THE OLIN BUSINESS SCHOOL’S SPORTS BUSINESS PROGRAM:
2017-18 EVENTS AND ACCOMPLISHMENTS

Kirk Lacob, Kent Lacob, and Dr. P during the 2017 Olin Sports Business Summit on 9/29/17

Submitted in April 2018 by Dr. Patrick Rishe

Director, Sports Business Program, Washington University in St. Louis (www.wustl.edu)
To Whom It May Concern:

Thanks largely to the resources, guidance, and support provided by the Lacob family (Joe, Kent, and Kirk), in addition to key friendships with alumni and parents of alumni/current students (e.g. Steve Horowitz, the Theofilos family, Bill Squadron, Bill Mendel, Sean Wallis, Jeff Lesser, Ross Grill, Shana Raven), numerous industry connections and friends of Olin, and the collaboration with key faculty/staff on campus, the 2017-18 academic year for the Sports Business Program at Washington University in St. Louis has once again been one of achievement, accomplishment, and distinction.

This document summarizes how the program has excelled in giving students numerous educational and experiential learning opportunities throughout the 2017-18 academic year (one example pictured below) through (1) exposure and networking with industry professionals who have been guest speakers on campus, (2) internships, and (3) sports-specific consulting and independent study projects.

Patrick (www.patrickrishe.com)

Program Website:

https://olin.wustl.edu/EN-US/partners-resources/sports-business/Pages/default.aspx

Wash U students posed with Andy Oh (far left) at NBA’s HQ in NYC in October 2017 during our 3-day tour of sports organizations and facilities in the Greater New York area. Wash U alum Scott Kaufman-Ross helped set up this trip. We also met Wash U alum and SVP of Communications Mike Bass during this site-visit to NBA HQ.
OUTLINE

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I. SNAPSHOTS OF SUCCESS FROM 2017-18

Top Left: Magic Johnson Hangs with WUSTL students at Lakers facility during March 2018 L.A. Trip 3/12/18

Top Right: WUSTL students at Fox Sports Studios in Los Angeles on first stop of March 2018 Trip 3/9/18

Bottom Left: Dr. P moderated an esports panel at Stanford’s Sports Innovation Summit March 7th in Palo Alto.

Dr. Rice and A-Rod were fellow participants at the conference. 3/7/18

Bottom Right: St. Louis Cardinals SVP of Sales/Marketing, Dan Farrell (left most in white shirt) watches members of the Wash U Sports Analytics team make a marketing presentation at Busch Stadium regarding the new Budweiser Terrace 2/20/18
SNAPSHOTS OF SUCCESS FROM 2017-18 (continued)

Top Left: Russ Scibetti (KORE) and Brett Broich (Carolina Hurricanes) speak at Wash U 2/14/18

Top Right: WUSTL alum Ken Borkan (Phoenix Suns) and Olin friend Evan Dick (Exit 39) visit WUSTL students At W Hotel in Westwood on third day of Sports Immersion Trip 3/11/18

Bottom Left: The WUSTL Sports Analytics team celebrates with a victorious photo after winning the 2018 SABR Case Competition in Phoenix (pictured are Isaiah, Bailey, Jared Rohan, Tyler) 3/9/18

Bottom Right: Surge, Paul, Brian, Dylan, and Brett are honored for their participation in prior Sports Experiential projects at The 2017 Olin Sports Business Symposium 9/29/17
II. PROGRAM OUTREACH, COLLABORATION, AND ENGAGEMENT

A. Student Engagement
   a. The program frequently engaged students, sharing info about sports business opportunities through networking, speaker, and travel events.
   b. Additionally, out-of-class sessions on cover letter writing and salesmanship were discussed with students during the Spring 2018 term prior to several of our Sports Analytics classes.

B. Industry Engagement
   a. The program leveraged existing sports industry contacts to explore ways these connections could contribute to the Program. Examples include:
      i. UG independent study projects with St. Louis Cardinals (Spring 2018)
      ii. UG independent study projects with Carolina Hurricanes (Spring 2018)
   b. We networked with new sports industry contacts:
      i. During our Sports Immersion Trips
         1. Fall 2017 to New York City
         2. Spring 2018 to Los Angeles
      ii. At various industry events (e.g. 2017 Sports Innovation Enterprises conference in San Francisco, 2018 MIT Sports Analytics Conference, 2018 World Congress of Sport).

C. Media Engagement
   a. Dr. Rishe continued to leverage his relationships with existing media connections with CNBC, Bloomberg, FoxBusiness, Forbes, and CNN to help further elevate the Wash U brand.

D. Program/Event/Opportunity Creation/Planning/Development
   a. Organized the 2017 Fall Sports Business Summit
   b. Organized 13 Lacob Speakers throughout the year
      i. 4 for Business of Sports class
      ii. 9 for Sports Analytics class
   c. Tirelessly accumulated and disseminated internship postings which were shared with students
   d. Faculty mentor for experiential learning opportunities with St. Louis Cardinals and Carolina Hurricanes
III. CONNECTIVITY WITH INDUSTRY

Below is a list of the various industry connections we utilized in some way/shape/form in 2017-18 to help boost the quality of the Sports Business education received by Wash U students.

- **In New York City:**
  - Inner Circle Sports
  - Madison Square Garden
  - Mendel Communications
  - NBA HQ
  - NHL HQ
  - MLS HQ

- **Nationally:**
  - *St. Louis Blues (Blues President, Chris Zimmerman, pictured above at 9/29/17 Summit)*
  - Sacramento Kings
  - Golden State Warriors
  - San Jose Earthquakes
  - ESPN
  - Fox Sports
  - St. Louis Cardinals
  - St. Louis Blues
  - L.A. Galaxy
  - Orlando Magic
  - KORE Software
  - LAFC (new MLS team – 2018)
  - Populous
  - HOK Sport
  - Los Angeles Rams
  - San Francisco 49ers
  - Oakland A’s
  - AEG
  - L.A. Kings
  - Houston Astros
  - Vegas Golden Knights
  - Milwaukee Brewers
  - U.S. Soccer Federation
  - L.A. Dodgers
  - L.A. Kings
  - U.S.T.A.
  - FoxBusiness
  - CNN
  - CNBC
  - Forbes
  - Bloomberg
  - STRIVR
  - SportVision
  - Hightower Law
  - America East Conference
  - Oklahoma University
  - Saint Louis University
  - Houston Astros
  - San Francisco Giants
  - NFL Network
  - CAA
  - Exit 39
  - Riot Games
IV. Summary of Accomplishments from 2017-18 Academic Year

1. Recruited 18 speakers for Olin’s 3rd Annual Fall Sports Business Summit

2. Hosted 13 Lacob Sports Business Speakers (most were guest speakers in my classroom)

3. Involved in Numerous Experiential Learning Projects/Opportunities
   a. St. Louis Cardinals (Marketing Rec’d for Budweiser Terrace)
   b. Carolina Hurricanes (Fan Engagement and Ticketing)
   c. New York City (Fall 2017) and Los Angeles (Spring 2018) Sports Immersion Trip (details below)
   d. 2018 SABR Case Competition in Phoenix (details below)
   e. Independiente del Valle (a soccer team in Ecuador’s Serie A First Division)
      • A CEL team was assigned to analyze how to improve the team’s fan engagement, ticket sales, and merchandising, now that the team has moved from the 3rd to 1st division of the Ecuadorian professional soccer league.

4. At least 8 students will have summer internships in the sports industry during the summer of 2018
V. 2017-18 Lacob Sports Business Speaker Series (PAGE 1)

Rob Alberino | 10/25/17
San Francisco 49ers
VICE PRESIDENT AND
EXECUTIVE PRODUCER

Varun Mehrotra | 11/27/17
Anheuser Busch
SENIOR BRAND MANAGER,
EXPERIENTIAL AND PASSION POINTS
Steve Chapman | 11/8/17
St. Louis Blues
VP OF BRAND, COMMUNITY, AND PARTNERSHIP DEVELOPMENT

Josh Bender | 11/8/17
St. Louis Blues
VP OF TICKETING AND GUEST EXPERIENCES
VI: 2017-18 Experiential Learning Opportunities

1) PROJECTS / COMPETITIONS

- St. Louis Cardinals (Spring 2018)
  o Several students assisting Cardinals with:
    ▪ Marketing/Promotional Rec’d for Budweiser Terrace
    ▪ Fair Market Pricing of Ad Space Assigned to Phase 2 of Ballpark Village Project

- Carolina Hurricanes (Spring 2018)
  o Several students assisting Canes with:
    ▪ Fan Engagement rec’d
    ▪ Ticket pricing rec’d
    ▪ Corporate sponsor trends / rec’d

- SABR BASEBALL CASE COMPETITION (March 8-9 in Phoenix)
  o 5-person student team competing in Society for American Baseball Research (SABR) case competition.
  o 2nd time Wash U has competed in this event.
  o Team finished 1st among 10 competitors.

2) SPORTS IMMERSION TRIPS

- Fall 2017 to New York City (October 18th – 22nd)
- Spring 2018 to Los Angeles (March 8th – 12th)

Across these 2 trips, students:

- Made 20 site-visits
- Networked with over 50 sports industry executives
- Attended 4 professional sporting events
SPRING 2018 SPORTS IMMERSION TRIP TO LOS ANGELES - SCHEDULE

DAY 1....Friday, March 9th

- 8:30 – 9:45 AM Fox Sports
- 10:15 – 11:30 AM CAA
- 12:30 – 2 PM Riot Games
- 2:30 – 3:30 PM NFL Network
- 4 – 5:15 PM Oak View Group
- 5:30 – 6:15 PM Royce Cohen (L.A. Dodgers)

DAY 2....Saturday, March 10th

- 9 – 10:15 AM LAFC (Sebastian Rivas)
- 11:30 – 12:30 PM AEG Executives at Staples Center
- 1 – 3:30 PM LA Kings v Washington Capitals NHL Game
- 3:45 – 4:45 PM LA Clippers Executives
- 7 – 9:30 PM LA Clippers v Orlando Magic NBA Game

DAY 3....Sunday, March 11th

- 10 AM – 11:30 LA Galaxy and StubHub Center Tour (Chris Glidden)
- 4 – 5 PM Ken Borkan (Phoenix Suns and Wash U alum)
- 5 – 6 PM Evan Dick (Exit 39)

DAY 4....Monday, March 12th

- 9 – 10:30 AM Wasserman
- 1:45 – 12:45 PM L.A. Lakers Analytics and CRM Staff...and Magic Johnson
FALL 2017 SPORTS IMMERSION TRIP TO NEW YORK CITY - SCHEDULE

Friday, October 20\textsuperscript{th}

- 7 AM NY Mets (Adam Vogel)
- 8:45 AM Ascendent Sports Group (Jeff Lesser)
- 10-11 AM NBA HQ (Mike Bass, Andy Oh, Matt Hanlon)
- 12-1 PM NHL HQ (Allison Eddy, Mike Callanan)
- 2-3 PM MLS HQ (Sean Dennison)
- 4-5 PM Inner Circle Sports (Steve Horowitz, Tyler Zimmet)

Saturday, October 21\textsuperscript{st}

- 9-10 AM Barclays Center (Ross Grill)
- 11-12:30 Madison Square Garden (Matt Schulman)
- 1-4 PM NY Rangers v Nashville Predators NHL Game

Sunday, October 22\textsuperscript{nd}

- 12-1 PM Varun Mehrotra (A-B InBev) @ The Aloft
- 3 – 4 PM NYC FC ticketing staff
- 4-6 PM NYC FC vs Columbus MLS Match
TOP PIC

- Tyler Zimmet and Steve Horowitz (Inner Circle Sports) talk about franchise valuations in sports at their offices in New York City on Day 1 of the Fall 2017 Sports Immersion Trip (10/20/17).

MIDDLE PIC

- Keith Dobkowski and Allan Flowers (NFL Network) speak with WUSTL students from their HQs on Day 1 of the Spring 2018 Sports Immersion Trip (3/9/18).

BOTTOM PIC

- Students end their Fall 2017 NYC Sports Immersion Trip with a trip to Citi Field to watch an MLS match between NYC FC and Columbus (10/22/17).
Nate Thompson  |  1/24/18
Houston Astros
IMPLEMENTATION SPECIALIST

Kwesi Adofo-Mensah  |  1/31/18
San Francisco 49ers
MANAGER OF FOOTBALL RESEARCH & DEVELOPMENT

Chase Jolesch  |  2/7/18
Vegas Golden Knights
DIRECTOR OF TICKETING AND PREMIUM

VII. Sports Analytics Guest Speakers – Spring 2018 (PAGE 1)
Dan Amato | 2/7/18
Detroit Tigers
BUSINESS ANALYST

Brett Broich | 2/14/18
Carolina Hurricanes
VP, BUSINESS STRATEGY AND ANALYTICS

Russell Scibetti | 2/8/17
KORE Software
PRESIDENT OF PLANNING AND INSIGHTS
Brandon Steffek  |  2/21/18
Full House Solutions
VICE PRESIDENT, SALES

Daniel Chao  |  2/21/18
Halo Neuroscience
CO-FOUNDER AND CEO

Steven Webster  |  2/21/18
asensai
FOUNDER AND CEO
The Fall 2017 Olin Sports Business Summit was again a smashing success. Opting for fewer panels and more one-on-one presentations, the 2017 format was well-received, and will likely set the tone for future Sports Business Summits at Wash U. The 2017 Speaker list is below.

<table>
<thead>
<tr>
<th>SPEAKER</th>
<th>COMPANY</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike Bernstein</td>
<td>Wasserman</td>
<td>Vice President</td>
</tr>
<tr>
<td>Daniel Chao</td>
<td>Halo Neuroscience</td>
<td>CEO</td>
</tr>
<tr>
<td>Cosette Chaput</td>
<td>Laundry Service</td>
<td>Director, Client Services</td>
</tr>
<tr>
<td>Neil Duffy</td>
<td>WorldGaming</td>
<td>VP, College Network &amp; Biz Dev</td>
</tr>
<tr>
<td>Robyn Glaser</td>
<td>Kraft Group (Vice President), New England Patriots (Club Counsel)</td>
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</tr>
<tr>
<td>Adam Grossman</td>
<td>Block Six Analytics</td>
<td>CEO</td>
</tr>
<tr>
<td>Amy Huchthausen</td>
<td>America East Conference</td>
<td>Commissioner</td>
</tr>
<tr>
<td>Bret Kanis</td>
<td>Hightower Law</td>
<td>Attorney / NBA Agent</td>
</tr>
<tr>
<td>Joe Lacob</td>
<td>Golden State Warriors</td>
<td>Owner</td>
</tr>
<tr>
<td>Kent Lacob</td>
<td>Santa Cruz Warriors</td>
<td>General Manager</td>
</tr>
<tr>
<td>Kirk Lacob</td>
<td>Golden State Warriors (Assistant GM); GSW Sport Ventures (VP)</td>
<td></td>
</tr>
<tr>
<td>Meg McWilliam</td>
<td>Populous</td>
<td>Architect</td>
</tr>
<tr>
<td>Jody Mulkey</td>
<td>TicketMaster</td>
<td>Chief Technology Officer</td>
</tr>
<tr>
<td>Ed O’Hara</td>
<td>SME, Inc</td>
<td>President &amp; Chief Creative Officer</td>
</tr>
<tr>
<td>Duran Parsi</td>
<td>Collegiate Star League</td>
<td>CEO</td>
</tr>
<tr>
<td>Taylor Soper</td>
<td>GeekWire</td>
<td>Sports and Tech Writer</td>
</tr>
<tr>
<td>Bill Squadron</td>
<td>Genius Sports</td>
<td>Special Counsel</td>
</tr>
<tr>
<td>Chris Zimmerman</td>
<td>St. Louis Blues</td>
<td>Team President</td>
</tr>
</tbody>
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FROM THE FALL 2017 SUMMIT (continued)

TOP PIC
- Ed O’Hara (SME, Inc) and Amy Huchthausen (America East Conf) talk about redefining a conference brand.

MIDDLE PIC
- Kirk Lacob (left) and Kent Lacob (center) discuss various aspects of the new Chase Center, the Gatorade G-League, and more with Dr. P.

BOTTOM PIC
- Meg McWilliam from Populous discusses how her firm invests in market research to maintain their industry leadership position.
FROM THE FALL 2017 SUMMIT (continued)

TOP PIC
- Cosette Chaput (Laundry Service) and Mike Bernstein (Wasserman) talk about their respective companies.

MIDDLE PIC
- Robyn Glaser of The Kraft Group discusses her ascension within the sports industry and her roles with the Kraft family with Dr. P.

BOTTOM PIC
- Adam Grossman from Block Six Analytics discusses how his firm uses machine learning to better evaluate and measure sponsorship analytics.
IX. LACOB INTERNSHIP STIPENDS AND ADDITIONAL INTERNSHIP PLACEMENTS

Partial List of Internship Placements in 2018:

As of April 1, 2018, 6 students earned Lacob stipends for internships taking place in Summer 2018:

(1) ALLAN BEKERMAN………………………………..Washington Nationals
(2) ISAIAH BERG…………………………………..Atlanta Braves
(3) ISABELLE METZ…………………………………..Wasserman
(4) ANDREW PEK……………………………..Rapsodo
(5) ZIMRAT SLOYER………………………………..E15 Sports Analytics
(6) MAGALI VALIENTE……………………………Vegas Golden Knights

NOTE: At the time this document was drafted, it was likely that an additional 2-3 students would receive Lacob funding...a record number of students for one calendar year!
Dr. Rishe continued to boost the level of national recognition for the Sports Business Program at Olin with various high-profile media appearances, along with his Forbes SportsMoney columns.

TOP PIC
- Dr. P comments on CNBC’s Squawk Box program regarding FBI sting of college basketball, and how it specifically impacted the University of Louisville and Hall of Fame Coach Rick Pitino.

MIDDLE PIC
- Dr. P comments on MSNBC regarding the economics and politics of the debate surrounding NFL players not standing for the national anthem, and the ties with tax breaks, TV ratings, and more.

BOTTOM PIC
- Dr. P comments on CNBC’s Power Lunch program as to whether companies like Alphabet and Amazon might push rights fees even higher than they currently are.
XI. CONFERENCE ACTIVITY (2017-18)

**Accomplishments:**

- Dr. Rishe attended the 2018 MIT Sports Analytics Conference in Boston.
  - These types of engagements increase both the program’s brand value, but also lead to valuable networking opportunities which can further benefit the Wash U program in the future.

- Other conferences attended in 2017-18 included:
  - 2017 Sports Enterprises Innovation Conference (San Francisco)
  - 2017 GeekWire Sports Tech Summit (Seattle)
  - 2018 Stanford Sports Innovation Conference (Palo Alto, CA)

- Upcoming trips / conferences which will help enhance future educational and networking opportunities for Wash U students include:
  - 2018 World Congress of Sports (Los Angeles)
  - 2018 SBJ Brand Engagement and Content (San Francisco)
  - 2018 SBJ Facility, Franchises, and Ticketing Event (Detroit)
2018 Stanford Sports Innovation Conference

DATE/PLACE: MARCH 7TH 2018 STANFORD GRADUATE BUSINESS SCHOOL

PANEL: ESPORTS PANEL @ 5TH ANNUAL MIT ANALYTICS CONFERENCE

PICTURED (from left)
- Patrick Rishe.............Director, Sports Business Program, Wash U in St. Louis
- Fabian Stechel.............Principal, Evolution Media Capital
- Ari Segal.......................President, Immortals
- Kirk Lacob......................Assistant GM, Golden State Warriors and VP, Warriors Sports Ventures
- Justin Dellario.............Head of esports, Twitch
XII. STUDENT CLUB ACTIVITY

Accomplishments:

(1) The Sports Analytics Club was very active:
   a. Club members attended the MIT Sports Analytics event (pictured right).
   b. They assisted the St. Louis Cardinals with a Budweiser Terrace project (pictured below).
   c. They won the 2018 SABR Case Competition.

(2) The graduate-themed Sports Business club also took an increased role in 2017-18:
   a. 3 separate members (Osamu, Bryant, Oscar) took part in WUSTL sports immersion trips.
   b. They were more actively involved in attending speaker events.
   c. They look to play a bigger role in the Fall 2018 Sports Business Summit (e.g. event coordination, speaker reach-outs, etc…).