

*Welcome to the 17th Annual
Women in Sports Business Symposium!*

The theme for WSBS 2013 is “Branding Athletes In a Digital Age” The digitization of our society and the continuous evolution of social platforms has presented athletes with the unique opportunity to build their brands through direct fan engagement. This evening, we hope to address the issue of branding athletes in a digital age from a variety of angles, and we have assembled a panel of industry professionals who will be able to provide diverse and interesting perspectives on the topic.

We are proud to continue the vision of our founder, Jim Warsaw, by championing opportunities for and celebrating the accomplishments of many outstanding women in the sports industry. It was through the efforts and resources of the Warsaw Center that we have been able to bring together such an impressive audience and panel of guests.

WSBS is a unique opportunity for the students of the Warsaw Center, as we get to take ownership of a compelling event about which we are all passionate. WSBS would not exist without the support of so many people. Thank you to our advisors, Paul Swangard and Whitney Wagoner, and the many departments and faculty of the Lundquist College of Business. Your time, talents and support have been essential to the success of the WSBS 2013.

It is our honor to have you all joining us for this year’s event. Thank you for coming and enjoy!

Sincerely,

2013 Women in Sports Business Symposium Organizing Committee
Warsaw Sports Marketing Center

WSBS 2013

Schedule of Events

4:00 - 5:00 pm Symposium Registration
Networking hour with coffee, refreshments, and tea

5:00 - 6:50 pm Welcome Remarks and Panel Discussion
Remarks by Paul Swangard
Managing Director,
UO Warsaw Sports Marketing Center

Panelists:

David Higdon, NASCAR

Rachael Epstein, espnW

Emily Lamunyan, Portland Timbers

Lauren Fleshman, Picky Bars

Lauren Westendorf, Nike

Panel discussion moderated by Kelli Matthews

6:50 - 6:55 pm Closing Remarks

6:55 - 7:30 pm Photographs, interviews

6:55 - 9:00 pm Networking Reception & Dinner

Women in Sports Business Symposium

2013 Panelists

David Higdon
Managing Director, Integrated Marketing Communications
NASCAR

David Higdon serves as Managing Director, Integrated Marketing Communications for NASCAR, the premier motorsports organization that conducts numerous racing events, led by the NASCAR Sprint Cup Series. Since joining NASCAR in 2011, Higdon has been responsible for developing and implementing its new integrated marketing communications strategy and providing day-to-day leadership for team members based in Daytona Beach, Florida; Charlotte, North Carolina and New York City.

Higdon worked as a reporter, writer, producer and editor, including serving as Editor of the Portland Trail Blazers' fan magazine in the 1990s, before transitioning into leadership roles with international sports organizations including the ATP (men's professional tennis), LPGA (women's pro golf) and the Champ Car World Series, which merged with IndyCar Racing in 2008. He also currently serves as Executive in Residence at the James H. Warsaw Sports Marketing Center at the University of Oregon's Lundquist College of Business, and on the Diversity Advisory Council of the World Golf Foundation. Higdon's writing has appeared in a variety of outlets, including *The New York Times*, *InStyle Magazine* and *ESPN The Magazine*. Higdon currently resides with his family in Jacksonville, Florida; his wife, Sharon, formerly worked as Vice President, Marketing for the Trail Blazers and participated in early editions of the Women in Sports Business Symposium.

Rachael Epstein
Director, Business Strategy and Operations
espnW

Rachel Epstein is Director of Business Operations and Strategy for espnW, ESPN's first dedicated business serving women who love sports. espnW.com was launched in April, 2011, with the aim of becoming the premiere site for women's sports and providing commentary, in-depth features and a unique point of view on the sports world at large. The espnW brand lives across social and mobile platforms, television, films and events such as the espnW: Women + Sports Summit. Prior to her role with espnW, Epstein was part of the team that launched Women's Professional Soccer (WPS), where she developed the League's brand strategy and led League marketing, event production and sponsor activation.

Before helping to launch WPS, Epstein was an Associate Director in ESPN's Consumer Marketing Group, responsible for the marketing and promotion of NBA and WNBA programming across ESPN's media platforms. Her passion for media marketing began early in her career at Wenner Media, where she developed trade marketing campaigns for Rolling Stone, Us Weekly and Men's Journal magazines.

A native of Buffalo, New York, Epstein graduated from Indiana University in 1995. While an undergraduate, she garnered All-America and All-Big Ten honors in tennis and was Team Captain her senior year.

Emily Lamunyan
Director, Marketing
Portland Timbers

As the Portland Timbers Director of Marketing, Emily manages a variety of promotional, marketing, advertising and grass roots programming for the club. She is responsible for overseeing key strategic community initiatives, including the pub program, food cart alliance and the KeyBank Little Timbers fan club.

Additionally, she plays a critical role in helping create and execute the organization's Stand Together community marketing plan, social media strategy and advertising initiatives for the new professional Women's soccer team, Portland Thorns FC. Emily graduated from American University with a BA in Public Communications and a minor in Graphic Design.

Lauren Fleshman
Professional Athlete, Co-Founder/Brand Director
Picky Bars

Lauren Fleshman is an American track and field athlete. After winning 5 NCAA titles and 15 NCAA All American honors at Stanford, Lauren has won two USA Championships at 5000 meters, and has competed at the IAAF World Championships in Athletics in 2003, 2005, and 2011. In the most recent IAAF World Championships she finished 7th place, equaling the highest ever finish by an American woman in that event. She currently trains in Bend, Oregon and represents Oiselle Running as an athlete and partner.

Fleshman is also the Co-Founder and Brand Director of a gluten and dairy free energy bar company, Picky Bars, founded in 2010. She also co-founded Believe I Am, a business creating sport psychology tools for female athletes including a self-published mind/body training journal and t-shirt designs. Fleshman writes a monthly column for Runner's World Magazine and has a website where she answers questions from running fans and maintains an online journal.

Lauren Westendorf

**Manager, Women's College Basketball Sports Marketing
Nike**

Lauren Westendorf, a Bakersfield, California native, has been with Nike Sports Marketing since 2006. Though she has spent time working with Olympic/ Action, and College Sports Marketing, she currently manages Nike's efforts in Women's College Basketball. She oversaw the 2012 Women's Basketball Coaches Association high school All-America game, which Nike served as the presenting sponsor for.

Lauren played four years of volleyball for the University of Oregon. After graduating from the University of Oregon, she played professional volleyball for a few years in Austria before returning to the United States to join Nike.

2013 Panel Moderator

Kelli Matthews

Instructor, School of Journalism and Communication

University of Oregon

Kelli Matthews is a communicator, a business leader, community volunteer, teacher, cheerleader, mentor, and adviser.

Professionally, she has more than a dozen years of public relations experience. After running her own shop for the last ten, she's now part of the Turell Group, a marketing, public relations and digital strategy company. Her responsibilities have included for high-level communication, strategic planning, budget management and leadership for a wide variety of clients. Her particular interests are in digital strategy and helping organizations large and small navigate their options for maximum results.

Her eight years of work with undergraduate and graduate students at the University of Oregon's School of Journalism & Communication has kept her on the cutting edge of research and practice in public relations. She currently teaches courses in Principles of Public Relations, Strategic Planning and Cases, Public Relations Campaigns, Introduction to Strategic Communications, Strategic Social Media, and Social Media Essentials. She has several published pieces as well as a number of academic and professional presentations that she has created and executed.

She lives in Eugene, Oregon and has two sons, who are the lights of her life and the center of her universe.

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Warsaw Sports Marketing Center MBA Candidate 2013

Jessica Zutz

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Warsaw Sports Marketing Center BA Candidate 2014



Paul Swangard

Director

Warsaw Sports Marketing Center

Paul Swangard is the Woodard Family Foundation Sports Business Fellow and the Managing Director of the James H. Warsaw Sports Marketing Center. Since 2001 Swangard has led the day-to-day operations of the internationally recognized center, teaches both at the undergraduate and graduate level and serves as one of the center's primary industry analysts on sports business issues. His comments on the industry have appeared in numerous publications including the Wall Street Journal, New York Times and USA Today along with appearances on ABC's Nightline, ESPN's Outside the Lines, CNBC's Power Lunch and NBC's Olympic Games coverage. In addition to numerous consulting projects with leading sports firms including EA Sports and Bandon Dunes Golf Resort, Swangard is frequent guest speaker and lecturer and has taught courses in both Europe and Asia.

Prior to the Warsaw Center, Swangard was an award-winning sports journalist and freelance broadcaster. He is also considered one of the nation's top track and field public address announcers having called major meets including the USA Track and Field Indoor and Outdoor Championships, the Millrose games, Prefontaine Classic, adidas Grand Prix and the USA Olympic Track and Field trials. A Eugene native, Swangard received his bachelors in Broadcast Journalism from the University of Oregon in 1990 and his M.B.A. with a concentration in Sports Business from the U of O in 1999. Paul and his wife Annette have two daughters Annabel and Ella.



Whitney Wagoner

Instructor of Sports Business/Industry Analyst
Warsaw Sports Marketing Center

Whitney Wagoner is Senior Instructor of Sports Business/Industry Analyst for the University of Oregon's Warsaw Sports Marketing Center. Whitney returned to the Warsaw Center in the fall of 2003 to teach various sports business courses at both the undergraduate and MBA level, including Sports Marketing and Sports Sponsorship. A 1996 graduate of the U of O, she spent seven years in a variety of corporate marketing positions with the National Football League in New York. While at the NFL, she was responsible for the management of several key sponsorship programs including Motorola, Sony and IBM. Whitney also spent four years with Peter Jacobsen Productions as event staff for the Fred Meyer Challenge. She completed her graduate business studies at the Stern School of Business at New York University, earning an MBA in Marketing & Economics.

Along with her teaching duties at U of O, Wagoner also works within the Center's industry consulting unit, is faculty advisor for the undergraduate Warsaw Sports Business Club and serves as a media spokesperson for the Warsaw Center. Whitney is a former member of the U of O's Intercollegiate Athletics Committee and the Eugene Komen Race for the Cure Committee. In 2008, she won the Business Advisory Council Undergraduate Teaching Award and the Dean's College Service Award at the Lundquist College of Business. Whitney and her husband Sean, a musician and Instructor of Music at U of O, live in Eugene with their two children, Sophie and Cole.



UNIVERSITY OF OREGON

Warsaw Sports Marketing Center

The Warsaw Sports Marketing Center

University of Oregon

Passion. Integrity. Leadership. Sports Illustrated rates the University of Oregon as home to the best sports business program - the Warsaw Sports Marketing Center. Established in 1993, the James H. Warsaw Sports Marketing Center is the premiere sports education and research program in the world and has become a model for sports-business programs in schools across the country. As the first endowed sports marketing M.B.A. program to be housed within a university, the Warsaw Center is a pioneer in educating tomorrow's industry leaders. In an industry representing as much as \$500-billion in worldwide revenues, founder James Warsaw recognized the financial impact of sports and created the Warsaw Center to train future leaders of the sports industry.

The Warsaw Center focuses on the business of sports. In founder Jim Warsaw's words, "Sports marketing is not sports management. Both are important, however, the real business of sports revolves around understanding consumer behavior and motivating target markets to purchase goods and services." Guided by the belief that sports marketing is consumer-driven, global in scope, and that entrepreneurial thinking and action are critical to the continued growth of the sports industry, the James H. Warsaw Sports Marketing Center aims to promote an environment where both academic study and industry leadership come together to educate the next generation of sports marketers.



UNIVERSITY OF OREGON
Warsaw Sports Marketing Center

James H. Warsaw

Founder

Warsaw Sports Marketing Center

James (Jim) H. Warsaw has long been recognized worldwide for his pioneering work in the sports industry. His commitment to the community at large and higher education has been a driving force in his advocacy and visionary efforts. It was these same strengths and commitment to young people that inspired him in 1993 to support the launch of the James H. Warsaw Sports Marketing Center at the University of Oregon, his alma mater. The educational foundation for the Center was nurtured during his undergrad years at the UO (Class of 2006), and its growth was fostered by Jim's vision of a Center which values are based on 3 principles: Passion, Integrity, and Leadership.

In addition to being a dedicated friend of the Lundquist College of Business and the University of Oregon, Jim served on many boards across the country, including the Los Angeles Sports Council, the Giving Back Fund, the University of California, Irvine Athletic Advisors Board, the National Board of Governors of University of California-Irvine College of Medicine, the Byron Scott Children's Charities, and more. He also founded the James H. Warsaw Foundation to Cure Parkinson's Disease, cofounded the Cure Parkinson's Program at the Giving Back Fund, and was a leading national patient advocate to cure Parkinson's Disease.

In April 2009, Jim passed away only weeks before celebrating the 15th Anniversary of the Warsaw Center. He is survived by his wife Ellyne, and his three sons Bryan, Zak and Kyle.

For those he left behind, his legacy lives on through his family, the charitable organizations he founded and advocated, the educational Center which bears his name, and the hundreds of students and sports industry professionals he has mentored. His energy, enthusiasm, and optimism will always be an inspiration to all.

A Special Thank You to:

- University of Oregon Alumni Association
- Lundquist College of Business Office of External Affairs
- Paul Swangard - Managing Director, Warsaw Sports Marketing Center
- Whitney Wagoner - Instructor of Sports Business, Warsaw Sports Marketing Center
- Hotel Vintage Plaza - Portland
- Art de Cuisine Catering
- QSL Print Communications
- Coca-Cola
- Our Generous Sponsors

NOTES

Thank you to the following sponsors who have helped make this year's event possible:



www.womeninsportsbusiness.org

www.warsawcenter.com

www.jimwarsaw.com