



Sports Business Solutions & The Phoenix Suns Present:

The Sports Sales Combine – Phoenix, AZ

November 6-8, 2014

Participating Coaches:



Matt Clark – Manager, Membership Development
San Diego Padres

Matt currently holds the title of Manager, Membership Development for the San Diego Padres where he co-oversees the team's Inside Sales Representatives. Prior to relocating to San Diego, Matt worked as an Account Executive, Group Sales for the Cleveland Indians and a New Business Consultant for Spurs Sports & Entertainment. Originally from Stroudsburg, Pennsylvania, Matt graduated from York College of Pennsylvania where he earned a BA in Sports Management.



Paul Epstein – Director, Sales
San Francisco 49ers

In his current role as Director of Sales for the San Francisco 49ers and Levi's Stadium, Epstein oversees all revenue components ranging from Premium Hospitality, Stadium Suites, SBL Sales, Group Sales, Ticket Sales, Tour Sales, Museum Sales, and Michael Mina's Private Dining. Prior to joining the 49ers, Epstein served as GM of Legends Global Sales working with the National Football League responsible for suite sales at Super Bowl XLVIII, generating industry record breaking per caps of \$500k+ per suite. Epstein has also held various leadership roles in the National Basketball Association with the Los Angeles Clippers, New Orleans Hornets, and Sacramento Kings. A proud graduate of the University of Southern California, Epstein is a native of Los Angeles, CA.



Kyle Pottinger – Director, Premium & Group Sales
New Jersey Devils

A proud graduate of Arizona State University, Kyle started his career in the sports industry in 2007 as a Marketing Partnerships Intern for the Phoenix Suns & Mercury. During his time as an intern Kyle fell in love with the business side of sports and decided that this was the industry where he wanted to spend his career. From his internship Kyle transitioned into a role in marketing and sales for the minor league hockey team, Phoenix RoadRunners, that was owned by the Suns at the time. The time spent with the RoadRunners provided Kyle with a unique opportunity to learn about sales in sports while working on one of the more difficult properties to sell in the Valley at the time. In April of 2009 Kyle transitioned over to Phoenix Suns Group Sales where he earned the honor of #1 First Year Group Sales rep in the NBA and led the team in revenue during the team's two largest sales group sales campaigns in team history. Kyle would eventually move over to Phoenix Suns Premier Client Services where he focused on establishing new relationships with top businesses in Arizona and selling them Suns premium inventory to accomplish their goals. After a little over a year in Premier Client Services Kyle was recruited to oversee the New Jersey Devils group department shortly after the ownership group for the team changed. In his first year with the Devils Kyle increased the team's traditional group business by 27%. Kyle now oversees the Group Sales and Premium Sales departments for the New Jersey Devils and Prudential Center.



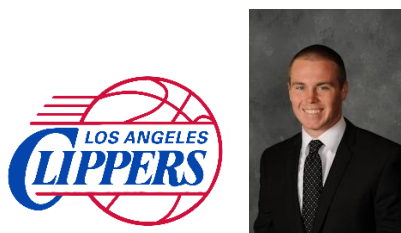
Mike DeMarino – Director, Ticket Sales
New Jersey Devils

After graduating from Marist College in 2005, Mike joined the New Jersey Nets Inside Sales Program with aspirations of going into Public Relations. Two days into selling, Mike realized his passion was in sales. Six months into the Inside Sales program Mike was promoted to Account Executive with the Nets where he focused on season ticket sales for three seasons. Following the Nets, Mike accepted a position as Sales Consultant for the New York Jets selling premium Personal Seat Licenses for the Jets New Stadium. Two years into the Jets project, Mike led all sellers in overall PSL's sold on the project and was recruited by Legends Global Sales to join the San Francisco 49ers New Stadium sales team. The 49ers New Stadium project is considered one of Mike's greatest career achievements as they surpassed all industry records selling over \$1 Billion in PSL Revenue. Shortly after, Mike joined the Atlanta Hawks as Senior Manager of New Membership Sales. Eight months into Mike's first full season at the Hawks, his sales team surpassed the previous year's revenue numbers and three sales reps have gone on to surpass their annual goal. No reps had accomplished this the year prior. Based on this great success, Mike was recruited by the New Jersey Devils where he now works as Director of Ticket Sales and oversees all new season ticket acquisition.



Mike Dellosa – Director, Season Ticket & Inside Sales
Arizona Diamondbacks

Mike Dellosa is entering his eighth year with the Arizona Diamondbacks and second as Director of Season Ticket Sales and Inside Sales. In this role, Mike oversees all season ticket sales efforts for the D-backs while working closely with the Inside Sales Manager on the hiring, training, and development of entry-level sales consultants. A native of Akron, Ohio as well as a 2007 graduate of the University of Mount Union, Mike began his sports career working part-time for the Cleveland Browns and TeamWork Online and then full-time in a sales role with the Frisco RoughRiders, a Mandalay Sports property. Mike currently resides in Phoenix with his wife Ashley and daughter Claire.



Luke Elliott – Account Executive
LA Clippers

My sports career began while interning with the Rose Bowl Operating Company's events department. It was a terrific experience and taught me more than any classroom could. After graduating from college, I knew I needed to find a position in sports. I attended a career fair at the Staples Center, which led to interviews with the Clippers and eventually a position in the Inside Sales department. After spending five months in Inside Sales, I interviewed for a permanent position as an Account Executive. I have been with the Clippers for five seasons and have experienced a considerable amount of personal and professional growth. In addition to my role as an Account Executive, I have taken on several other responsibilities, notably: interviewing Inside Sales candidates and handling various aspects of game operations.



Travis Apple – Vice President, Sales & Service
Phoenix Suns/Mercury/USAC/Arizona Rattlers

Travis Apple begins his first season with the Phoenix Suns, Mercury, and Rattlers as the Vice President of Ticket Sales & Service. He joined the organization in October 2014 and brings eight years of experience in the field. Apple most recently served as the senior director of ticket sales with the Orlando Magic, overseeing the season ticket, group ticket, hospitality, tourism, and youth basketball departments. Prior to that he was the director, new business development for the Pittsburgh Pirates, overseeing the Pirates premium seating, new business development, and inside sales staff. In his role with the Pirates, he recruited, trained, and developed ticket sales representatives in those three departments, while also managing the organization's secondary market relationships. Prior to the Pirates, Apple spent three seasons with the

Atlanta Hawks and Atlanta Thrashers where he was a leading sales executive in inside sales, new season ticket sales and premium seating. Apple is a native of Delphos, Ohio and attended Ashland University where he received his degree in sports communication, journalism and electronic media production. He and his wife, Marlo, reside in Scottsdale, Arizona.



Luke Schuellein – Team Leader, Ticket Sales
Arizona State University Athletics

Graduated Summa Cum Laude with a Bachelor of Arts in Sport Management from Wichita State University. Has an MBA with a focus in Management from Newman University. Worked in the ticket sales department with the New York Mets and San Diego Padres before becoming Director of Ticket Sales with the Wichita Thunder, a minor league hockey team in the ECHL. Currently is Team Leader – Ticket Sales for The Aspire Group at Arizona State University and oversees the group sales department, as well as the entry level sales staff.



Matt Fahr – Manager, Inside Sales
Charlotte Hornets

Matt started his sales career in the NFL with the Oakland Raiders first sales team in 2006 as a Ticket Sales Representative. After finishing in the top three sales representatives for overall revenue Matt was promoted to Premium Seating Sales Manager in 2008. In 2010 he joined the NBA and the Cleveland Cavaliers as a Business Development Specialist. While with the Cavaliers in 2010 he led the Night Sales team as Night Sales Manager. In October of 2010 he was promoted to Manager of Inside Sales and Recruiting. His last promotion came in August of 2013 when he was promoted to Sr. Manager of Inside Sales and Recruiting with the Cleveland Cavaliers. In January of 2014 he joined the Charlotte Hornets as Manager of Inside Sales to aid in the growth and development of the Hornets Inside Sales team during the transition from Bobcats to Hornets. Matt grew up in Mt. Pleasant Michigan. He is a graduate of Northwood University with a degree in Entertainment Sports Promotional Management where he was a member of the Timberwolves collegiate baseball team.



Josh Belkoff – Manager, New Business Development Team
Phoenix Suns/Mercury/USAC/AZ Rattlers

Josh graduated with a degree in Sports Management from the University of Arizona in May of 2012. He began his career in sports on the Phoenix Suns New Business Team in June 2012. He quickly showed that he was a top performer in his class and was promoted in December 2012 to an Account Executive, Season Sales. He was a top producer for the 2013-2014 season and hit 132% of his goal. Josh is currently the Manager of New Business Development, which he became in October 2013. Josh is responsible for recruiting, hiring, training and developing all new Sales Consultants for the New Business Development Team.



Jordan Lopez – Director, Membership Sales
Phoenix Suns/Mercury/USAC/AZ Rattlers

Jordan graduated with a degree in Sports Management from the University of Minnesota in 2008. He began his career in sports with the Milwaukee Brewers on the inside sales team in 2008. He further developed his sales career for two and a half years as an Account Executive with the Kansas City Royals where he generated over \$1.6 million during his tenure. Jordan is currently the Director of Membership Sales. He runs the strategy for the Membership Sales campaign, as well as Membership Sales Account Executives and the New Business Team.



Jeff Gould – Manager, Membership Development
San Diego Padres

Jeff Gould has been with the Padres for nearly 4 years. He started in Inside Sales in January of 2011, and was promoted to a full time position on the Group Sales team the following year. Over his time at the Padres Jeff has been in various

roles including Business Development and the Premium Sales team. He has been in the position of Manager, Membership Development since January 2014 where he oversees Inside Sales and is involved in overseeing Membership sales.



James Martin – Director, Ticket Sales & Service
Arizona United SC

James Martin is a 18 year veteran of professional sports and entertainment. James Martin currently serves as the Director of Ticket Operations for Arizona United of the United Soccer Leagues. Martin oversees new business development efforts for all ticketing programs to include premium hospitality and member retention. In addition, Martin also helps to manage partnership marketing charged with day-to-day management, growth and retention of Arizona United partners.

Prior to leading the sales and marketing efforts for Arizona United, Martin has spent the majority of his career in Major League Soccer serving as the Senior Director of Ticket Sales and Retention for CD Chivas USA, Director of Sales for the Houston Dynamo, Corporate Programs Manager for the LA Galaxy, and Manager of Soccer Programs for NY Red Bulls/MetroStars. Martin has also served as Vice President of the San Francisco Dragons of Major League Lacrosse and has served as a consultant for collegiate sports.

James Martin has been recognized by Major League Soccer five times as the league's top ticket sales producer; winning top ticket sales revenue producer twice.

In addition to his current position Martin has served as the Senior Associate Publisher of Golf Business Daily and has published over 20 signatures resulting in sales of over 10 million annually.

Martin has earned his BA from Rutgers University. While at Rutgers, Martin was a member of the Rutgers Rowing Team (Crew) reaching the finals of the Eastern Sprints. He is also a veteran of the United States Marine Corps, and the US Army National Guard, serving as the Executive Office of a mechanized infantry company.

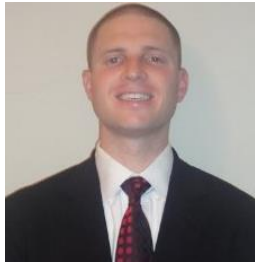
Martin currently enjoys working and competing in Protection K9 Sports and enjoys training personal protection K9's.

Martin lives in Phoenix with his wife Carrie, and their children Emma and Ronan.



Frank Batres – Manager, Ticket Sales
New Jersey Devils

A proud graduate of James Madison University, Frank started his career in the sports industry in 2011 as a Sponsorship & Ticket Sales Intern for the Los Angeles Blues Soccer Club. While working with the Blues, Frank found his passion for ticket sales and surpassed all season and group sales goals. It was this success that catapulted his career to become a sales manager with the team. After the 2012 USL Pro season with the Blues, Frank transitioned to the National Hockey League and took a position with the New Jersey Devils as a Ticket Sales Associate. Despite a lockout season, Frank found success with the Devils, generating over \$500,000 in sales within his first 14 months. After the New Jersey Devils ownership transition was completed, Frank was promoted to a Team Lead. Frank's leadership in this new role, along with continuously generating high-volume sales helped him get promoted to Ticket Sales Manager in July of 2014. Frank now oversees a staff of 30 Ticket Sales Associates that sell season tickets, groups and premium inventory for the New Jersey Devils and Prudential Center.



Justin Gurney – Director, Team Marketing & Business Operations
NBA

Justin is a 10 year veteran in the sports industry and has worked in the NBA (Bulls and Hawks), NHL (Thrashers), MLB (Pirates) and Independent Minor League Baseball (Orange County Flyers). In Justin's current role in the NBA's Team Marketing and Business Operations department he consults across all areas of team business operations for NBA, WNBA and NBA Development League teams with the goal of helping those teams recruit, hire, train and retain the most talented professionals in all of sports (or business) as well as share and implement "best practices" and "next practices."



Bob Hamer – Founder & President
Sports Business Solutions, LLC

Bob owns and operates Sports Business Solutions, LLC, a company committed to finding and developing future leaders in sports business. The company does everything from individual coaching, consulting, and development of candidates to hosting training events and job fairs. Through Bob's strong network of hiring managers, they also do recruiting and placement for more than 80 sports teams and properties all over the country for all types of positions. Prior to that Bob was the VP of Sales & Service for the Phoenix Suns where he oversaw all aspects of the Suns ticket sales & service business. He grew into that role internally from an inside sales position with the Suns, in total he spent 8 years with the Suns in 7 different positions, 4 years as a seller and 4 years as a manager & leader. Originally from Orange County, CA, Bob graduated Cum Laude from the University of Arizona in 06' with a degree in Business Management. He currently lives in Phoenix, AZ.



Jacob Widerschein – Manager, New Ticket Sales
Arizona State Sun Devil Athletics

Jacob Widerschein joined Sun Devil Athletics as Manager of New Ticket Sales in May of 2013. During that time, Widerschein has overseen the sales teams that grew new ticket revenues by over 150%, including the 10th largest average attendance increase in all of NCAA FBS Division I Football for the 2013 season. In September of 2013, Widerschein worked with Sun Devil Athletics and The Aspire Group to institute the first fully developed professional ticketing model in collegiate athletics history. Prior to joining Sun Devil Athletics, Widerschein, employed by The Aspire Group, started and managed the University of Memphis Athletics Fan Relationship Management Center, where he helped Memphis Tiger Football achieve the 13th largest average attendance increase in NCAA FBS Division I Football for the 2012 season. Prior to working with Aspire, Widerschein worked for several NBA teams, including the Minnesota Timberwolves, Miami Heat, and Indiana Pacers.



Jesse Whalen – Manager, Inside Sales
Arizona Coyotes

Jesse Whalen is entering his second season with the Arizona Coyotes and graduated from Bowling Green State University as part of the Sport Management program. He started his career with the Lake Erie Monsters (AHL) in Inside Sales and was promoted to the senior sales team as a Sales Consultant where he sold full menu for four different teams including the Monsters, Cleveland Cavaliers, Canton Charge (D-League) and Cleveland Gladiators (AFL). He continued to build upon his leadership skills heading the Night Sales program.

After three years in Cleveland, he left to take on the Premium Sales/Club Seat Sales Account Executive role with the Arizona Cardinals where he was a top performer in club seat sales. After one year he took a new challenge as the Manager of Inside Sales with the Arizona Coyotes where he leads the Inside Sales team on a daily basis training the sales process and how to be a top seller and professional in the industry.

Jesse is originally from Cincinnati, OH and he resides in the west side of Phoenix.