

**THE THIRD ANNUAL
FORDHAM SPORTS BUSINESS
SYMPOSIUM**

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&
THE SPORTS BUSINESS CONCENTRATION,
GABELLI SCHOOL OF BUSINESS**

**MARCH 26, 2015
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PROGRAM

4:00 – 4:05 PM INTRODUCTION

D.J. SIXSMITH, PRESIDENT, BUSINESS OF SPORTS SOCIETY
PROF. MARK CONRAD, DIRECTOR, SPORTS BUSINESS PROGRAM, GABELLI SCHOOL
OF BUSINESS

4:05 – 4:35 PM

SESSION I – NEGOTIATING AN ENDORSEMENT DEAL: WHAT IS AT STAKE? A CASE STUDY

PANELISTS:

JASON BELZER, ESQ., PRESIDENT, GLOBAL ATHLETE MANAGEMENT ENTERPRISES

PROF. MARK CONRAD, LAW & ETHICS AND DIRECTOR OF THE SPORTS BUSINESS
CONCENTRATION, GABELLI SCHOOL OF BUSINESS

4:40 – 5:25 PM

SESSION II – WOMEN AND THE SPORTS BUSINESS – THE EXPERIENCE OF THREE SPORTS EXECUTIVES

PANELISTS:

ELIZABETH BOYLAN, CUSTOMER MARKETING AND SALES, ESPN

CHERYL MARK, FCRH 1999, ACCOUNT DIRECTOR, GROUPM ENTERTAINMENT &
SPORTS PARTNERSHIP

LEIGH CASTERGINE, DIGITAL MARKETING AND SALES CONSULTANT

MODERATOR: NINA OTTAVIANO

5:25 – 5:35 PM – NETWORKING BREAK

5:35 – 6:15 PM

SESSION III – TAX ISSUES IN SPORTS; STADIUM FINANCING

PANELISTS:

ROBERT RAIOLA, CPA, O’CONNOR DAVIES

IRWIN RAIJ, ESQ. PARTNER, FOLEY & LARDNER

6:20 – 6:40 DINNER AND NETWORKING BREAK

6:40 – 7:00 PM

KEYNOTE ADDRESS

PATRICK MURRAY, GSB 2013

TAMPA BAY BUCCANEERS

7:00 – 7:20 PM

SESSION IV – INSURANCE AND THE ATHLETE

SPEAKER: **RICHARD “BIG DADDY” SALGADO, COASTAL ADVISORS, LLC.**

7:20 – 7:25 PM – NETWORKING BREAK

7:25 – 8:05 PM

SESSION V – THE NCAA: HOW BROKEN IS THE SYSTEM?

PANELISTS:

ABIGAIL CORNING, GSB 2014, FAIRFIELD UNIVERSITY ATHLETICS

SEAN GREGORY, TIME MAGAZINE

DAVID ROACH, DIRECTOR OF INTERCOLLEGIATE ATHLETICS, FORDHAM UNIVERSITY

MODERATOR: PROF. MARK CONRAD

8:05 – 8:35 PM

SESSION VI – ANALYTICS: NEW TRENDS

SPEAKER: **VINCE GENNARO**, DIRECTOR, COLUMBIA UNIVERSITY GRADUATE SPORTS MANAGEMENT PROGRAM, PRESIDENT SOCIETY FOR AMERICAN BASEBALL RESEARCH (SABR)

8:35 - 9:15 PM

SESSION VII -- STATE OF DIGITAL SPORTS

PANELISTS:

LARRY BERGER, USA TODAY SPORTS

KEVIN CLANCY (“KFC”), NYC BLOGGER, BARSTOOL SPORTS

BRIAN DERMODY, SPIKE TV

SARAH KUSTOK, YES NETWORK

JOE YANARELLA, FCRH 1985, BLEACHER REPORT

MODERATOR: DJ SIXSMITH

9:15 PM CONCLUSION

SPEAKER BIOGRAPHIES

JASON BELZER

Jason Belzer, Esq. is founder and President of Global Athlete Management Enterprises, Inc. (GAME, Inc.), an agency that specializes in the career management and marketing of coaches and the creation of collegiate sporting events. GAME manages all aspects of the CollegeInsider.com Postseason Tournament (CIT), a 32 team Division I men’s basketball tournament played nationally and televised on CBS Sports Network. The agency also co-produces *Rivalry On Ice*, a collegiate hockey game played between Harvard and Yale Universities at Madison Square Garden each January.

Mr. Belzer serves as the Executive Director of the Jewish Coaches Association, a non-profit organization that supports coaches and athletic administrators around the world. His sports business column, *Wicked Jump Shot*, in Forbes Magazine has now received over 1,000,000 reads since its inception in 2013.

Mr. Belzer graduated from Rutgers University, earning degrees in Sport Management and Political Science. He went on to receive his Juris Doctorate from Rutgers University School of Law and is a licensed attorney in New York and New Jersey. Mr. Belzer now teaches both Sports Law and Organizational Behavior at his Alma mater.

In 2012, he was named to SportsPro Media's 10Next, which honors the top global sports business leaders under the age of 30.

LARRY BERGER

Larry Berger has been the lead NBA producer with USA Today and HoopsHype for over a year. During that span he has increased viewership significantly through the creation of innovative content featuring some of the games brightest stars on the court and in the front office. Prior to his current role, Berger worked for MSG Varsity, where he produced, directed and wrote a documentary film on then high school star, Karl-Anthony Towns of the Kentucky Wildcats. Berger began his career with NBA Entertainment. During his 16 years there he produced numerous live and post produced series, annually covered the league's marquee events, and conducted sit-down interviews with legends ranging from Wilt Chamberlain to Michael Jordan and LeBron James.

ELIZABETH BOYLAN

Elizabeth Boylan is Associate Director, Customer Marketing & Sales at ESPN. During her time at FCLC, Ms. Boylan first became enamored with the media industry through her internships held at New York Magazine and Fox News Channel. After graduation, she worked at RJ Palmer (now part of Assembly) focusing on Television Buying across all Broadcast and Cable networks. In 2011, she joined ESPN Customer Marketing & Sales within the Asset Management Group. As a Sport Planner, Ms. Boylan oversaw major properties such as College Football, BCS, NASCAR as well as owned and operated properties such as the ESPY's and ESPN Films. During her time as a Sales Planner, she maintained a list of agencies including OMD, Mediavest, Universal McCann, Havas, Mullen & Hill Holiday. Most recently, as an Associate Director at ESPN, she is responsible for a team of Business Analysts and Sport Planners as it relates to Television Revenue Analytics and Inventory Strategy. From both a macro and micro level, she works with a variety of stakeholders across the company including Programming & Acquisitions, Finance, and Sports Management as it relates to maintaining the current and future portfolio of ESPN media assets from a sales and marketing perspective.

Ms. Boylan grew up in the small town of Pine Bush, NY nestled in the Hudson Valley Region. As an avid music enthusiast, one of Liz's most memorable Fordham memories was performing at Carnegie Hall as a member of the University Concert Choir. She lives and works in NYC.

LEIGH CASTERGINE

Ms. Castergine is an independent consulting specializing in sales strategy, fan development, analytics, and digital marketing.

After graduating with a degree in Economics from the University of Pennsylvania, she started her career in sports as a sales representative with the Philadelphia 76ers. After successful stints with the Philadelphia Flyers and Orlando Magic, Ms. Castergine became the head of ticket sales and fan relations for the Boston Bruins and TD Garden. After leading the sales team to record revenues, she was recruited by the New York Mets to oversee their Ticket Sales, Premium Sales, Customer Service, CRM, and Ticket Operations & Analytics teams. She became the Mets first female Vice President in their team's history. Leigh currently resides in New Jersey with her boyfriend Matt and their daughter Mackenzie. You can follow her on Twitter @LeighJC_15.

KEVIN CLANCY

Kevin Clancy, also known as KFC, is the Director of Content for the Barstool Sports New York website. A Fordham alumnus, Clancy began working at WFUV as a sophomore, going on to cover the Brooklyn Cyclones, Staten Island Yankees, and New York Mets spring training in Florida, in addition to announcing women's basketball and baseball games. After receiving his undergraduate degree, Clancy received his MBA, also from Fordham and began a career in accounting. A year later, he began his first blog, *For Sure Not*, while working full-time. Shortly thereafter, he was hired by Barstool to write for their New York page, and since has become one of New York's most well-known sports bloggers, building a Twitter following of over 85,000 people. In addition to writing, he has a radio show called KFC Radio on Barstool, a weekly live internet talk show.

MARK CONRAD

Mark Conrad serves as Associate Professor of Law and Ethics at the Gabelli School of Business and directs the Sports Business Concentration at Gabelli. He has been a member of the Fordham faculty since 1987 teaching sports law as well as courses in contracts, media law, and business organizations. Professor Conrad is the author of *The Business of Sport – a Primer for Journalists* (Routledge), numerous book chapters and articles. He has written for the *Sports Business Journal*, and has been quoted in *The New York Times*, *USA Today*, and other publications. He has appeared on CNN, Fox 5 New York and WCBS-TV. Professor Conrad has also lectured at Columbia University's Graduate Sports

Management Program, New York Law School, University of Pittsburgh, and St. John's University School of Law. Before coming to Fordham, he was an editor at the New York Law Journal. Professor Conrad just completed his term as President of the Sport and Recreation Law Association (SRLA). He graduated City College of New York, received his JD at New York Law School and holds an MS from Columbia University's Graduate School of Journalism. You can follow him on Twitter at @Sportslaw1.

ABIGAIL CORNING

A native of Wethersfield, CT, Abigail Corning captained the Fordham Women's Basketball team to their first ever Atlantic 10 conference title in 2014. She graduated summa cum laude from Fordham with a Bachelor's of Science in Marketing and is currently pursuing her MBA at Fairfield University's Dolan School of Business while working as a graduate assistant in athletics marketing.

While at Fordham, she was a two-year co-captain of the women's basketball team where she was a 1,000-point scorer for the Rams and was named the 2014 Atlantic 10 Women's Basketball Championship Most Outstanding Player. She was also named to the Academic and Second Team All-Atlantic 10 teams. Off the court, Corning was President of Fordham's Student Athlete Advisory Council (SAAC), Treasurer of the Business of Sports Society, and also worked in the academic advising office.

VINCE GENNARO

Vince Gennaro is the author of *Diamond Dollars: The Economics of Winning in Baseball* and a consultant to Major League Baseball teams. He is also the Director of the Graduate Sports Management program at Columbia University, where he is also on the faculty. He appears regularly on MLB Network's *Clubhouse Confidential* and *MLB Now*, hosted by Brian Kenny, featuring various topics from the viewpoint of baseball analytics. Vince is also the President of the Society for American Baseball Research (SABR) and the architect of the *Diamond Dollars Case Competition* series, which brings together students and MLB team and league executives and serves as unique learning experience, as well as a networking opportunity for aspiring sports executives. This follows a successful business career, which is highlighted by a 20-year career at PepsiCo, and ownership of a pro sports franchise.

At PepsiCo, Vince was President of Pepsi's Fountain Beverage Division, and was general manager of a billion dollar bottling business, in addition to holding senior positions in marketing, sales and operations.

An entrepreneurial startup endeavor early in Vince's career complements his success with a blue chip Fortune 50 company. At the age of 27, he raised capital, led the purchase of a franchise in the Women's Pro Basketball League-the forerunner of today's WNBA-and served as its President and General Manager.

Vince's innovative analysis of the business of baseball has been the subject of articles in *The Wall Street Journal*, *The New York Times*, and *CNN Money*. He has also written for *Yahoo! Sports*, and *The Wall Street Journal*, and is a frequent guest commentator in the media on sports business topics, appearing on MLB Network, the YES Network, CNBC, and Bloomberg TV. Vince serves on the Advisory Board of The Perfect Game Foundation and the Board of Directors of the Society for American Baseball Research(SABR). He holds an MBA from the University of Chicago and resides in Purchase, NY with his wife and their daughter.

SEAN GREGORY

Sean Gregory is a TIME senior writer who has covered sports extensively over the last decade. He has penned profiles on athletes ranging from LeBron James, Novak Djokovic, Usain Bolt and Eli Manning, and explored issue like football's concussion crisis, and the treatment of young baseball players in the Dominican Republic. Mr. Gregory has covered the last four Olympic Games, and filed dispatches from Super Bowls, the NBA Finals, and the World Series for TIME. A native of the Bronx, N.Y., Sean enjoys firing lots of shots in pickup basketball games.

SARAH KUSTOK

Sarah Kustok joined the YES Network as its Brooklyn Nets reporter in 2012 after spending three years with Comcast SportsNet Chicago as a reporter and anchor. At YES, Ms. Kustok covers the Nets within its game telecasts and pre- and post-game shows, the *Nets Magazine* series, other Nets programming, and on YESNetwork.com. She was part of YES' Nets broadcast team which won the 2014 New York Emmy Award for Best Live Sports Series. She also provided game analysis for one Nets game during the 2015 season.

Ms. Kustok has provided analysis during FOX Sports 1's Big East women's college basketball telecasts the past two seasons. She also was a studio analyst during FOX Sports 1's coverage of the 2015 Big 12 and Big East women's basketball tournaments.

During her time at CSN Chicago, Ms. Kustok covered the Chicago Bulls, Chicago Cubs, Chicago White Sox and the Chicago Blackhawks as the network's reporter. She also had been anchoring sportscasts on WMAQ-TV (NBC) in Chicago. She joined CSN Chicago in 2009 as a feature reporter and occasional anchor on the network's SportsNet Central show. Prior to working at CSN, Ms. Kustok also earned experience at ESPN as an analyst and sideline reporter and appeared on Versus (now NBC Sports Network).

A 2004 Communications/Media Studies graduate of DePaul, Ms. Kustok played a key role as the Blue Demons women's basketball team reached the NCAA tournament twice, after the 2003 and 2004 seasons. She was captain both of those seasons, and the team was ranked in the Top 25 each season. She currently ranks fourth at the school in career three-

point field goal percentage, and during the 2003 season she posted the third-highest single-season three-point field goal percentage in program history.

Ms. Kustok was an assistant women's basketball coach at DePaul during the 2005-2006 season, helping the team to advance to the NCAA Sweet Sixteen for the first time in program history. She was inducted into the Chicagoland Sports Hall of Fame in 2012.

CHERYL MARK

Ms. Mark brings over 15 years of experience in strategy development, sports and event marketing, and account management to GroupM ESP, the Entertainment & Sports marketing consultancy within GroupM, the world's largest media agency network. In her position as Account Director, Ms. Mark supports her clients through strategic advisory, conceptual ideation, negotiation, activation and property management. During her time at ESP, she has lead key client accounts including American Family Insurance, SAP and Unilever, while also supporting new business efforts.

Before joining GroupM ESP, Ms. Mark spent four years at the National Basketball Association (NBA). As part of the Global Marketing Partnerships group, she served as day-to-day lead on some of the NBA's longstanding partnerships including Adidas, The Coca-Cola Company and Spalding. She managed the activation process for her partners, including promotional development, media planning, advertising creation, approval processes and event coordination amongst the various internal NBA divisions. Previously, at the league, she lead all partner activation at league wide promotions, overseeing the creation, implementation, strategic coordination and profitability of promotional programs including NBA All-Star Jam Session, NBA Nation, NBA Tip-Off, NBA Summer League and preseason games in Europe, China and Mexico (NBA Europe Live, NBA China Games, NBA Mexico Games).

In her previous role within the Properties and Franchise Management team at Sports Illustrated, she helped to lead on existing SI Properties (Swimsuit, Sportsman of the Year) and develop new promotional platforms. During her seven years at SI, she worked across multiple divisions within the publication, including SI Women, Events / Olympic Hospitality, 50th Anniversary platform, Partner Activation Marketing and Properties / Promotions.

Born and raised in Queens, NY, Ms. Mark was a Division I swimmer at Fordham University, and currently resides in New York's East Village.

PATRICK MURRAY

Patrick Murray, is place kicker for the for the Tampa Bay Buccaneers of the National Football League. He played his college football at Fordham, where he served as both punter and kicker. He appeared in 44 games in his career (2009-2012) at Fordham,

finishing with 186 punts for 7,985 yards and 38 made field goals on 54 attempts. As a senior he was named a consensus first-team All-American kicker after connecting on 25-30 (83.3%) field goals, while punting 52 times for 2,392 yards. Before coming to Fordham, he attended and played for Don Bosco Preparatory High School.

ROBERT RAIOLA

Robert Raiola, CPA is the Sports and Entertainment Group Manager with over 20 years of experience in both the public and private sector. He provides business management services, tax planning and business consulting to high net worth individuals and their families in the sports and entertainment industries. Over the years, he has worked closely with many small business owners on tax consulting and cash flow management.

Mr. Raiola co-authored the AICPA book *Winning Tax Strategies for Athletes & Entertainers* and has lectured nationally on the topic. In addition, He was a founding trustee of the Chatham Athletic Foundation, an organization based in Chatham, NJ which is focused on promoting youth athletics and safety in athletics through public education programs. In June 2011, Mr. Raiola received the Chatham Jaycees Distinguished Services Award for his work with the Chatham Athletic Foundation. He is a graduate of Pace University, where he received his BA in Accounting.

DAVID T. ROACH

David Roach was named the director of intercollegiate athletics and recreation at Fordham in October of 2012. Mr. Roach, who served as the president of the National Association of Collegiate Athletic Directors in 2010-2011, brought 22 years of experience as an athletic director to Fordham.

Mr. Roach arrived at Fordham after spending the previous eight years as the director of athletics at Colgate University and the previous fourteen years as the Director of Athletics at Brown University for 14 years. Mr. Roach has also been very active in shaping the landscape of intercollegiate athletics, currently serving on the board of directors and as treasurer of the Black Coaches and Administrators (BCA) organization. He has been a member of the National Association of Collegiate Directors of Athletics (NACDA) board from 2006-2014, serving as president in 2010-2011 and, prior to that, was a member of the NACDA Executive Committee as an officer from 2006-2010. He also served on the NCAA Diversity Leadership Strategic Planning Committee, the NCAA Management Council, the NCAA Championships and Competition Cabinet, the NCAA FCS Football Championship Committee, the joint NCAA OSL Sub Committee with the U.S. Olympic Committee and the National Governing Bodies and as chair of both the NCAA Swimming and Diving Committee and the NCAA Olympic Sports Liaison Committee.

Prior to his time as an athletic director, Mr. Roach served the head swimming coach at the University of Tennessee from 1986-1990 and at Brown from 1978-1986.

Off the playing fields, Mr. Roach teamed with the Janssen Sports Leadership Center to establish the Fordham Leadership Academy for Fordham student-athletes. Additionally, Mr. Mr. Roach signed a consulting and sales partnership with Front Row Marketing and with LIDS Team Sports Sideline Stores to serve as the official online e-commerce vendor for Fordham Athletics.

Mr. Roach was inducted into the Rhode Island Aquatic Hall of Fame in 1988 and the Brown University Hall of Fame in 1989. In 1985, he was appointed as assistant coach of the United States National Swimming Team, which competed at the World University Games in Kobe, Japan.

A native of Waterbury, Conn., Mr. Roach received his bachelor's degree from Springfield College in 1971, and earned a Master of Science degree in physical education from the school in 1972. After receiving his master's degree in 1972, Mr. Roach served in the United States Marine Corps from 1972-75 attaining the rank of Captain.

RICHARD "BIG DADDY" SALGADO

Richard Salgado heads Coastal Advisors, where he works with athletes on life insurance policies, estate planning and other forms of defense. He presently works with over 100 NFL players, as well as those in the NBA and NHL. He also works with media personalities. Mr. Salgado is also a correspondent for Fox News and has made appearances on NFL Network, Bloomberg and Channel 12 Long Island.

Before starting his insurance firm, Salgado worked with sports agents Ralph Cindrich and Tom Reich. There he worked with baseball and hockey players.

JOE YANARELLA

Mr. Yanarella has worked as a sportswriter at two daily newspapers, written text for baseball, basketball and football cards backs for Fleer and have interned at the home of hockey maven Stan Fischler. He also served as a managing editor at a daily newspaper, entertainment publication and most recently, Wizard Entertainment, where he helped oversee the daily operations of four national pop culture mags, four national conventions and two websites.

Mr. Yanarella has been to the NCAA Tournament numerous times. He is a graduate of Fordham College.

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