

**OLIN'S BUSINESS OF SPORTS PROGRAM
AT WASHINGTON UNIVERSITY IN ST. LOUIS**

A YEAR IN REVIEW (2015-16)



PREPARED APRIL 2016

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PREFACE

Since its inception in October 2014, the Business of Sports Program within the Olin Business School at Washington University in St. Louis has made tremendous strides in a short period of time in terms of (1) creating greater brand awareness for the program within the sports industry, (2) attracting industry practitioners to campus to share their knowledge with Wash U students, (3) placing students in meaningful sports-themed internships, and (4) adding new sports-related curriculum to further expand student understanding of various aspects of the sports industry.

While there are several individuals who have made (and continue to make) important intellectual contributions to the development of our curriculum and program (including the likes of Seth Abraham and Steve Horowitz), the Olin Business School and Washington University owe a special debt of gratitude to Joseph Lacob and his family for the time, energy, and resources they have invested in the success of the program.

This report details the many accomplishments achieved during the 2015-16 academic year, as well as a look ahead to plans for 2016-17. Without the Lacob family's support and active engagement in the program, however, many of these successes would not have been possible.

We thank them dearly for their support, and look forward to our continued relationship with both the Lacobs and all other friends of Olin who have been - and continue to be - supporters and contributors to the Business of Sports Program at Washington University.

I. OLIN SPORTS BUSINESS SUMMIT



OLIN SPORTS BUSINESS SUMMIT (9/25/15)

<http://apps.olin.wustl.edu/conf/osbs/home/Default.aspx?pid=3>

Event Accomplishments:

- (1) Attracted 30 Sports Business executives and practitioners from across professional and collegiate sports
- (2) Created national visibility and exposure for the business school and university at large in the eyes of some of the leading sports business firms in the country
- (3) Fostered networking opportunities for Washington University students, and in one particular instance, led to a Summer 2016 internship (Oliver Gallop with Populous)
- (4) Fostered another means through which to connect with Wash U alumni, as many of the event attendees included local/regional Wash U graduates.
- (5) Created considerable cache and immediate credibility for the program, and in so doing, helped the program recruit phenomenal guest speakers for the Lacob Sports Speakers Series, as well as guest lecturers for 2015-16 classes.













For 2016-17

- (1) The 2nd annual Olin Sports Business Summit is scheduled for Friday, September 30th, 2016.



EVENT: Olin Sports Business Summit (9/25/15)

Below are 13 of the 30 panelists in attendance

PANELIST	ORGANIZATION	TITLE	
	John Abbamondi	National Basketball Association	VP, Team Marketing & Business Operations
	Kelly Cheeseman	AEG Sports	Chief Operating Officer
	Kevin Demoff	St. Louis Rams (NFL)	Chief Operating Officer
	Phil de Picciotto	Octagon Worldwide	Founder and President
	Bill DeWitt III	St. Louis Cardinals (MLB)	President
	Max Eisenbud	IMG Tennis (Agent to Maria Sharapova)	Vice President
	Dan Flynn	United States Soccer	Secretary General
	Kirk Lacob	Golden State Warriors (NBA)	Assistant General Manager
	Oliver Luck	NCAA	Vice President
	David Simon	Los Angeles Sports Council	President
	Tom Stillman	St. Louis Blues (NHL)	Owner
	Jim Woodcock	Fleishman Hillard	SVP and Partner
	Chris Zimmerman	St. Louis Blues	President and CEO, Business Operations

2015 OLIN SPORTS BUSINESS SUMMIT – REVIEW OF EVENT PROGRAM

8:40 AM - 9:20 AM.....PANEL 1 - **Sports Facility Financing and Franchise Valuations**

Panelists: Joseph McNulty (The McNulty Group), Doug Beichley (Populous), Randy Vataha (Game Plan LLC), Lyle Ayes (Evercore).....**Moderator:** Patrick Rishe (Washington University)

9:20 AM - 9:40 AM.....**NEW FACILITY PRESENTATION** (Golden 1 Center, Sacramento, CA)

Presenter: Ben Gumpert, Chief Marketing Officer, Sacramento Kings

10:00 AM - 10:40 AM..... PANEL 2 - **Sustaining The Growth of Major League and U.S. Soccer**

Panelists: Dan Flynn (U.S. Soccer), Chris Klein (L.A. Galaxy), Jim Woodcock (Fleishman Hillard).....**Moderator:** Martin Rogers (USA Today)

10:50 AM - 11:30 AM.....PANEL 3 - **The Evolving Business Model of Collegiate Athletics**

Panelists: Oliver Luck (NCAA), Amy Huchthausen (America East Conference), Patty Viverito (Missouri Valley Conference).....**Moderator:** Eric Fisher (Sports Business Journal)

12:30 PM - 1:00 PM.....**ONE-ON-ONE DISCUSSION**

Speaker: Phil de Picciotto.....Founder and President, Octagon Worldwide

1:10 PM - 1:50 PM.....PANEL 4 - **Brand Management: Athletes, Teams, and Media**

Panelists: Michael Barnes (Anders CPA), Max Eisenbud (IMG Tennis), Keith Dobkowski (Fox Sports Digital), Lisa Boaz (St. Louis Rams), Howard Balzer (SiriusXM NFL Radio)...**Moderator:** Patrick Rishe

2:00 PM - 2:30 PM.....**OLYMPIC PRESENTATION** (Los Angeles' Merits for Hosting 2024 Summer Olympics).....**Presenter:** David Simon, President, Los Angeles Sports Council

2:40 PM - 3:20 PM.....PANEL 5 - **Evolving Business Strategies in Professional Sports**

Panelists: John Abbamondi (NBA), Kelly Cheeseman (AEG), Kirk Lacob (Golden State Warriors), Chris Zimmerman (St. Louis Blues).....**Moderator:** Eric Fisher (Sports Business Journal)

3:30 PM - 4:10 PM.....PANEL 6 - **The Business of St. Louis Professional Sports**

Panelists: Kevin Demoff (St. Louis Rams), Bill Dewitt III (St. Louis Cardinals), Tom Stillman (St. Louis Blues).....**Moderator:** Tom Ackerman (KMOX Radio)

II. JOSEPH S. LACOB SPORTS SPEAKERS SERIES



LACOB SPORTS SPEAKERS SERIES (2015-16)

Accomplishments:

- (1) Recruited 4 fabulous speakers from some of the leading firms/leagues in the sports industry (Populous, Wasserman, NBA)
- (2) Fostered networking opportunities for Washington University students, and in one particular instance, led to a Summer 2016 internship (Oliver Gallop with Populous)
- (3) Fostered another means through which to connect with Wash U alumni, as many of the event attendees included local/regional Wash U graduates.

For 2016-17

- (1) We intend on annually recruiting at least 4 speakers during the academic year to participate in the speaker series.

2015-16 Lacob Sports Business Speaker Series

John Shreve | 10/21/15

Populous

URBAN DESIGNER & PLANNER | SENIOR PRINCIPAL



Anthony Perez | 11/23/15

Orlando Magic

STRATEGY | EXECUTIVE VICE PRESIDENT

Heidi Pellerano | 2/24/16

Wasserman

PROJECTS AND MULTICULTURAL MARKETING |
SENIOR VICE PRESIDENT



Ken Borkan | 3/9/16

Phoenix Suns

ANALYTICS | MANAGER

III. SPORTS BUSINESS CURRICULAR INITIATIVES

Accomplishments:

- (1) Added 'Sports Business Analytics' to the curriculum (Spring 2016)

- (2) This course allowed us to invite numerous business executives and analytics specialists, which helped provide real-world education for our students while furthering their professional network. Just some of the companies represented included the St. Louis Cardinals (MLB), the Indiana Pacers (NBA), and the Orlando Magic (NBA).

- (3) The Sport Management course also enabled us to invite additional sports business executives to campus, which again, furthered our mission to provide real-world education and expanded networking for our students. Some of these guests included Steve Horowitz (Inner Circle Sports...who was instrumental in assisting Dean Milbourn with the overall course), Frank Viverito and Marc Schreiber (St. Louis Sports Commission), and Matthew Futterman (Wall Street Journal's sports business reporter).

For 2016-17

- (1) Olin's undergraduate curriculum committee is currently (April 2016) deliberating, and likely to approve, a 'Sports Law' course which will be added as an elective to the Business of Sports Minor curriculum starting in the 2016-17 academic year. The initial course offering will be in Spring 2017, taught by a St. Louis-based sports/entertainment lawyer (Mark Sophir) who has successfully taught a similar course in the past at Wash U's University College.

Sports Analytics – Guest Speakers (Spring 2016)



Mike Girsch | 2/3/16

St. Louis Cardinals

ASSISTANT GENERAL MANAGER

Derek Throneburg | 2/10/16

Indiana Pacers

TICKET SALES STRATEGY | VICE PRESIDENT



Bill Squadron | 2/10/16

Formerly of:

STATS, LLC

EXECUTIVE VICE PRESIDENT

Sport Vision

CO-FOUNDER & CHIEF EXECUTIVE OFFICER



Jay Riola | 2/24/16

Orlando Magic

BUSINESS STRATEGY | DIRECTOR



IV. LACOB INTERNSHIP STIPENDS AND ADDITIONAL INTERNSHIP PLACEMENTS

Accomplishments:

- (1) As of April 2016, it would appear that two students will receive Lacob Summer Internship Stipends (Oliver Gallop – Populous; Jamie Swimmer – Pittsburgh Steelers)

- (2) Additionally, the Sports Business Program was able to assist other Olin students in securing sports business internships during Spring 2016 and Summer 2016 (e.g. Shana Raven – St. Louis Sports Commission (Event Logistics), Matthew Deutsch – St. Louis Cardinals (Ticket Sales))

- (3) Lastly, thanks to the event programming throughout the year (e.g. the Sept 2015 Summit, the Lacob Speakers, the guest lecturers), numerous other students were at least able to apply to a number of other companies within the sports industry (e.g. Golden State Warriors, Sacramento Kings, SeatGeek, SportVision, AEG, IMG, Octagon, Wasserman, and more), and we believe these relationships will increase the odds of Wash U students finding internship placements going forward.

For 2016-17

- (1) We expect continued networking and engagement with contacts made during 2015-16, as well as new contacts soon to be formed during the 2016-17 academic year.

- (2) There is a possibility of having a ‘Sports Job Fair’ coincide with our Sports Business Summit on 9/30/16.

2016 Lacob Internship Stipend Recipients (Summer 2016)



Oliver Gallop

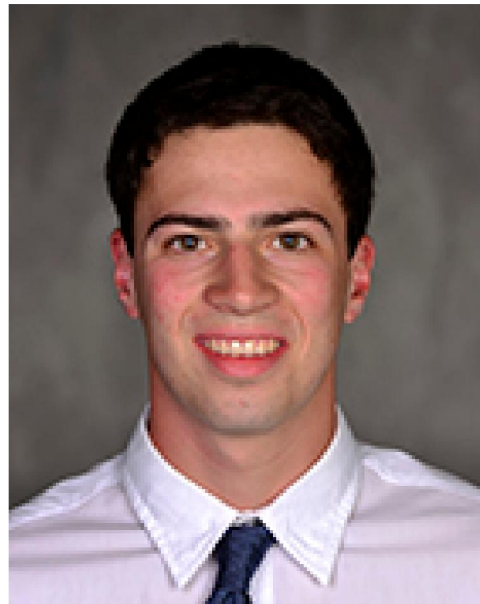
POPULOUS

CONSUMER RESEARCH - MLS

Jamie Swimmer

PITTSBURGH STEELERS (NFL)

TICKET SALES AND ANALYTICS



Additional Sports Internships for Wash U Students (2015-16)



Shana Raven

ST LOUIS SPORTS COMMISSION

EVENT LOGISTICS

Matthew Deutsch

ST LOUIS CARDINALS

TICKETING



V. BRAND VALUE ENHANCEMENTS THROUGH MEDIA PARTICIPATION (2015-16)

Accomplishments:

- (1) Enhanced the program's brand value while increasing visibility/exposure for Olin and Wash U through appearances on national and international media exposure on outlets such as CBS This Morning, CNN, CNBC, Bloomberg, FoxBusiness, Russia Today, and CCTV.

- (2) This exposure also extended to print and radio mediums, including the International Business Times, Marketplace Radio, and Dr. Rishe's SportsMoney column with FORBES.com (over 50 published articles since June 2015, and each article ends with a link to the Olin Business School webpage, which helps create additional exposure and visibility for the university).

- (3) Our media contacts have proved useful in furthering our network with various sports business executives by creating access not otherwise available to other schools.

For 2016-17

- (1) Continuation of current efforts in order to further enhance the program's visibility.

Recent Media Placements



CNN (2/5/16)

DISCUSSING CAM NEWTON'S AND
PETYON MANNING'S BRAND VALUES

BLOOMBERG (2/1/16)

DISCUSSING THE ECONOMIC
IMPACT OF SUPER BOWL 50



FOX BUSINESS (7/10/15)

DISCUSSING WOMEN'S WORLD CUP
AND ECONOMIC FALL OUT

RUSSIA TODAY (3/17/16)

DISCUSSING PRESIDENT PUTIN'S
RESPONSE TO RUSSIAN ATHLETES DOPING



CNBC (1/13/16)

DISCUSSING RAMS RELOCATION

TO LOS ANGELES



Media Placements Since June 2015

A. Television (April 2015 to April 2016)

- 1) 03/17/16 Reacting to Putin's Judgments on Russian Doping Scandal (Russia Today)
- 2) 02/27/16 FIFA Under New Leadership: How to Move Forward (CCTV America)
- 3) 02/05/16 Cam Newton's Endorsement Potential (CNN)
- 4) 02/01/16 Assessing the Economic Impact of Super Bowls (Bloomberg TV)
- 5) 01/13/16 The Rams Relocation to Los Angeles (Nightly Business Report – CNBC)
- 6) 01/13/16 The Rams Relocation to Los Angeles (CNBC-Squawk on the Street)
- 7) 11/10/15 Discussing Doping Scandals in Sports (CCTV America)
- 8) 09/01/15 Serena Williams Endorsements and Grand Slam Run (CNN)
- 9) 07/30/16 NFL's Handling of Deflategate (Bloomberg TV)
- 10) 07/21/15 Sponsors Score Well at 2015 British Open (CNN)
- 11) 07/10/16 U.S. Women's Soccer Capitalizing on World Title (FoxBusiness)
- 12) 07/07/16 Endorsement Potential for Carli Lloyd (CBS This Morning)
- 13) 05/27/15 Sponsors Could Impact FIFA's Reforms (Bloomberg TV)
- 14) 05/18/15 Finding Value in NFL Draft's Later Rounds (CNBC's Squawk Box)
- 15) 04/21/15 Jordan Spieth and Under Armour (CNBC's Squawk Box)

B. Print and Radio (May 2015 to April 2016)

- 1) 02/25/16 FIFA Reform and Women in Soccer Governance (International Business Times)
- 2) 01/16/16 Rams Departure May have Little Econ Impact (STL Post-Dispatch)
- 3) 01/13/16 The Departure of the Rams to Los Angeles (KMOX - St. Louis)
- 4) 12/23/15 Discussing Thoughts on Cardinals TV Deal with FS-Midwest (CBS Radio – 920 AM)
- 5) 12/02/15 The Economics of Inflated MLB Salaries (Marketplace Radio)
- 6) 11/11/15 Disney's Iger Gets Involved in L.A. Push (CNBC)
- 7) 11/11/15 Russian Olympic Athlete Doping Scandal (CNBC)
- 8) 05/15/15 Why NFL Players Have Less Endorsement Appeal (CNBC)

C. FORBES Publications (Over 50 publications since June 2015)

VI. BRAND VALUE ENHANCEMENTS THROUGH CONFERENCE PARTICIPATION AND ACADEMIC PUBLICATIONS

Accomplishments:

- (1) For the second consecutive year, Dr. Rishe was asked to moderate a panel at the prestigious MIT Sports Analytics Conference in Boston. These types of engagements both increase the program's brand value, but also lead to valuable networking opportunities which can further benefit the Wash U program in the future.

- (2) Dr. Rishe also attended (or will attend) these events, which helped further the awareness and networking opportunities for the program.
 - a. Sports Business Journal's Facilities and Ticketing Conference (June 2015 – Santa Clara, CA)
 - b. Sports Business Journal's Intercollegiate Sports Conference (Dec 2015 – NYC)
 - c. 2016 World Congress of Sports (April 2016 – Los Angeles)
 - d. 2016 Sports Law Association Annual Meetings (May 2016 – Los Angeles)

- (3) Dr. Rishe was the lead author of 2 academic papers published during the 2015-16 academic year. The publications were placed in *Sport Marketing Quarterly* and the *International Journal of Sport Finance*, both among the top 5 journals in the Sport Management genre.

For 2016-17

- (1) Continuation of these efforts.

2016 MIT Sports Analytics



DATE/PLACE: MARCH 12TH 2016 AT BOSTON CONVENTION CENTER

PANEL: BUSINESS OF SPORTS @ 10TH ANNUAL MIT ANALYTICS CONFERENCE

PICTURED (from left)

- **Matt Sebal**.....Founder and Co-Owner/President, KORE Software
- **James Pallotta**...President and Chairman, AS Roma
- **Tad Brown**.....CEO, Houston Rockets
- **Steve Pagliuca**...Managing Director, Bain Capital & Co-Owner, Boston Celtics
- **Patrick Rische**.....Director of the Sports Business Program, Wash U in St. Louis

VII. 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) OSMO organized a student trip to Indianapolis in February 2016, during which they visited sports executives from the NCAA, Indianapolis Motor Speedway, and the Indiana Pacers.
- (3) The Sports Analytics club provided some assistance during the year on a few of the storylines which Dr. Rishe addressed in his Forbes.com articles.

For 2016-17

- (1) Continuation of these efforts.
- (2) Organize student trip to the 2017 MIT Sports Analytics Conference
- (3) Organize student trip to the 2017 World Congress of Sports

VIII. FUTURE PROGRAM ENDEAVORS

Additional Program Goals Going Forward (2016-17 and Beyond)

- (1) Securing Practicum Projects requiring student involvement (in conjunction with Wash U's CEL program)

- (2) Potential "Sports-Specific" Job Fair (perhaps in conjunction with the annual Summit)

- (3) Organizing 1-2 student trips to professional conferences in order to network with sports business professionals (e.g. MIT Sports Analytics, World Congress of Sports)

- (4) Curricular additions (e.g. Sport Finance and Technology)

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

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