Sports Career Seminar

The Pre Game Show: Preparing for a Winning Career in Sports

Tuesday, January 20th, 2009
10:00AM to 4:00 PM

Yogi Berra Museum & Learning Center
8 Quarry Road, Little Falls, New Jersey
www.yogiberramuseum.org
Tel: (973) 655-2378
Program Overview

The sports industry has evolved into a growing, global $400B market, offering new and exciting career possibilities for prepared candidates. Succeeding in today’s competitive job market requires outstanding job skills, careful preparation, connections, and a commitment to a long-term plan. It all starts here!

The Playbook

Diamond Sports and the Yogi Berra Museum & Learning Center invite you to join us for The Pre Game Show: Preparing for a Winning Career in Sports on Tuesday, January 20th at the Yogi Berra Museum & Learning Center at Montclair State University. This highly interactive career seminar will feature presentations by key players in the industry, and a lively discussion about current and emerging trends, employer perspectives, and inside tips and techniques for college students and aspiring career-minded professionals. Presentations and areas of discussion will include an overview of Sports Industry Trends, Marketing and Sponsorship, Sports Media and Journalism, Entrepreneurship in Sports, and Career Preparation: “Tools and Techniques- How to Establish Your Baseline”.

Presenters and Panelists

Seminar panels will feature sales, marketing, entrepreneurs, media, and career services executives, including Lou Lamoriello, NJ Devils GM, Richard Ensor, MAAC Commissioner, John Samerjan, VP Communications NJ Sports Exposition, Jeff Taylor, Sr. Director, Sports Management ESPN, Scott Carmichael, Prodigy Sports CEO, Matt Cacciato, SVP Sponsorships, YES Network, Barry Wilner, AP Sports Journalist, Shawn Garrity, CEO Union Square Sports, Marc Zwerdling, CEO, Generation Z Marketing, Jordan Kern, Owner/VP Marketing, My Sports Dreams, and Dave Popkin, Partner, Positive Impact. Learn first-hand what it takes to get started in sports, as you hear how panelists “changed their game”, and prepare to develop your “Baseline”™ tools.

Who Should Attend

This highly interactive seminar has been developed for students, educators and aspiring business professionals interested in learning about sports industry market developments, and sports career preparation, internships and opportunities.

Registration- Program fee is $45, and includes access to all panels, admission to the museum, and a networking lunch. For more information or to register, contact Diamond Sports at (845) 531-2359, email info@sportsbusinesscareers.com
Sports Career Seminar
The Pre Game Show: Preparing for a Winning Career

Program Schedule

10:00 - 11:00 AM   Media and Journalism
11:00 - 12:00 PM   Sales and Marketing
12:00 - 12:30 PM   Networking and Lunch
12:30 - 1:30 PM    Keynote Speaker(s) and Panel
1:30  - 2:00 PM    Break/Networking
2:00  - 3:00 PM    Entrepreneurship
3:00  - 4:00 PM    Career Development
Sports Career Seminar Program Schedule (Confirmed a/o 1/15/08, Subject to Change)

10:00-11:00 AM  Media and Journalism
    David Kaplan, Moderator
    Steve Politi, Columnist, Newark Star Ledger
    Barry Wilner, Associated Press
    Adam Zagoria, SportsNet New York (SNY)
    Allen St. John, Author and Reporter
    Art Berke, COO, Yogi Berra Museum & Learning Center, former VP Comm, SI

11:00 to 12:00PM  Sales and Marketing
    Jeffrey Taylor, Sr Director Sports Management, ESPN
    Marty Rotberg, Consultant, Former VP Velocity Sports
    Matt Cacciatto, SVP Affiliate Sales & Mktg, YES Network
    Ben Wittkowski, GM, Sussex Skyhawks Baseball Club
    Sheereen Miller, MTV, Formerly w/Sports Illustrated

12:00- 12:30  Networking and Lunch

12:30-1:30  Keynote Speaker(s) and Panel
    Lou Lamoriello, General Manager, New Jersey Devils
    Richard Ensor, Commissioner Metro Atlantic Athletic Conference
    John Samerjan, VP Public Affairs & Communications NJ Sports & Expo Authority

1:30 –2:00  Break/Networking

2:00 –3:00  Entrepreneurship
    Shawn Garrity, CEO Union Square Sports
    Marc Zwerdling, CEO Generation Z Marketing
    Jordan Kern, CEO My Sports Dreams
    John Lane, SVP Partnerships and Media, Major League Gaming
    Dave Popkin, VP/Partner, Positive Impact Partners
    Mitch Hoffman, Bobby Valentine Sports Academy

3:00 PM-4:00  Sports Career Development
    Moderator: Walter J. Recher, Diamond Sports Business Careers
    Scott Carmichael, CEO Prodigy Sports
    Janine Fortunato, NY Yankees, Coordinator, Corporate Sales and Sponsorships
    Lee Igel, Professor Sports Program, NYU
    Dave Torromeo, Director, Manhattanville College, Sport Business Management
The Yogi Berra Museum is located on the campus of Montclair State University at 8 Quarry Road, Little Falls, New Jersey. Montclair State University is on Valley Rd. and Normal Ave, Montclair, N.J., 1 mile south of the junction of Routes 3 and 46, 14 miles from New York City.

Mass Transit:

Montclair, (How to get to Campus by Public Transportation using the Train. The Montclair State University campus is located right next to two train stations. The Montclair Heights train station, located at the south end of campus, is a short walk to the Museum. The Montclair-Boonton line stops at both stations. For a listing of available train service from your location to the Montclair train stations go to: NJTransit's Train Station (Station to Station) Web service.

New York City

MidTown Direct - New Service from Midtown Manhattan

Montclair service operates between Montclair Heights Station and Penn Station New York from early morning until late evening, Monday through Friday. Peak period service also runs to and from Hoboken Heights and Newark Broad Street stations. Access via either MidTOWN DIRECT-Montclair or Hoboken-bound trains to reach Newark Broad Street Station. Call 1-800-626-RIDE or visit http://www.njtransit.com for complete NJTransit information and schedules.

Bus

New York City (by bus): DeCamp Bus No. 66 leaves from the Port Authority Bus Terminal and drops you off on campus near College Hall. If the bus is not going all the way to campus, get off at Mt. Hebron and Valley roads, turn right (north) on Valley, and walk one block to the Normal Avenue traffic light, then turn left to campus entrance. For a detailed schedule.

Newark: NJ Transit Bus No. 28 originates at Macy's, Washington and Hill streets, and terminates its run on campus.

Paterson: NJ Transit Bus No. 705 travels from Main Street and Broadway in Paterson. Or, NJ Transit Bus No. 72 originates at Broadway Terminal, Paterson, and goes to Broad Street, Bloomfield. Change to No. 28 at Bloomfield Center.

The Oranges: Take One Bus Co. No. 44 to Main and Day streets in Orange. Connect to NJ Transit Bus No. 92 to Glenwood and Bloomfield avenues. Change to NJ Transit Bus No. 28

Passaic: NJ Transit Bus No. 705 originates at Main Street and Passaic Avenue in Passaic and travels through Clifton to Montclair State University.

Wayne: NJ Transit Bus 705 originates at Willowbrook Mall and ends its run on campus.
About Diamond Sports
www.DiamondSportsCareers.com Tel: (845) 531-2359
“Polish Your Assets”

Walter J. Recher, Managing Partner David Torromeo, Managing Partner

Diamond Sports Business Education partnership was established to meet the needs of professionals, students and athletes interested in preparing to pursue a career in the sports business industry. Diamond Sports provides career consulting services, programs and information resources necessary to succeed in the growing, global, $400B sports business industry. Diamond Sports programs and resources promote sports leadership with partners who share our commitment to the highest level of quality in education, ethics, and entrepreneurship. Diamond Sports partners have combined for over a century of experience in the development and management of innovative, successful education and professional development programs, including career seminars, college sports business management, education and training, entrepreneurship, new business development, research and event management.

Diamond Sports Events and Programs include:

“How to Prepare for a Winning Career- Polishing Your Assets”
College student preparation and counseling- Preparing for a winning career, internships

“College Bound- Pursuing a Career in Sports”
High school student preparation- curricula, communications, career development

“Entrepreneurship in Sports”
How to develop a winning business plan- research, strategy, investment and launch

“Sports Marketing, Media and Journalism”
Career development in the new media

“Sports Event Management”
How to produce and manage a successful sporting event
Yogi Berra’s values, extraordinary accomplishments and lifelong commitment to the education of young people are the inspiration and foundation of the Yogi Berra Museum & Learning Center. Since officially opening its doors on Dec. 4, 1998, with students and teachers from the Bradford Academy in Montclair being the first public visitors, the YBMLC has become a hugely popular destination for sports fans and educators alike. It is also recognized as the New York metropolitan area’s premier sports education center. The YBMLC - a 501 © 3 nonprofit organization - was built privately by a group of friends and admirers of Yogi Berra to pay tribute to his remarkable life and career. It’s located on the campus of Montclair State University, New Jersey’s fastest growing and second-largest university, adjacent to Yogi Berra Stadium, home of the minor-league New Jersey Jackals and Montclair State Red Hawks.

The YBMLC is an engaging walk through the history of baseball, the New York Yankees and Yogi’s remarkable career. It houses an impressive collection of historic photos and artifacts, including Yogi’s 10 world championship rings, the most of any player in baseball history. There is also an intimate ballpark-like theater, which shows films during Museum hours, and also serves as a classroom and venue for public programming.

The main focus of the Museum & Learning Center is its educational programs. As part of its recent 10th anniversary, the YBMLC has enhanced its program offerings to offer the 10 Building Blocks of Learning (see below).

The Museum also recently created an Institute for Coaching, which offers sports parenting and coaching seminars, as well as leadership workshops for student-athletes and team captains at every level. These acclaimed programs are conducted by Institute co-founders John McCarthy, an award-winning teacher and coach, and Dr. Rob Gilbert, a Montclair State professor and one of the world’s leading experts on Sport Psychology.

Customized team and leadership workshops and programs are available at the YBMLC or can be delivered at your school as part of assembly programs. The Museum also offers afterschool enrichment programs and baseball clinics.