



Business of Sports Symposium Schedule

April 24, 2015 / 1-5 p.m.

CWI Nampa Campus Academic Building

Rooms 102E and 105

1:00-1:50 p.m.

- Skip Hall, Former Boise State Football Coach – Coaching the Doctrine of Excellence
- Dave Tester, Broadcast Professional and Marketing Coach – A Behind the Scenes Look at Local Sports Advertising and Marketing

2:00-2:50 p.m.

- Steve Brandes, President and General Manager of the Idaho Stampede – The Business of Basketball; Managing a Sports Franchise
- Hongmey Zhen, Jennifer Pinkerton, and Jocelyn Cullers, Treasure Valley Roller Girls – Cultivating Longevity, From Grassroots to Nonprofit

3:00-3:50 p.m.

- Alan Williams, Owner of Idaho Physical Therapy – Dealing with Sports Injuries
- Xander Mark, United States National Sprint Team Speed Skater – Branding Yourself as an Athlete / Retaining Sponsors

4:00-4:50 p.m.

- Angus MacGreigor, Olympian and Entrepreneur – High Technology in Sports (keynote)