THE OLIN BUSINESS SCHOOL’S SPORTS BUSINESS PROGRAM:

2016-17 EVENTS AND ACCOMPLISHMENTS

Kirk Lacob, Kent Lacob, and Pat Rishe during the 2016 Olin Sports Business Summit on 9/30/16

Submitted in April 2017 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, in addition to key friendships with alumni, parents of alumni/current students (e.g. Steve Horowitz, the Theofilos family, Bill Squadron), numerous industry connections and friends of Olin, and the collaboration with key faculty/staff on campus, the 2016-17 academic year for the Sports Business Program at Washington University in St. Louis has 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 2016-17 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)

Olin MBA candidates and Populous CEL team members Ramin Lalezari, Paul Giordano, Surgene Troost, and Hien La enjoying their time on stage in the post-match press room at Children’s Mercy Park on March 16th 2017, home to Sporting KC of Major League Soccer. This was part of a 3-day mid-semester trip visiting CEL client, Populous, at their world headquarters in Kansas City MO.
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I. SNAPSHOTs OF SUCCESS FROM 2016-17

Top Left: Owners of the St. Louis Cardinals (Bill DeWitt Jr…Center) and Chicago Cubs (Tom Ricketts…Right) visit Olin 4/3/17

Top Right: Wash U students at Fox Sports Studios in Los Angeles on first stop of Sports Immersion Trip 3/10/17

Bottom Left: NHL Hall of Famer, Chris Pronger, spends time with UG students working on NHL Vegas project 3/31/17

Bottom Right: Olin MBA students touring Sporting KC facility during CEL mid-semester trip to Populous HQ 3/16/17
SNAPSHOTS OF SUCCESS FROM 2016-17 (continued)

From Top Right Moving Clockwise:

1. With Mike Mondello (USF), Keith Bruce (Super Bowl 50), Todd Pollack (Vegas Golden Knights) at Wash U Sports Biz Summit (9/30/16)
2. With John Shreve and Meg Rapp of Populous, as well as Wash U MBAs (2/17/17)
3. Todd Pollack watching 5 Wash U UGs present their work regarding NHL Vegas team (2/22/17)
4. With Kirk and Kent Lacob at Wash U Sports Biz Summit (9/30/16)
5. With Padraig Smith (Colorado Rapids MLS) and Russ Scibetti (KORE) at VIP Event for MIT Sports Analytics (3/2/17)
6. Dr. Rishe’s NBC Nightly News Appearance (8/22/16)
7. With Mike Girsch (STL Cardinals) and Kwesi Mensah (SF 49ers) at Wash U Sports Analytics Class (2/1/17)
8. With Jay Riola (Orlando Magic), Russ Scibetti (KORE), Brett Broich (LAFC) at Wash U Sports Analytics Class (2/8/17)
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 2017 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 (e.g. guest lectures, team teaching, full-time instruction). Examples include:
      i. CEL engagement with Populous (Spring 2017)
      ii. UG independent study project with Vegas Golden Knights (Spring 2017)
      iii. Chris Pronger speaking with students on his role with NHL’s Department of Player Safety
   b. We networked with new sports industry contacts at various industry events (e.g. 2016 Sports Innovation Enterprises conference in San Francisco, 2017 MIT Sports Analytics Conference, 2017 World Congress of Sport)
      i. This led to generating numerous Guest Speakers and future internship leads (e.g. Brandon Ramsey – Warriors, Kwesi Adolfo-Mensah – 49ers
      ii. And contacts which helped with other WUSTL projects (e.g. Dawn Scott, USWNT trainer, helped our CEL team working with Populous)

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, while forming new relationships with NBC Nightly News during the 2016 Rio Summer Olympic Games

D. Program/Event/Opportunity Creation/Planning/Development
   a. Organized the 2016 Fall Sports Business Summit
   b. Organized several Lacob Speakers throughout the year
   c. Tirelessly accumulated internship postings which were shared with students
   d. Faculty mentor for experiential learning opportunities with Populous and NHL Vegas
III. Connectivity with Industry

Below is a list of the various industry connections we utilized in some way/shape/form in 2016-17 to help boost the quality of the Sports Business education received by Wash U students.

- **In New York City:**
  - Evercore
  - Inner Circle Sports
  - The McNulty Group
  - Madison Square Garden
  - Mendel Communications
  - NBA HQ
  - MLS HQ

- **Nationally:**
  - Wasserman (pictured above right)
  - Sacramento Kings
  - Golden State Warriors
  - San Jose Earthquakes
  - ESPN
  - Fox Sports
  - Trifecta LLC
  - 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
  - FC Sacramento
  - Oakland A’s
  - AEG
  - Colorado Rapids
  - National Lacrosse League
  - L.A. Dodgers
  - L.A. Kings
  - Game Plan LLC
  - U.S.T.A.
  - FoxBusiness
  - CNN
  - CNBC
  - Forbes
  - Bloomberg
  - STRIVR
  - SportVision
  - Hightower Law
  - America East Conference
  - University of Mississippi
  - Oklahoma University
  - NCAA VP (Oliver Luck)
  - Saint Louis University
  - UCLA
  - Houston Astros
  - San Francisco Giants
  - Vegas Golden Knights
  - NFL Network
  - Atlanta Falcons
  - New England Patriots
  - U.S. Soccer Federation
  - Milwaukee Brewers
IV. Summary of Accomplishments from 2016-17 Academic Year

1. Recruited over 2 dozen speakers for Olin’s 2nd Annual Fall Sports Business Summit

2. Hosted 8 Lacob Sports Business Speakers

3. Involved in 6 Experiential Learning Projects/Opportunities

   a. Populous (Sports Architecture – Kansas City)
      - Dr. Rishe served as faculty mentor to a student-led team which conducted market research to gauge recent and future best practices in sports medicine, sport training, and sport performance in order to give the client a competitive advantage in designing future sports facilities

   b. Vegas Golden Knights (NHL – Las Vegas)
      - Dr. Rishe served as faculty mentor to a student-led team which conducted market research on behalf of the VGKs to help them better understand their own market, ways to enhance fan experiences and fan engagement surrounding their events, and better understanding market pricing for tickets and suites across the league
      - Subsequently, the VGKs hired 2 Wash U students for summer internships for Summer 2017

   c. Los Angeles Sports Immersion Trip (details below)

   d. SABR Case Competition in Phoenix (details below)

   e. Stadia Ventures (Sports Innovation and Technology – St Louis)
      - A CEL team conducted market research to gauge where the company stands in comparison to other sports accelerator models nationally, and where their strategic advantages and weaknesses exist

   f. 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.
V. 2016-17 Lacob Sports Business Speaker Series (PAGE 1)

Ed Goren  |  10/28/16
Fox Sports

RETIRE VICE PRESIDENT
TRIFECTA LLC PARTNER

Jim Landis  |  10/28/16
Trifacta LLC

PARTNER

John Shreve  |  12/7/17
Populous

SENIOR PRINCIPAL
Bill DeWitt Jr  |  4/3/17  
St. Louis Cardinals 
TEAM OWNER

Tom Ricketts  |  4/3/17  
Chicago Cubs 
TEAM OWNER

John Paul  |  4/7/17  
VenueNext 
FOUNDER / CEO

Craig Landis  |  4/14/17  
MLB Agent 
MIKE TROUT’S AGENT
Chris Pronger | 3/31/17
NHL Department of Player Safety

NHL HALL OF FAME DEFENSEMAN

VOTED AMONG GREATEST 100 NHL PLAYERS EVER

STANLEY CUP CHAMPION (2007 – ANAHEIM)

2-TIME GOLD MEDALIST (CANADA – 2002, 2010)

Oliver Luck | 10/24/16
NCAA

VICE PRESIDENT, OPERATIONS

Chris Zimmerman | 11/12/16
St. Louis Blues

PRESIDENT OF BUSINESS OPERATIONS

Dave Peacock | 3/8/17
Wash U MBA Alum

FORMER PRESIDENT, ANHEUSER-BUSCH
CHAIRMAN, VITALIGENT LLC
CHAIRMAN, ST. LOUIS SPORTS COMMISSION
VI: Spring 2017 Experiential Learning Opportunities

1) POPULOUS (Sports Architecture – Kansas City)

- 5-person student team (4 MBAs and 1 UG)
- Conducting Market Research on Trends in Sport Performance/Recovery to help client be better prepared for market evolution in sports facility design

2) L.A. SPORTS IMMERSION TRIP (Los Angeles…March 9-13)

- Escorting 10 students to Los Angeles to visit numerous sports organizations
- Meetings with and/or trips to:
  - Fox Sports
  - Creative Artists Agency (CAA)
  - Wasserman
  - UCLA
  - Dave Siegel (Los Angeles Dodgers, VP of Ticket Sales)
  - Lew Wolff (Oakland A’s, Owner)
  - LAFC (Expansion Major League Soccer club)
  - Ansheutz Entertainment Group (AEG)
  - Staples Center
  - StubHub Center
  - L.A. Galaxy executives
  - L.A. Kings executives

3) SABR BASEBALL CASE COMPETITION (Phoenix…March 9-10)

- 4-person student team competing in Society for American Baseball Research (SABR) case competition
- First time Wash U has competed in this event.
- Team finished 2nd among 9 competitors
SPRING 2017 SPORTS IMMERSION TRIP TO L.A. - EVENT SCHEDULE

Friday, March 10th

- 8-9 AM Fox Sports (met 3 execs, plus live studio show)
- 10-11 CAA (Evan Dick, Mike Greenberg’s agent)
- 12:30 – 1:30 PM Wasserman
- 4:30 – 5:30 PM UCLA (Pauley Pavilion Tour)
- 6 PM Dave Siegel (LA Dodgers @ the W)

Saturday, March 11th

- 8-9 AM Lew Wolff (Oakland A’s Minority Owner / Wash U alum)
- 11-12:30 LAFC (tour of new team HQ in downtown LA)
- 5:30-7 PM AEG Executives at Staples Center (3 execs)
- 7:30 PM LA Kings v Washington Capitals NHL Game

Sunday, March 12th

- 10 AM – 11:30 Jody Mulkey (CTO, Ticketmaster) @ the W
  Duran Parsi (CEO, Collegiate Starleague) @ the W
- 1 – 6 PM Chris Klein (LA Galaxy President)
  Thomas Braun (Galaxy VP Biz Ops)
  Chris Glidden (Galaxy Comm Manager)
  LA Galaxy v Portland Timbers MLS match
VII. Sports Analytics Guest Speakers – Spring 2017 (PAGE 1)

Brandon Ramsey  |  1/25/17  
Golden State Warriors  
DIRECTOR, BUSINESS ANALYTICS & STRATEGY

Mike Girsch  |  2/1/17  
St. Louis Cardinals  
ASSISTANT GENERAL MANAGER

Kwesi Adofo-Mensah  |  2/1/17  
San Francisco 49ers  
MANAGER OF FOOTBALL RESEARCH & DEVELOPMENT
Jay Riola | 2/8/17
Orlando Magic
DIRECTOR, BUSINESS STRATEGY

Brett Broich | 2/8/17
LAFC
DIRECTOR, ANALYTICS & STRATEGY

Russell Scibetti | 2/8/17
KORE Software
MANAGER OF FOOTBALL RESEARCH & DEVELOPMENT
Padraig Smith  |  2/15/17
Colorado Rapids
SPORTING DIRECTOR

Keira Emerson  |  2/22/17
St. Louis Blues
SENIOR DIRECTOR, BUSINESS INTELLIGENCE

Todd Pollack  |  2/22/17
Vegas Golden Knights
VICE PRESIDENT, TICKETING AND SUITES
### VIII: **2016 SPORTS BUSINESS SUMMIT (9/30/16)**

![OLIN SPORTS Business Summit Kickoff Event for the 2016-17 Joseph S. Lacob Sports Speaker Series](image)

<table>
<thead>
<tr>
<th>PANELIST/MODERATOR</th>
<th>COMPANY</th>
<th>TITLE</th>
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<tbody>
<tr>
<td>Mike Barnes</td>
<td>Anders CPA</td>
<td>Director, Sports-Arts-Entertainment Division</td>
</tr>
<tr>
<td>Derek Belch</td>
<td>STRIVR</td>
<td>Co-Founder and CEO</td>
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<tr>
<td>Ross Bjork</td>
<td>University of Mississippi</td>
<td>Director of Athletics</td>
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<tr>
<td>Keith Bruce</td>
<td>Super Bowl 50 Host Committee</td>
<td>CEO and President</td>
</tr>
<tr>
<td>Joe Castiglione</td>
<td>University of Oklahoma</td>
<td>Athletic Director</td>
</tr>
<tr>
<td>Darren Heitner</td>
<td>Sports and Entertainment Law</td>
<td>Lead Consultant</td>
</tr>
<tr>
<td>Steve Horowitz</td>
<td>Inner Circle Sports</td>
<td>Partner</td>
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<td>Amy Huchthausen</td>
<td>America East Conference</td>
<td>Commissioner</td>
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<tr>
<td>Zaileen Janmohamed</td>
<td>GMR Marketing</td>
<td>SVP, Client Services</td>
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<tr>
<td>Bret Kanis</td>
<td>Hightower Law Firm</td>
<td>NBA Agent</td>
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<td>Doug Kreider</td>
<td>Sportvision</td>
<td>Director of Engineering</td>
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<tr>
<td>Kent Lacob</td>
<td>Santa Cruz Warriors</td>
<td>General Manager</td>
</tr>
<tr>
<td>Kirk Lacob</td>
<td>Golden State Warriors</td>
<td>Assistant GM</td>
</tr>
<tr>
<td>Erin McDermott</td>
<td>University of Chicago</td>
<td>Director of Athletics</td>
</tr>
<tr>
<td>Bill Mendel</td>
<td>Mendel Communications</td>
<td>Owner/President</td>
</tr>
<tr>
<td>Mike Mondello</td>
<td>University of South Florida</td>
<td>Associate Director, Sport Manage Prog</td>
</tr>
<tr>
<td>Janet Oberle</td>
<td>Saint Louis University</td>
<td>Senior Assoc AD and SWA</td>
</tr>
<tr>
<td>Ed O'Hara</td>
<td>SME, Inc.</td>
<td>President/Chief Creative Officer</td>
</tr>
<tr>
<td>Patrick Rishe</td>
<td>Washington University in St. Louis</td>
<td>Director, Sports Business Program</td>
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<tr>
<td>Rick Schlesinger</td>
<td>Milwaukee Brewers</td>
<td>Chief Operating Officer</td>
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<tr>
<td>Peter Sadowski</td>
<td>Black Knight Sports &amp; Entertainment</td>
<td>EVP</td>
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<tr>
<td>Nick Sakiewicz</td>
<td>National Lacrosse League</td>
<td>Commissioner</td>
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<tr>
<td>Russell Scibetti</td>
<td>KORE Software</td>
<td>Vice President, Product Strategy</td>
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<tr>
<td>Bill Squadron</td>
<td>Washington University in St. Louis</td>
<td>Olin Business School Faculty</td>
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<tr>
<td>Bob Wallace</td>
<td>Thompson Coburn Law</td>
<td>Partner</td>
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IX. LACOB INTERNSHIP STIPENDS AND ADDITIONAL INTERNSHIP PLACEMENTS

Accomplishments:

(1) MICHAEL MARCUS and STACY GOLDBERG earned stipends to engage in Spring 2017 Internships with Manchester United of the English Premier League

(2) As of April 11th 2017, 4 additional students earned Lacob stipends for internships taking place in Summer 2017:
   a. ANDREW RALPH.............................................Golden State Warriors
   b. DYLAN SLAUGHTER........................................Vegas Golden Knights
   c. SAM POINTER.................................................Vegas Golden Knights
   d. ALLAN BEKERMAN........................................Staten Island Yankees

(3) Additional Summer 2017 internship placements (as of 4/11/17) include:
   a. DARCY CUNNINGHAM.................................St. Louis Cardinals
   b. BRETT RAISMAN............................................NHL HQs in NYC
X. MEDIA ENGAGEMENT (2016-17)

- 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

- Highlights from the year include:
  
  - Appearing twice on NBC Nightly News during the 2016 Summer Olympic Games in Rio to discuss the Ryan Lochte fiasco and subsequent loss of product endorsements (August 2016…pictured left below)
  
  - A CNN discussion with Maggie Lake talking about equal pay initiatives for women’s hockey and women’s soccer players (March 2017…pictured right below)
  
  - A Forbes article comparing the fiscal soundness of the proposed public/private partnership in financing a soccer stadium in downtown St. Louis (March 2017), which earned over 32,000 unique views

- Additionally, the Wash U Sports Analytics Club had some of its baseball research cited in an article on Bill Simmon’s website, The Ringer (April 2017)
  
XI. CONFERENCE ACTIVITY (2016-17)

*Accomplishments:*

- For the 3rd consecutive year, Dr. Rishe was asked to moderate a panel at the prestigious 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.

- For example:
  - Attending the 2016 Sports Innovation Summit in San Francisco (August 2016) led to networking with Sports Analytics experts who either spoke at Wash U in 2016-17 or otherwise assisted our students
    - Brandon Ramsey (GS Warriors), Kwesi Adofo-Mensah (SF 49ers)
    - Dawn Scott, head trainer for the US Women’s National Soccer team, provided expert testimony for our Populous CEL team
  - Attending the 2017 MIT Sports Analytics conference in Boston (March 2017) led to networking with the CTO of Ticketmaster (Jody Mulkey) and the VP of Collegiate StarLeague (who introduced me to CEO, Duran Parsi)
    - One week later, they both joined Wash U students in LA as speakers for our Sports Immersion Trip

- Upcoming trips / conferences which will help enhance future educational and networking opportunities for Wash U students include:
  a. 2017 World Congress of Sports (Los Angeles)
  b. 2017 Sports Lawyers Association meetings (Denver)
  c. 2017 National Association of Sports Commissions’ symposium (Sacramento)
2017 MIT Sports Analytics

DATE/PLACE: MARCH 4TH 2017 AT HYNES CONVENTION CENTER

PANEL: TICKETING PANEL @ 11TH ANNUAL MIT ANALYTICS CONFERENCE

PICTURED (from left)

- **Jamie Brandt**.......VP, Sales and Service, SF 49ers
- **Zack Long**..........CMO, Primesport
- **Jody Mulkey**........CTO, Ticketmaster
- **John Abbamondi**....EVP, Madison Square Garden
- **Patrick Rishe**.....Director of the Sports Business Program, Wash U in St. Louis
- **Russ Scibetti**.......VP, Product Strategy, KORE Software
XII. STUDENT CLUB ACTIVITY

Accomplishments:

(1) Both student clubs (OSMO – Olin Sports Management Organization, and Sports Analytics Clubs) were active in recruiting guest speakers and/or engaging in projects.

(2) The Sports Analytics Club was particular active as they:

   a. Contributed to the St. Louis Cardinals research on a monthly subscription plan, which the Cardinals ultimately adopted as part of their 2017 ticket campaign.

   b. Took 2nd place out of 9 teams in Wash U’s inaugural visit to the SABR Case Competition (baseball analytics).

   c. Had their research cited in an article posted on Bill Simmons’ website, The Ringer.
XIII. FUTURE PROGRAM ENDEAVORS

Additional Program Goals Going Forward (2017-18 and Beyond)

(1) Secure additional Experiential Projects, building upon momentum gained in 2016-17

(2) Consideration of an additional Sports Immersion Trip

(3) Curricular additions, as industry professionals have suggested we add a Sport Sales and Data Analytics courses to the curriculum.

(4) Push for a dedicated program website within the Wash U / Olin site

(5) Seek greater collaboration with the student groups on guest speakers and joint projects.