Olin Sports Business Program at Washington University in St. Louis

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# TABLE OF CONTENTS

- **PROGRAM ORIGINS AND ACKNOWLEDGMENTS**  
  2
- **SUMMARY OF PROGRAM ACCOMPLISHMENTS**  
  3
- **STUDENT PLACEMENTS**  
  4
- **GUEST SPEAKERS**  
  5-50
- **CASE PROJECTS**  
  51-54
- **EXTERNAL MEDIA ACTIVITY**  
  55-56
- **OVERCOMING COVID-19 CHALLENGES**  
  57
- **APPENDIX**  
  58-87
PROGRAM ORIGINS AND ACKNOWLEDGMENTS

The Olin Sports Business program began in Fall 2014 thanks to generous seed funding from Joe Lacob, executive chairman and principal owner of the Golden State Warriors, whose son, Kent, is a May 2015 Olin alum. We are forever grateful to the Lacobs for their gift.

With these resources, coupled with collaborative intellectual contributions from both alums and parents of alums who work in sports (e.g., Steve Horowitz, Bill Squadron, Bill Mendel, Ross Grill, Sean Wallis and many more), the Sports Business program has swiftly built a national reputation of being proactive and external in seeking educational opportunities for our students that have directly lead to real-world opportunities via Case Projects, Case Competitions, internships or employment.

We believe our sports industry network is robust, we intend to continue to build this network aggressively and we are confident that the program’s accomplishments over the next five years will surpass our stellar record across the first five years of the program!
SUMMARY OF PROGRAM ACCOMPLISHMENTS

5-YEAR OVERVIEW

With respect to Curriculum and Program Enrollment:
- 5……………….Total Number of Sports-themed courses offered at Olin
- 770…………….Total cumulative enrollment in 16 sports-themed courses across five years

With respect to the annual Sports Business Summit:
- 83…………….Sports Industry Speakers who have attended across these five years
- 850…………….Event Attendees in total across these four years

With respect to Sports Immersion/Networking Trips:
- 6……………Trips (L.A…2017, 2018, 2019; NYC..2017; Chicago/Milwaukee..2018; Charlotte..2019)
- 51…………….Sports Organizations visited
- 127…………….Sports Industry Professionals met

With respect to Experiential Opportunities and/or Case Projects:
- 17…………….Separate projects (either through CEL or through Dr. Rishe’s supervision)
- 89…………….Students Engaged across these projects

With respect to Career Placements:
- 33……………..Students receiving Sports Industry internships since Summer 2016
- 23……………..Students receiving Lacob stipends since Summer 2016

With respect to Guest Speakers:
- 121…………….Guest Speakers, either as one-off presentations or lecturing in class

With respect to Student Clubs:
- 30…………….Consistent membership size of Sports Analytics club
- 50…………….Membership size of Business of Sports Society in its first year
- 2……………….Case Competition Championships at annual SABR Conference (2018, 2019)
- 25…………….Number of students attending SABR or MIT analytics events since 2017
STUDENT PLACEMENTS – Spring 2020

There were six students from the Sports Business program at the Olin Business School at Washington University in St. Louis who received and accepted summer internship opportunities in 2020.

Wash U Student Placements Are:

<table>
<thead>
<tr>
<th>Company</th>
<th>Term</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegas Golden Knights</td>
<td>Summer 2020 – Internship</td>
<td>Ticket Sales</td>
</tr>
<tr>
<td>Los Angeles Clippers</td>
<td>Summer 2020 – Internship</td>
<td>Marketing</td>
</tr>
<tr>
<td>St. Louis FC</td>
<td>Summer 2020 – Internship</td>
<td>Sales/Marketing</td>
</tr>
<tr>
<td>St. Louis Cardinals</td>
<td>Summer 2020 – Internship</td>
<td>Baseball Analytics</td>
</tr>
<tr>
<td>Rapsodo</td>
<td>Summer 2020 – Internship</td>
<td>Baseball Analytics</td>
</tr>
<tr>
<td>Wasserman</td>
<td>Summer 2020 – Internship</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Congratulations to:

ALEC GORDON – VEGAS GKs
ALLY GERARD – L.A. CLIPPERS
MICHAELA BACH – ST LOUIS FC
KELTON CLARKE – STL CARDINALS
TIM TAGUE - RAPSO DO
LUKE LEON - WASSERMAN
GUEST SPEAKERS OVERVIEW – Spring 2020

Featured 42 sports industry practitioners:
- Six in Sports Analytics (Spring 1 2020)
- 18 in Sport Management (Spring 2 2020)
- 18 in Sports Marketing (Spring 2020)

Sports Analytics:

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest</th>
<th>Organization</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 23</td>
<td>Bill Squadron</td>
<td>Genius Sports</td>
<td>Special Counsel</td>
</tr>
<tr>
<td>Feb 4</td>
<td>Ben Rosenkranz</td>
<td>E15 Group</td>
<td>Manager, Retail Strat &amp; Analytics</td>
</tr>
<tr>
<td>Feb 6</td>
<td>Mike Girsch</td>
<td>St. Louis Cardinals</td>
<td>Vice President and General Manager</td>
</tr>
<tr>
<td>Feb 6</td>
<td>Art Chou</td>
<td>Rapsodo</td>
<td>North American President</td>
</tr>
<tr>
<td>Feb 11</td>
<td>Chris Zeppenfeld</td>
<td>Charlotte Hornets</td>
<td>VP, Business Intelligence</td>
</tr>
<tr>
<td>Feb 18</td>
<td>Russ Scibetti</td>
<td>New York Giants</td>
<td>VP, Strategy &amp; Business Intelligence</td>
</tr>
</tbody>
</table>

Sport Management:

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest</th>
<th>Organization</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 24</td>
<td>Lee Zeidman</td>
<td>Staples Center</td>
<td>President</td>
</tr>
<tr>
<td>March 24</td>
<td>Mark Lamping</td>
<td>Jacksonville Jaguars</td>
<td>President</td>
</tr>
<tr>
<td>March 24</td>
<td>Alex Rodrigo</td>
<td>Golden 1 Center</td>
<td>SVP and GM</td>
</tr>
<tr>
<td>March 31</td>
<td>Andrew Kipper</td>
<td>Excel Sports Management</td>
<td>Senior Director</td>
</tr>
<tr>
<td>March 31</td>
<td>Brian Carroll</td>
<td>LPGA Tour</td>
<td>SVP, Global Media Distribution</td>
</tr>
<tr>
<td>April 2</td>
<td>Ben Gumpert</td>
<td>Sacramento Republic FC</td>
<td>President and COO</td>
</tr>
<tr>
<td>April 2</td>
<td>Steve Argeris</td>
<td>Charlotte MLS</td>
<td>VP and General Counsel</td>
</tr>
<tr>
<td>April 2</td>
<td>Dennis Moore</td>
<td>St. Louis MLS</td>
<td>Chief Revenue Officer</td>
</tr>
<tr>
<td>April 14</td>
<td>Amy Huchthausen</td>
<td>American East Conference</td>
<td>Commissioner</td>
</tr>
<tr>
<td>April 14</td>
<td>Dionna Widder</td>
<td>Houston Dynamo</td>
<td>Chief Revenue Officer</td>
</tr>
<tr>
<td>April 14</td>
<td>Khalia Collier</td>
<td>St. Louis Surge</td>
<td>Owner and GM</td>
</tr>
<tr>
<td>April 14</td>
<td>Shari Summers</td>
<td>WAVE TV</td>
<td>VP, Strategy and Operations</td>
</tr>
<tr>
<td>April 14</td>
<td>Meg McWilliam</td>
<td>Populous</td>
<td>Architect and Senior Associate</td>
</tr>
<tr>
<td>April 16</td>
<td>Surge Troost</td>
<td>Populous</td>
<td>Architectural Designer</td>
</tr>
<tr>
<td>Date</td>
<td>Guest</td>
<td>Organization</td>
<td>Title</td>
</tr>
<tr>
<td>----------</td>
<td>-------------------</td>
<td>------------------------</td>
<td>---------------------------------------------------------</td>
</tr>
<tr>
<td>April 16</td>
<td>Jac Griffith</td>
<td>Populous</td>
<td>Architectural Designer</td>
</tr>
<tr>
<td>April 16</td>
<td>Scott Pioli</td>
<td>Football Executive</td>
<td>3x Super Bowl Champs</td>
</tr>
<tr>
<td>April 21</td>
<td>Jill Fredrickson</td>
<td>ESPN</td>
<td>Senior VP, Production</td>
</tr>
<tr>
<td>April 21</td>
<td>Jacob Ullman</td>
<td>Fox Sports</td>
<td>Senior VP, Production and Talent Dev</td>
</tr>
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**Sports Marketing:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Guest</th>
<th>Organization</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 30</td>
<td>Kurt Hunzeker</td>
<td>St. Louis BattleHawks</td>
<td>President</td>
</tr>
<tr>
<td>Feb 6</td>
<td>Jordan Rutner</td>
<td>KORE</td>
<td>Senior Analyst</td>
</tr>
<tr>
<td>Feb 20</td>
<td>Conor Kenney</td>
<td>Cleveland Cavaliers</td>
<td>Senior Dir, Development/Implementation</td>
</tr>
<tr>
<td>Feb 25</td>
<td>Tony Schiller</td>
<td>Paragon Marketing</td>
<td>Exec VP and Partner</td>
</tr>
<tr>
<td>Feb 25</td>
<td>Bob Kane</td>
<td>World Surf League</td>
<td>General Counsel</td>
</tr>
<tr>
<td>March 31</td>
<td>Andrew Kipper</td>
<td>Excel Sports Management</td>
<td>Senior Director</td>
</tr>
<tr>
<td>March 31</td>
<td>Stephi Blank</td>
<td>New York Yankees</td>
<td>Senior Manager, Digital/Social Strategy</td>
</tr>
<tr>
<td>April 2</td>
<td>Meredith Geisler</td>
<td>Tandem Sports/Entertainment</td>
<td>SVP of Communications</td>
</tr>
<tr>
<td>April 2</td>
<td>Lisa Woodward</td>
<td>Anheuser-Busch</td>
<td>Director, Sponsorships</td>
</tr>
<tr>
<td>April 2</td>
<td>Tony Schiller</td>
<td>Paragon Marketing</td>
<td>Exec VP and Partner</td>
</tr>
<tr>
<td>April 9</td>
<td>Anthony Macri</td>
<td>Memphis Grizzlies</td>
<td>VP of Partnership Marketing</td>
</tr>
<tr>
<td>April 9</td>
<td>Eric Stisser</td>
<td>St. Louis Blues</td>
<td>VP of Corporate Partnerships</td>
</tr>
<tr>
<td>April 14</td>
<td>Ed O'Hara</td>
<td>SME, Inc.</td>
<td>President and COO</td>
</tr>
<tr>
<td>April 14</td>
<td>David Kinsey</td>
<td>Kansas City Chiefs</td>
<td>Sales Consultant</td>
</tr>
<tr>
<td>April 16</td>
<td>Magali Valiente</td>
<td>Arizona Coyotes</td>
<td>Digital Marketing Specialist</td>
</tr>
<tr>
<td>April 16</td>
<td>Jake Horowitz</td>
<td>Endeavor</td>
<td>Senior Account Executive</td>
</tr>
<tr>
<td>April 21</td>
<td>Bill Chapin</td>
<td>NHL Seattle</td>
<td>Senior VP, Sales and Service</td>
</tr>
<tr>
<td>April 21</td>
<td>Bob Costas</td>
<td>MLB Network</td>
<td>Sports Broadcasting Legend</td>
</tr>
<tr>
<td>April 23</td>
<td>Dan McLaughlin</td>
<td>St. Louis Cardinals</td>
<td>TV Play-by-Play Announcer</td>
</tr>
<tr>
<td>April 23</td>
<td>Randy Karraker</td>
<td>ESPN 101</td>
<td>Host of “The Fast Lane”</td>
</tr>
</tbody>
</table>
GUEST SPEAKERS – SPRING 2020

SPORTS ANALYTICS

BILL SQUADRON

BEN ROSENKRANZ

MIKE GIRSCH

ART CHOU

CHRIS ZEPPENFELD

RUSS SCIBETTI
Bill Squadron lectured on how analytics and new technology are changing the way people consume sports.
Ben Rosenkranz discussed how E15 uses data to better deliver solutions to their clients across the sports industry.
Mike Girsch discussed how analytics have changed the way the St. Louis Cardinals evaluate players.
Art Chou explained how Rapsodo's technology enhances coaching and player performance.
Chris Zeppenfeld demonstrated the value the Business Intelligence team brings to the Charlotte Hornets.
Russ Scibetti talked about the growth the Giants have made in their analytics arm and taught students about the levels of data analysis in sports today.
GUEST SPEAKERS – SPRING 2020
SPORT MANAGEMENT

LEE ZEIDMAN
MARK LAMPING
ALEX RODRIGO
ANDREW KIPPER
BRIAN CARROLL
BEN GUMPERT
STEVE ARGERIS
DENNIS MOORE
AMY HUCHTHAUSEN
DIONNA WIDDER
KHALIA COLLIER
SHARI SUMMERS
MEG MCWILLIAM
SURGE TROOST
JAC GRIFFITH
SCOTT PIOLI
JILL FREDERICKSON
JACOB ULLMAN
Lee Zeidman talked about his role at one of the NBA’s most iconic venues, the Staples Center, and gave some insight into future stadium renovations.
Mark Lamping discussed the challenges of working in a market like Jacksonville and how the Jaguars are building a fan base abroad
Alex Rodrigo talked about building the Golden 1 Center and its technological advances that place it among the top NBA venues.
Andrew Kipper explained Excel Sports Management’s revenue streams and highlighted how they are managing their athlete relationships during COVID-19.
Brian Carroll talked about his role with the LPGA Tour and how their league has differentiated themselves from the PGA Tour.
Ben Gumpert explained how the Sacramento Republic secured a bid from the MLS and gave some insight into their stadium construction.
Steve Argeris talked about the MLS franchise in Charlotte and the difficulty of trying to prepare for a 2021 start during COVID-19
Dennis Moore explained his role with the new St. Louis MLS team and how their momentum has slowed due to COVID-19
Amy Huchthausen talked about her role in rebranding the American East Conference, emphasizing athlete success and leadership on and off the field.
Dionna Widder talked about the importance of culture for the Houston Dynamo and how she has watched the club grow during her time there.
Khalia Collier explained her role with the St. Louis Surge and outlined some of the challenges that come with selling corporate partnerships in her league.
Shari Summers explained how WAVE is disrupting the sports media space and gave some insight into the growth in popularity of eSports.
Meg McWilliam talked about working in Tokyo for the 2020 Olympics and the challenges that COVID-19 has brought to the city
Surge Troost and Jac Griffith talked about Populous’s goals to improve stadium operations and optimize the fan experience when designing Smart Venues.
Scott Pioli shared his wealth of experience as an NFL executive and gave his opinions on the virtual NFL Draft.
Jill Frederickson explained that while COVID-19 has provided many challenges, it has also given ESPN the opportunity to air more exclusive athlete content.
Jacob Ullman discussed Fox Sports’ broadcasting strategy and how that has changed since they were sold to Disney.
GUEST SPEAKERS – SPRING 2020

SPORTS MARKETING

KURT HUNZEKER
JORDAN RUTNER
CONOR KENNEY
BOB KANE
STEPHI BLANK
MEREDITH GEISLER
LISA WOODWARD
TONY SCHILLER
ANTHONY MACRI
ERIC STISSER
ED O'HARA
DAVID KINSEY
MAGALI VALIENTE
JAKE HOROWITZ
BILL CHAPIN
BOB COSTAS
DAN MCLAUGHLIN
RANDY KARRAKER
Kurt Hunzeker discussed building the St. Louis BattleHawks brand from scratch.
2020 OLIN GUEST SPEAKERS – JORDAN RUTNER

Jordan Rutner discussed Kore Software’s role in how data influences the decision-making process on all business fronts.
Conor Kenney gave an insider’s perspective on the Cavaliers’ historic championship run during the 2015–16 NBA season
Bob Kane explained the mission of the World Surf League and how they have overcome the challenges that come with being a niche sport.
Stephi Blank talked about her role with the Yankees and how she has completely transformed their social media presence.
Meredith Geisler explained how Tandem is navigating a delicate time and gave five tips for communicating with media during the coronavirus.
Lisa Woodward explained Anheuser-Busch InBev’s wide presence in sports sponsorship and their goal to give each one of their brands its own unique identity.
Tony Schiller talked about corporate partnerships and how many brands are seeking make-goods during a time when sports have been suspended.
Anthony Macri talked about the Grizzlies’ partnership with FedEx and detailed the various campaigns they have run outside of the US
2020 OLIN GUEST SPEAKERS – ERIC STISSER

Eric Stisser talked about the Blues’ Stanley Cup run and how they utilized the Cup in various corporate partner activations.
Ed O’Hara explained how SME takes an emotionally connective approach to branding in order to win the hearts of consumers.
David Kinsey talked about how he tries to sell the Kansas City Chiefs brand to fans and corporations in St. Louis.
Magali Valiente talked about the Coyotes’ Rally the Valley marketing campaign and how their plans have changed due to the suspension of the NHL season.
Jake Horowitz explained Endeavor’s various business functions and gave insight into his work in brand consulting for Anheuser-Busch.
Bill Chapin talked about the new Seattle NHL team and how they are building an iconic stadium using an innovative approach.
2020 OLIN GUEST SPEAKERS – BOB COSTAS

The legendary Bob Costas shared his experience as a Hall of Fame broadcaster and talked about some of his most iconic calls.
Dan McLaughlin talked about calling games for the Cardinals and how his mindset and attitude will not change even if games are played without fans.
Randy Karraker talked about how sports talk radio is adjusting during a time when there are no live sports being played.
CASE PROJECTS – SPRING 2020
ST. LOUIS BLUES PODCAST

WASHINGTON UNIVERSITY - OLIN BUSINESS SCHOOL
APRIL 17, 2020

Ally Gerard (pictured), Alec Gordon, Will Janos, Spencer Inglett, Koti Kalapatapu, Randy Lawrence, Jaya Tewari, Devlin Sullivan, Matthew Fisher, Jordan Chambers and Dante Newton recommended a strategy for a new St. Louis Blues podcast
The Sports Marketing class offered recommendations to Sacramento Republic FC as they move toward Major League Soccer in 2022.
Washington University students conducted market research on game-day logistics and experience at the inaugural St. Louis BattleHawks home opener, with a surprise guest appearance by XFL CEO and Commissioner Oliver Luck (pictured below).
EXTERNAL MEDIA EXPOSURE FOR THE PROGRAM AND UNIVERSITY
EXTERNAL WUSTL MEDIA ACTIVITY:

$1.6 MILLION IN TOTAL PUBLICITY VALUE

Dr. Rishe continues to garner substantial media visibility for the Sports Business program and Washington University at large. According to a Cision report run from July 2019 through April 2020, Dr. Rishe has been featured in hundreds of “media hits” (e.g., media appearances on TV and radio, quotes in articles/stories, etc.), garnering an estimated $1.6 million in total publicity value for the university! This is the second consecutive year Dr. P has generated over $1.5 million in publicity value for WashU.

The Olin Sports Business program reaches far beyond St. Louis, as evidenced by Dr. Patrick Rishe, the program director, speaking on CNBC’s “Squawk Box” (pictured above) and at the Stanford Sports Innovation Conference on an Emerging Sports Technology panel (pictured left).
BOUNCING BACK FROM A NATIONAL PANDEMIC

The Olin Sports Business program is incredibly grateful for all the amazing guest lecturers who participated in one of Dr. Rishe’s Zoom lectures this semester. We are looking forward to the Fall 2020 semester and continuing the annual Olin Sports Business Summit, whether it be in person or online.

The Spring 2020 term concludes the fifth year of the Sports Business program at Washington University in St. Louis. We are extremely proud of what we’ve been able to offer and accomplish with and for our students during the program’s existence. And we are determined to exceed our prior achievements over the next five years!

The network of WashU alums has played an integral role in the continued success of the Sports Business program. That said, to the alums who work in sports, please keep us in mind going forward with respect to:

- Networking opportunities within the industry that could lead to “coffee chats,” internships or employment;
- Case Project work;
- Returning to St. Louis for a guest lecture.

Stay safe, everyone. We hope to see you in person soon!
APPENDIX
2019 FALL RECAP
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIGHT OF CHAMPIONS</td>
<td>61-62</td>
</tr>
<tr>
<td>OLIN SPORTS BUSINESS SUMMIT</td>
<td>63-66</td>
</tr>
<tr>
<td>SPORTS NETWORKING TRIP TO CHARLOTTE</td>
<td>67-78</td>
</tr>
<tr>
<td>GUEST SPEAKERS</td>
<td>79-84</td>
</tr>
<tr>
<td>CASE PROJECTS</td>
<td>85-86</td>
</tr>
<tr>
<td>EXTERNAL MEDIA ACTIVITY</td>
<td>87-88</td>
</tr>
<tr>
<td>ONWARD AND UPWARD TOWARD 2020 AND BEYOND</td>
<td>89</td>
</tr>
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</table>
NIGHT OF CHAMPIONS

WEDNESDAY, SEPTEMBER 18, 2019
NIGHT OF CHAMPIONS

The five champions shared their insights and experiences from their respective sports, inspiring students to pursue their dreams of working in sports.

PANELISTS (L-R):

- Patrick Rishe, Director, Sports Business Program, Washington University in St. Louis
- Chris Zimmerman, President and CEO of Business Operations, St. Louis Blues
- Teresa Resch, VP of Basketball Operations & Player Development, Toronto Raptors
- Scott Pioli, former NFL General Manager and current CBS Corp. NFL Analyst
- Robyn Glaser, SVP of Business Affairs, the Kraft Group & Affiliates
- Michael Girsch, VP & GM, St. Louis Cardinals
5TH ANNUAL
OLIN SPORTS BUSINESS SUMMIT

FRIDAY, OCTOBER 18, 2019

OLIN SPORTS BUSINESS SUMMIT RECAP
The 2019 Olin Sports Business Summit featured a star-studded cast from major companies across the sports business landscape. From discussions on corporate partnerships, sports marketing and data analytics all the way to eSports, the speakers covered the whole spectrum. The insights and experiences shared were equally as impressive.

SUMMIT SPEAKERS

The 2019 Summit presenters posed for a group picture in Knight Hall’s Emerson Auditorium

L-R: Ross Grill, Geoffrey Goldman, Jamie Weinstein, Mano Nakis, Steve Tseng, Jeroen van den Bergh, Ken Borkan, Rohan Puthanangady, Neha Gupta, Tia Smith, Shana Raven, Patrick Rishe
Kent Lacob discussed his transition from the Santa Cruz Warriors to the Golden State Warriors and how the team implements analytics

2019 SUMMIT SPEAKERS:

- Kent Lacob, Player Development, Golden State Warriors
- Lee Broughton, Founder, Broughton Brand Company
- Meredith Geisler, Senior Vice President, Communications, Tandem Sports
- Ross Grill, Vice President, Premium Partnerships, Brooklyn Sports & Entertainment Global
- Neha Gupta, Director, Business Operations, GumGum Sports
- Tia Smith, Account Manager – eSports, GumGum Sports
- Rohan Puthanangady, Solution Strategist, FanThreeSixty
- Shana Raven, Marketing Coordinator, Chicago Bulls
- Steve Tseng, Executive Vice President, Sales, Pac-12 Conference
- Jamie Weinstein, Vice President, Premium & Membership Services, Miami Dolphins
- Steve Horowitz, Partner, Inner Circle Sports
- Jeroen van den Bergh, Senior Vice President of Corporate Development, Allied Sports
- Ken Borkan, Founder/President, KB Capital
Ross Grill of BSE Global discussed the culture change that has occurred with the Brooklyn Nets because of the recent signings of superstars Kyrie Irving and Kevin Durant.

Lee Broughton, a member of the MLS expansion ownership group coming to St. Louis in 2022, shared insights with Dr. Rishe during their one-on-one interview at the Summit.
SPORTS NETWORKING TRIP: CHARLOTTE, NC

FRIDAY, NOVEMBER 1, 2019
WUSTL GOES PRO:
A TRIP TO CHARLOTTE FOR WUSTL STUDENTS

The students and Dr. P posed in the Carolina Panthers Stadium

(L-R) TOP ROW: Jalen Connor, Trey Checkett, Dr. Rishe, Karla Jones, Taylor Wright, Martin Seng, Peter Engler; BOTTOM ROW: Luke Leon, Fernando Wang, Will Sutton, Dante Newton, Brady Sheaffer, Deja Lyons
DAY 1…Friday, November 1

- 9–10 AM  Octagon

- 10:45–11:45 AM  GMR Marketing

- 12–1 PM  Sports Business Journal

- 1:30–2:30 PM  Charlotte Hornets

- 2:45–3:45 PM  Charlotte Knights

- 4–5 PM  Carolina Panthers

** Special thanks to Olin Business School’s associate director of advising, Konnie Henning, for her on-site assistance with planning logistics.**

OCTAGON  9 AM–10 AM
Key Contacts:

- Rae Kauder, Vice President
- DeAndrae Watson, Vice President

Rae Kauder (top left) and DeAndrae Watson (seated to the right of the screen) of Octagon spoke with WUSTL, Queens University and UNCC students about how Octagon puts together a personalized strategy for each of its corporate partner events.
Key Contacts:

- Adam Flur, Account Supervisor
- Jackie Adkins, Account Supervisor
- Katie Smits, Account Executive
- Luke Miller, Account Executive
- Kurt Jansen, Strategy Director

Members of GMR Marketing’s staff Katie Smits (seated, far left), Luke Miller (right of Katie), Zach Smookler (right of Luke), Jackie Adkins (right of Zach) and Adam Flur (right of Jackie) were kind enough to answer students’ questions on what it takes to make it and stand out in the sports industry, along with sharing some of the unique campaigns GMR Marketing has been a part of. Students were also fortunate enough to be joined by Kurt Jansen (not pictured).
The Sports Business Journal staff spoke with WUSTL, Queens and UNCC students about the direction sports media is headed and how SBJ and SBJD are continuously evolving.
CHARLOTTE HORNETS  1:30–2:30 PM

Key Contacts:

- Chris Zeppenfeld, Czar of Business Intelligence
- Trevor Corbin, Senior Director of Business Intelligence
- Nicole Blackman, Senior Manager – Innovation & eSports
- Joseph Russo, Coordinator of CRM
- Stafford Braxton, Email Marketing Analyst

Chris Zeppenfeld (back of room, center left) and the business intelligence team discussed the role analytics play for the Charlotte Hornets and Hornets Venom GT with WUSTL, Queens and UNCC students.
CHARLOTTE KNIGHTS  2:45–3:45 PM

Key Contacts:

- Tom Ward, Vice President of Sales
- David Ruckman, Vice President of Entertainment
- Tommy Viola, Vice President of Communications

(Standing, L-R) Tom Ward, David Ruckman and Tommy Viola presented to WUSTL, Queens and UNCC students during our visit to the Charlotte Knights. They discussed the ways the Charlotte Knights differentiate themselves from other local entertainment options and some of the unique ideas they have planned for the coming season.
CAROLINA PANTHERS  4-5 PM

Key Contacts:

- Meredith Starkey, Vice President – Chief Marketing Officer
- Joe LaBue, Vice President – Ticket Sales & Services
- Kalen Reardon Karahalios, Marketing & Hospitality Manager
- Kelly Streeter, Senior Graphic Designer
- Bill Voth, Assistant Director of Digital Media & Broadcasting
Meredith Starkey (far right) discussed how they are reshaping the Carolina Panthers brand with WUSTL, Queens and UNCC students, supported with insights from people in different departments of the Panthers organization, including Kalen Reardon Karahalios (far left, against wall), Joe LaBue (right of Kalen), Kelly Streeter (left of Meredith) and Bill Voth (not pictured).
PHOTO RECAP OF THE 2019 SPORTS IMMERSION TRIP TO CHARLOTTE

(Top) Scenic downtown view at BB&T Ballpark
(Bottom left) Outside Bank of America Stadium
(Bottom right) With Chris Zeppenfeld and the Charlotte Hornets’ Business Intelligence staff
PHOTO RECAP OF THE 2019 SPORTS IMMERSION TRIP TO CHARLOTTE

(Top left)  Adam Flur (far left) gave a tour of the GMR Marketing office

(Top right)  With Meredith Starkey (far right) and other members of the Carolina Panthers staff

(Bottom)  With Rae Kauder and DeAndrae Watson of Octagon
PHOTO RECAP OF THE 2019 SPORTS IMMERSION TRIP TO CHARLOTTE

(Top) Group pic at BB&T Ballpark (notice the scoreboard messaging)

(Bottom) Rae Kauder (top row, second from right) and DeAndrae Watson joined us for a group pic at the Octagon office
GUEST SPEAKERS – FALL 2019

BILL SQUADRON
JOHN SERGI
GEOFF GOLDMAN
MANO NAKIS
Bill Squadron lectured on the advancements of technology in sports broadcasting

Bill Squadron has been a part of major technological improvements in sports telecasts. These improvements include creating the iconic first down line on football broadcasts, the NASCAR Race F/X system and the strike zone tracker for baseball broadcasts. In his lecture to students, he discussed the different types of technology that are used to enhance the broadcasts of several sports and the value that this adds for consumers and firms. Bill encouraged students to look ahead to the future and try to stay ahead of the curve. Thus, he concluded by taking a look at the impact of betting on the sports business landscape.
John Sergi discussed the three components of his patented Hospitality Design Thinking process

John Sergi has worked in food and hospitality for 30 years and done work for Levi’s Stadium, Sofi Stadium, Fiserv Forum and many more. His unique approach to food, Hospitality Design Thinking, focuses on using food as a way to build trust among a fanbase and build an emotional connection with them. John also stresses the importance of truly understanding the problem and spending the majority of the time researching instead of jumping right to ideation. John’s approach and thinking have been successful in a variety of venues across several sports.
Geoffrey Goldman (left) and Mano Nakis discussed the different revenue streams for sports television networks.

Geoffrey Goldman and Mano Nakis lectured at Washington University twice to discuss the business of sports media. First, they presented students with insights on the history of sports television networks, their two main revenue streams, and the lucrative media rights landscape. Next, they highlighted how the media landscape is changing and discussed some problems and opportunities with fewer households paying for television and the legalization of sports betting, respectively.
II: WAVE

CASE PROJECTS – FALL 2019
During the fall semester, the WAVE team sought the assistance of qualified students from Washington University in St. Louis for two expansion projects. On the first project, Katie Hasley and Jordan Chambers examined several countries for WAVE to expand to based on their ability to win, size of the prize and potential revenue sources. On the second project, Luke Leon and Harrison Gambelli evaluated the eSports competitive landscape and identified two main avenues for WAVE to successfully break into the space.
EXTERNAL MEDIA EXPOSURE FOR THE PROGRAM AND UNIVERSITY
EXTERNAL WUSTL MEDIA ACTIVITY:
$1.6 MILLION IN TOTAL PUBLICITY VALUE

Dr. Rishe continues to garner substantial media visibility for the Sports Business program and Washington University at large. According to a Cision report run from September 2018 through November 2019, Dr. Rishe has been featured in 342 “media hits” (e.g., media appearances on TV and radio, quotes in articles/stories, etc.), garnering an estimated $1.6 million in total publicity value for the university!

The Olin Sports Business program reaches far beyond St. Louis, as evidenced by Dr. Patrick Rishe, the program director, speaking at CNBC’s Time Square Studio on an episode of “Squawk Box” in New York City on Oct. 15.
ONWARD AND UPWARD TOWARD 2020 AND BEYOND

The Spring 2020 term will feature another networking trip to Los Angeles (March 12–15), hopefully at least one new Case Project and three course offerings in Sports Business Analytics, Sport Management and Sports Marketing. Collectively across the three courses, we'll likely have upward of 10–12 guest speakers, several of whom are WUSTL alums.

They don't give out Stanley Cup trophies for having a progressive and externally focused Sports Business program, but nevertheless, the Sports Business program at Washington University in St. Louis is extremely proud of what we've been able to offer and accomplish with and for our students over the first five years of the program's existence. And we are determined to exceed our prior achievements over the last five years!

The network of WashU alums has played an integral role in the continued success of the Sports Business program. That said, to the alums who work in sports, please keep us in mind going forward with respect to:

- Networking opportunities within the industry that could lead to “coffee chats,” internships or employment;
- Case Project work;
- Returning to St. Louis for a guest lecture.