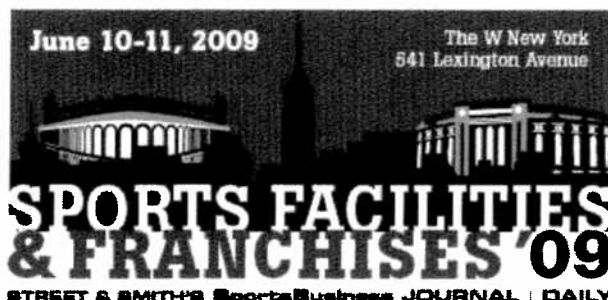


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Sports Facilities & Franchises 2009 Is Set For June 10 - 11 in New York City

To coincide with two of the most highly anticipated stadium openings in 2009, *SportsBusiness Journal* and *SportsBusiness Daily* have announced that the 9th annual Sports Facilities & Franchises conference will be held June 10-11 at the W New York, in New York City.

Considered the industry's most senior meeting on facility and franchise management, the 2009 Sports Facilities & Franchises (SFF) conference will focus on delivering value in this challenging economic time. The two-day conference will offer best practice case studies in revenue generation, venue operations and ticketing strategies, as well as executive-level perspective on the state of today's sports industry.



[View a slideshow of photos from the 2008 conference](#)

In addition to cutting-edge content, attendees will enjoy an exclusive look at the two newest stadiums in New York with the Evening at the Ballpark event on June 10th at Citi Field when the Mets host the Philadelphia Phillies and a behind-the-scenes tour of Yankee Stadium on June 11th.

Click [here](#) to view the complete [agenda](#).

REGISTER TODAY

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Program Agenda

Wednesday, June 10, 2009**7:30**

Exhibits Open
 Registration
 Continental Breakfast

8:30

Welcome & Opening Remarks:
Richard Weiss, Publisher, **SportsBusiness Journal**

8:45**New York, New York: A Hub of Facility and Franchise Activity**

New York City has always been a unique sports town and now, with the opening of several new stadiums, the landscape gets even more dynamic. You will hear from some of the "movers and shakers" in this market, including **Dave Howard**, New York Mets; **Mark Lamping**, New Meadowlands Stadium Company; **Scott O'Neil**, Madison Square Garden; and **Brett Yormark**, Nets Sports & Entertainment, as they examine and share how they attract fans, generate revenue, provide value and manage their businesses in this challenging economy.

CASE STUDY MODULE 10-12:30**10:00**

**The Chicago Blackhawks:
 Re-Positioning a Franchise and its Brand**

One of the most captivating stories in the past year is how the Chicago Blackhawks reinvented their franchise and turned Chicago into a hockey town. With a packed arena and engaged sponsors and fans, along with a winning team, the Blackhawks have many reasons to cheer. Hear from **John McDonough***, the man behind this transformation, as he explains how he and his team executed this brand revitalization.

10:45

Networking and Refreshment Break hosted by

ELLERBE BECKET**11:15.****The Bottom Line on Going Green: Can Green Initiatives Mean Greenbacks**

It's not easy being Green! Or is it? With the emphasis on conserving energy and large facilities being one of the biggest users of natural resources, facility operators are urgently trying to be both environmentally friendly and economically sound. In this in-depth case study, **Scott Jenkins** from the Seattle Mariners will outline how the Mariners have successfully implemented "green" strategies and how the bottom line has benefited.

1195.00 US Dollars

11:50**The Web and Social Networking: What You Need to Know to Monetize Your Assets**

The Cleveland Cavaliers get more than 50,000 visitors to their site daily. The potential for incremental revenue seems limitless, but how do you successfully capitalize the asset? How do the Cavaliers drive traffic to their site? How do they optimize their Web site to generate incremental revenue? How do they interact with fans through their social networking application, CavFanatic? Hear from the Cleveland Cavaliers' **Len Komoroski** and **Mike Maleski** as they answer these and other questions on how the Cavaliers have monetized their digital assets.

12:30

Luncheon

1:45**One-on-One Interview: Jeff Vanderbeek**

In 2004, **Jeff Vanderbeek** resigned his position as executive vice president of Lehman Brothers and purchased the New Jersey Devils. Since then, he has been instrumental in securing the Prudential Center as the team's venue and developing the Devils as a prominent team in the NHL. In this one-on-one interview, Vanderbeek will discuss his views on team ownership, how he applies his previous business experience to running a sports franchise and how he is managing in the midst of a turbulent economy.

2:15**The Brand Side: Perspective on Sponsor Integration**

Many corporations have a diverse portfolio of sports marketing assets, while others may have a more targeted approach. Regardless of the scope, brand marketers have a formula for selecting opportunities that align with their brand. Now companies are scrutinizing the formula more than ever. In this session, you'll hear how brand marketers **Paul Bamundo**, Subway; **Dockery Clark**, MillerCoors; **Seth Horowitz**, Modell's Sporting Goods; and **Ralph Santana**, PepsiCo NA Beverages are revamping their strategies in an effort to capitalize on sponsorships; how they coordinate their strategies between the various properties; and how they measure success.

3:00

Networking and Refreshment Break

3:30**One-on-One Interview: Tony Ponturo**

Tony Ponturo has been considered one of the most powerful executives in sports with a career spanning more than 25 years in Anheuser-Busch's (AB) sports marketing department. In this one-on-one interview, he will share his insight on the course of branding and sponsorships over the years, the key ingredients to sponsor/property partnerships and his thoughts on the sports industry moving forward.

4:00

Cocktail Reception hosted by

PROSKAUER ROSE LLP®

Attendees pick up ticket at Proskauer Rose Cocktail Reception

EVENING AT THE BALLPARK**Presented by:****ARAMARK****DAKTRONICS****5:15**

Buses depart for Citi Field

7:05**Evening at the Ballpark**

All attendees are invited to join us at Citi Field as the New York Mets host the Philadelphia Phillies.

Thursday, June 11

7:30

Exhibits Open
Continental Breakfast

8:30

Executive Roundtable: Leadership, Strategy and Implementation

The leaders of any franchise are always charged with setting the tone, devising the plan and mapping the course for successful implementation, all while maintaining the bottom line. Our distinguished executive panel is comprised of individuals that do just that on a daily basis. During this session, you'll hear from **Peter Luukko**, Comcast-Spectacor and Global-Spectrum; **Dennis Mannion**, Los Angeles Dodgers; **Jamey Rootes**, Houston Texans; **Dave St. Peter**, Minnesota Twins; **Tom Wilson**, Palace Sports & Entertainment; and **Jed York**, San Francisco 49ers, as they discuss their strategies touching on sales, marketing, revenue generation and operations. Hear how they are working smarter, being more creative and providing value in this challenging economic climate.

9:30

Driving Ticket Sales and Incremental Revenue: Providing Value, Filling the House

The competition for consumers' disposable income is more intense than ever, so teams are exploring options to entice fans by creating value-added ticketing packages, flexible payment plans and enhanced fan experiences. During this session, **Liza Cartmell**, ARAMARK Sports & Entertainment; **Andrew Lafiosca**, New York Red Bulls; **Amy Latimer**, Boston Bruins; **Grant Lynch**, International Speedway Corp.; **Mike Stanfield**, New Orleans Saints; and **John Weber**, Philadelphia Phillies, will share their strategies and discuss how they are providing incremental value, incorporating new technologies, retaining customers, improving facility efficiencies and increasing sales.

10:15

Networking and Refreshment Break

10:45

Social Media and Sports Franchises: What Does It Mean and Where is It Going?

Social media is changing the way fans follow their favorite teams and there are strategic implications across the entire industry. In short, implementing media initiatives to engage fans has become a competitive necessity. In this discussion, several pioneers who are at the forefront of the social media revolution will examine the trends and technologies that are shaping this space both within and outside the sports industry. You will hear from **Alex Blum**, KickApps; **David Katz**, SportsFanLive.com; and **Michael Lebowitz**, Big Spaceship.

11:15

Sessions Conclude

Inside the New Yankee Stadium: An Exclusive Look Behind the Scenes

Presented by



Next-generation sports stadium ... technological marvel ... living museum ... self-contained entertainment district ... home to one of the world's most iconic sports franchises. All are apt descriptions of the new Yankee Stadium. On June 11th, you will have the opportunity to experience the stadium -- down to its minute details - first-hand as Yankees COO **Lonn Trost** leads a VIP site tour and education session. A large portion of the session will focus on the technology that is enabling a new type of fan experience. In addition to state-of-the-art scoreboards, the stadium features more than 1,000 flat-panel high definition video monitors that give fans access to everything from interactive replays to postgame traffic patterns. Joining Trost will be several executives who will answer specific questions on details ranging from suite amenities to the immediate and longer-term capabilities of the technical infrastructure.

11:30

Depart for Yankee Stadium

12:15

Stadium Tour and Presentation

2:30

Depart Yankee Stadium

*Involvement pending NHL Playoffs. Other Blackhawks representative TBD.

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