avalanche	
28			Toronto Maple Leafs (from Boston Bruins via Washington Capitals)	
29			St. Louis Blues (from Dallas Stars via New York Rangers)	
30			Carolina Hurricanes	
31			Montreal Canadiens (from Florida)	
32			Las Vegas Golden Knights	

NHL DRAFT WORKSHEET NOTES

- The Ottawa Senators' first-round pick will go to the Arizona Coyotes as the result of a trade on March 1, 2023, that sent Jakob Chychrun to Ottawa in exchange for Washington's conditional second-round pick in 2024, a second-round pick in 2026 and this pick (being conditional at the time of the trade). The condition - Arizona will receive a first-round pick in 2023 if Ottawa's first-round pick in 2023 is outside of the top five selections - was converted when Ottawa did not win either draw in the 2023 NHL Draft Lottery on May 8, 2023.
- The New York Islanders' first-round pick will go to the Detroit Red Wings as the result of a trade on March 1, 2023, that sent Filip Hronek and a fourth-round pick in 2023 to Vancouver in exchange for a second-round pick in 2023 and this pick (being conditional at the time of the trade). The condition - Detroit will receive the Islanders' first-round pick in 2023 if the Islanders' first-round pick in 2023 is outside of the top twelve selections - was converted when the Islanders qualified for the 2023 Stanley Cup playoffs on April 12, 2023. Vancouver previously acquired this pick in a trade on January 30, 2023, that sent Bo Horvat to New York in exchange for Anthony Beauvillier, Aatu Raty and this conditional pick.
- The Tampa Bay Lightning's first-round pick will go to the Chicago Blackhawks as the result of a trade on March 18, 2022, that sent Brandon Hagel and a fourth-round pick in 2022 and 2024 to Tampa Bay in exchange for Boris Katchouk, Taylor Raddysh, a conditional first-round pick in 2024 and this pick (being conditional at the time of the trade). The condition - Chicago will receive a first-round pick in 2023 if Tampa Bay's first-round pick in 2023 is outside of the top ten selections - was converted when the Lightning qualified for the 2023 Stanley Cup playoffs on April 1, 2023.
- The Los Angeles Kings' first-round pick will go to the Philadelphia Flyers as the result of a trade on June 6, 2023, that sent Kevin Connauton to Columbus in exchange for a conditional second-round pick in 2024 or 2025 and this pick. Columbus previously acquired this pick as the result of a trade on March 1, 2023, that sent Joonas Korpi and Vladislav Gavrikov to Los Angeles in exchange for Jonathan Quick, a third-round pick in 2024 and this pick (being conditional at the time of the trade). The condition - Columbus will receive a first-round pick in 2023 if the Kings qualify for the 2023 Stanley Cup playoffs - was converted when the Kings qualified for the 2023 Stanley Cup playoffs on April 2, 2023.
- The Edmonton Oilers' first-round pick will go to the Nashville Predators as the result of a trade on February 28, 2023, that sent Mattias Ekholm and a sixth-round pick in 2024 to Edmonton in exchange for Tyson Barrie, Reid Schaefer, a fourth-round pick in 2024 and this pick.
- The Toronto Maple Leafs' first-round pick will go to the St. Louis Blues as the result of a trade on February 17, 2023, that sent Noel Acciari and Josh Pillar to Toronto in exchange for Adam Gaudette, Mikhail Abramov, Ottawa's third-round pick in 2023, a second-round pick in 2024 and this pick.
- The New Jersey Devils first-round pick will go to the San Jose Sharks as a result of the trade on February 26, 2023, that sent Timo Meier, Timur Ibragimov, Scott Harrington, Santeri Hatakka, Zachary Emond and Colorado's fifth-round pick in 2024 to New Jersey in exchange for Shakir Mukhamadullin, Nikita Okhotiuk, Andreas Johnsson, Fabian Zetterlund, a conditional second-round pick in 2024, a seventh-round pick in 2024 and this pick (being conditional at the time of the trade).[19] The condition - San Jose will receive a first-round pick in 2023 if New Jersey's first-round pick in 2023 is outside of the top two selections - was converted when the Devils qualified for the 2023 Stanley Cup playoffs on March 25, 2023.
- The Boston Bruins' first-round pick will go to the Toronto Maple Leafs as the result of a trade on February 28, 2023, that sent Rasmus Sandin to Washington in exchange for Erik Gustafsson and this pick. Washington previously acquired this pick as the result of a trade on February 23, 2023, that sent Garnet Hathaway and Andrei Svetlakov to Boston in exchange for Craig Smith, a third-round pick in 2024, a second-round pick in 2025 and this pick.
- The Dallas Stars' first-round pick will go to the St. Louis Blues as the result of a trade on February 9, 2023, that sent Vladimir Tarasenko and Niko Mikkola to New York in exchange for Sammy Blais, Hunter Skinner, a conditional fourth-round pick in 2024 and this pick (being conditional at the time of the trade). The condition - St. Louis will receive the later of the Rangers' or Stars' first-round picks in 2023 - was converted when the Rangers were eliminated from the 2023 Stanley Cup playoffs ensuring that the Stars' first-round pick would be lower on May 1, 2023. The Rangers previously acquired this pick as the result of a trade on September 19, 2022, that sent Nils Lundkvist to Dallas in exchange for a conditional fourth-round pick in 2025 and this pick (being conditional at the time of the trade). The condition - New York will receive a first-round pick in 2023 if the Stars' first-round pick in 2023 is outside of the top ten selections - was converted when the Stars qualified for the 2023 Stanley Cup playoffs on April 3, 2023.
- The Florida Panthers' first-round pick will go to the Montreal Canadiens as the result of a trade on March 16, 2022, that sent Ben Chiarot to Florida in exchange for Ty Smilanic, a conditional fourth-round pick in 2022 and this pick (being conditional at the time of the trade). The condition - Montreal will receive a first-round pick in 2023 if Florida's first-round pick in 2022 is outside of the top ten selections - was converted when the Panthers qualified for the 2022 Stanley Cup playoffs on April 3, 2022.



DRAFT TICKETS

Your draft ticket was issued with your name badge. Tickets are for the lower bowl. Please wear your name badge to the draft in addition to showing your draft ticket to get in. This will enable you to continue networking throughout the draft. Keep in mind, with that name badge on you represent Sports Management

Worldwide. Please handle yourself in a professional manner. The NHL invites our group back every year to attend the draft and we want to continue the tradition!

JOIN THE CONVERSATION
#SMWW2023



SPORTSMANAGEMENTWORLDWIDE

**YOU MUST WEAR
YOUR NAME
BADGE AT ALL
TIMES**