

"The great aim of education is not knowledge but action." Herbert Spencer

CENTER of SPORT BUSINESS HOSTS...

BASKETBALL ANALYTICS SEMINAR

NUMBERS DON'T LIE!

FRIDAY, OCTOBER 7, 2016 • 12:30 - 6:00PM
UNC Kenan-Flagler Business School • McColl

Register at: www.kenaninstitute.unc.edu/bas

LIMITED SEATING!

SPEAKERS

Debbie Antonelli, *Basketball Analyst* • Dr. Tim Chartier, *Davidson College*

Dean Oliver, *Author and pioneer of Sports Analytics* • Kevin Pauga, *Michigan State University and KPI Sports*

Jordan Sperber, *New Mexico State University and Hoop Vision* • Chris Zeppenfeld, *NBA Charlotte Hornets*

Justin Zormelo, *Best Ball Analytics*



UNC
KENAN-FLAGLER
BUSINESS SCHOOL



UNC
FRANK HAWKINS KENAN
INSTITUTE OF
PRIVATE ENTERPRISE



UNC
PARR CENTER FOR ETHICS

presents

(As part of the 2011-12 "Money and American Values" Series)

"Respect and Revolution of the Black Athlete"

Monday, September 12 - 6:30 p.m. – 8:00 p.m. ♦ Sonja Haynes Stone Center (Hitchcock)

- | | |
|------------------------|--|
| Charles Blackmon, J.D. | ♦ Sports & Entertainment attorney |
| Dwight Hollier | ♦ Former UNC-CH and NFL football player |
| LaChina Robinson | ♦ Former ACC basketball player and coach; current ESPN analyst |
| Jerry Stackhouse | ♦ Former UNC-CH and NBA basketball player |
| Deborah Stroman | ♦ Ph.D., Exercise and Sport Science Department – Facilitator |
| Jimmy Hitchcock | ♦ Former UNC-CH and NFL football player |



UNC
CAROLINA BLACK CAUCUS
Celebrating Our Community

For more information: parrcenter.unc.edu

Black Student Movement



CENTER OF SPORT BUSINESS & ANALYTICS

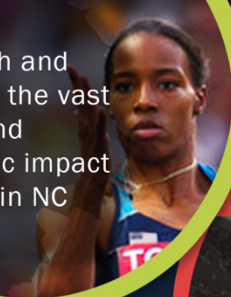
Creating and connecting sport business people and ventures

Economic impact of the sports industry

\$250-\$400 BILLION

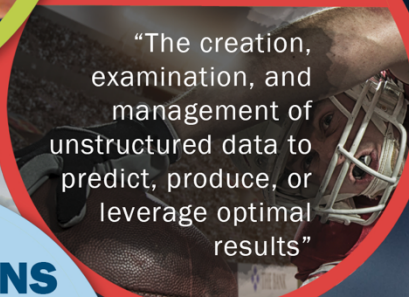
IMPACT

Research and promote the vast social and economic impact of sport in NC



ANALYTICS

“The creation, examination, and management of unstructured data to predict, produce, or leverage optimal results”

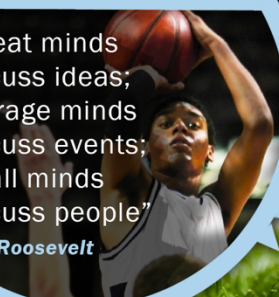


- Fan Experience & Engagement
 - Individual Performance
 - Marketing/Ticketing
 - Sport Science
 - Student Research Presentations
 - NBA Analytics Case Competition
- in partnership with the NBA Charlotte Hornets*

CONNECTIONS

“Great minds discuss ideas; average minds discuss events; small minds discuss people”

E. Roosevelt



- MBA Sports & Entertainment Club
- Carolina Sport Court
- Carolina Sport Business Club
- Carolina North Star
- Sport Assistance Program
- WISE on Campus

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FRANK HAWKINS KENAN INSTITUTE OF PRIVATE ENTERPRISE

SPORT ENTREPRENEURSHIP

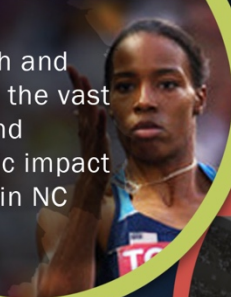
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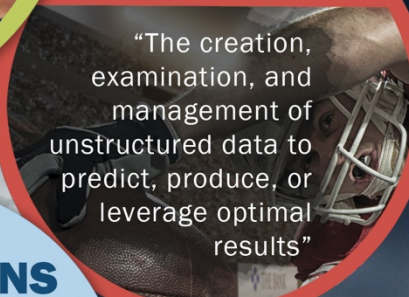
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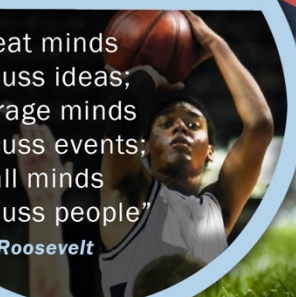


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Center of Sport Business & National Basketball Association

CSB-NBA Case Competition

**Friday
March 24**

**Kenan-Flagler Business School
McColl 2500/2575**

This first annual competition for undergraduates focuses on generating innovative ideas and strategies for the further development of men's professional basketball.

**Demonstrate your business
and communication skills!**

Great NBA and CSB prizes!

Questions?
kisport@unc.edu

Details & Registration
www.csb.unc.edu/case



Center of Sport Business & National Basketball Association
CSB-NBA Case Competition

SCHEDULE

Time	Room 1 (McColl 2500)	Room 2 (McColl 2575)
10:00 AM	High Flyers	PAYC Consulting
10:30 AM	Men in Slacks	Splash Brothers of AKPsi
11:00 AM	Ceiling-Roof	Break
11:30 AM	Break	Splash Siblings
12:00 PM	Lunch	
12:30 PM	The Protected Picks	Core i4
1:00 PM	Team Dean	The Ceiling Is the Roof
1:30 PM	PALK	BOWS
2:00 PM	Luca Pacioli	Breakthrough Ballers
2:30 PM	Rosemary Elite	LIT
3:00 PM	Trust the Process	One for Tony, Tony for All
3:45 PM	Finals & Networking	

SPECIAL THANKS TO:

Wes Graddy
Director

Natalie Caneja
Co-Director

Tom Ryan
NBA Basketball Strategy & Analytics

Eric Sherman
NBA D-League Strategy

TaJuan Watson
NBA Global Partnerships

George Wilson
NBA D-League Operations

Malcolm Turner
NBA D-League president



www.csb.unc.edu



From High Tops to Pumps:

The Evolution of Women in Sport Business



Fall 2017 Impact Symposium

Friday, Nov. 3

Kenan-Flagler Business School – McColl 3250

From High Tops to Pumps: The Evolution of Women in Sport Business — The fall conference will analyze the state of women in the college and professional sport industry.

Topics include leadership of female head coaches, innovative marketing and financial strategies, brain trauma considerations, game operations and logistics, athlete management, and employment practices.

Register Today at:

www.kisport.unc.edu/impactsymposium



Schedule

11:30 am–12:15 pm	Speaker Lunch
12:30–12:40 pm	Welcome, Acknowledgments and <i>The Numbers</i> • Deborah Stroman
12:40–1:40 pm	Dialogue with the Directors Deborah Stroman, Kim Record and Ingrid Wicker-McCree
1:45–2:30 pm	Research I: Gender Matters & Head Coaching Success • Lindsay Darvin
2:30–2:45 pm	Break
2:45–3:40 pm	Panel I: Promotion and Profits: Money & Marketing in Sport Business • Lauren Brownlow, Amy Yakola and Thayer Lavielle
3:40–4:30 pm	Research II: Safety in Sports: Economic Impact of Head Trauma in Female Athletes Donna Duffy
4:30–5:20 pm	Panel II: Leadership Lessons: Execution and Energy • Lauren Brownlow, Cathy Andruzzi and Laila Brock
5:20–5:30 pm	Wrap-Up • Deborah Stroman
5:45–7:00 pm	Reception Kenan Institute – 3rd Floor Reading Room

University of North Carolina at Chapel Hill • Frank Hawkins Kenan Institute of Private Enterprise

SAVE THE DATE

BASKETBALL ANALYTICS SUMMIT

Friday, April 17 - Saturday, April 18, 2015

Join the leading basketball experts who love, research, and work
in the discipline of performance and business analytics!

www.kisport.unc.edu



The Black Business Roundtable: **Do You Have What it Takes?**

Wednesday, February 22, 2017 • 5:30 p.m. -7:30 p.m.

Hyde Hall • University Room

Leading Black professionals hold a critical conversation on the economy, education, business climate, and essential tools to be a successful corporate leader or entrepreneur in the 21st century. Speakers represent the business of financial services, entrepreneurship, education, non-profits, real estate, sport, and technology.

Free and open to the public.



CONTACT

Dr. Deborah Stroman (dstro@unc.edu)

Director, Center of Sport Business
Frank Hawkins Kenan Institute of Private Enterprise

PARTNERS

Kenan-Flagler Business School • Frank Hawkins Kenan Institute of Private Enterprise
Bank of America • Cisco Systems, Inc. • Ernst & Young
UNC Diversity and Multicultural Affairs • Zeta Phi Beta Sorority, Inc.

SPEAKERS



Patricia Brooks-Nobles
Senior Vice President
Bank of America



Ben Ebong
Product Manager & Sport Entrepreneur
(KFBS MBA '16 & former pro basketball player)



Bill Keyes
CEO & UNC-Chapel Hill Board of Trustees Member



Ruthie Lyle
Scientist & the #1 Black female patent holder in the world!



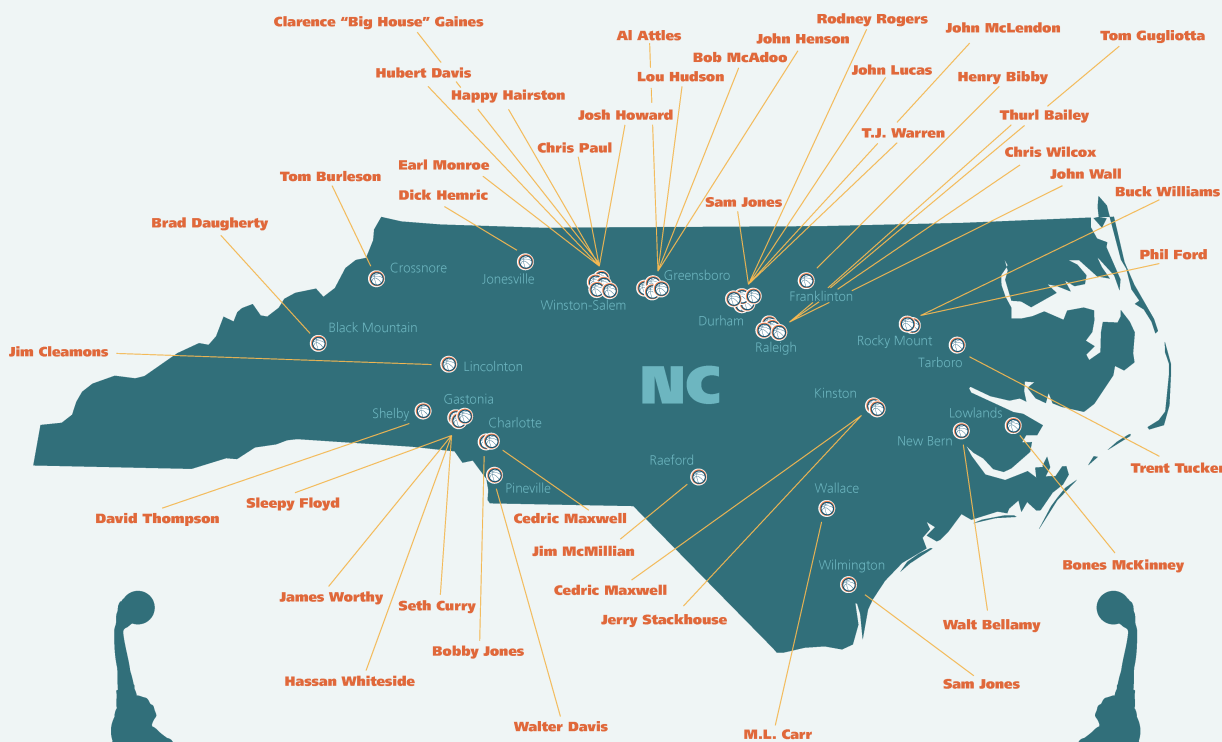
Elmira Mangum
Consultant & Professor
(former president of Florida A&M University & UNC-Chapel Hill CFO)



Bill Speight
Senior Director of Media Relations
NFL New York Jets



STAR BASKETBALL PLAYERS BORN & BRED IN NC



TOP 10 NBA Players



Past 30 years



Kenny Smith



Sam Perkins



Jerry Stackhouse



Antawn Jamison



Brad Daugherty



Rasheed Wallace



Walter Davis



Vince Carter



James Worthy



Michael Jordan

University of North Carolina at Chapel Hill
Frank Hawkins Kenan Institute of Private Enterprise

2016

BASKETBALL ANALYTICS SUMMIT



APRIL 15 & 16

Join the leading
basketball experts who
love, research, and
work in the discipline of
performance and
business analytics

www.bas.unc.edu



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LEARN AND SHARE BEST PRACTICES

Individual Performance

Who should be on the court at a particular time? Who is most efficient? What are the leading technologies to obtain results?

Sport Science

Injury, rehab, and safety impacts the bottom line! What are the new applications enhancing athlete performance? How can you get more minutes out of young or veteran legs?

Marketing & Tickets

What drives "butts in seats"? What are the optimal pricing strategies? What can the data tell you?

Fan Experience & Engagement

How do facility upgrades affect perceived team value? In the era of sport and technology options, what makes choosy fans come early, visit often, and stay late?

Careers & Entrepreneurship in Analytics

What exactly is this fast-growing discipline? Why choose a career in sport analytics?

The sports analytics market is projected to increase from \$125M to \$4.7B by year 2021



April 15 & 16, 2016 • www.bas.unc.edu

Sport Entrepreneurship is an initiative of the Frank Hawkins Kenan Institute of Private Enterprise
www.kisport.unc.edu • kisport@unc.edu • 919.843.0036



Got an innovative idea to change the sport industry? February 17, 2017 - 2:00 p.m. • Kenan-Flagler Business School – McColl 2250

“**Shark Tank**” competition for entrepreneurs in early or ideation stages of companies that operate within the \$500B+ world of sport, wellness, and fitness.

Attendees are invited to the Carolina Sport Court’s private reception at the Hickory Tavern (Carrboro) – 8:00 p.m.

Monday, January 2
Application Cycle Opens

Thursday, February 9 (11:59 p.m.)
Application Cycle Closes

Friday, February 10
Invitation Day (8-10 companies invited)

Friday, February 17 (2:00 p.m. - 6:00 p.m.)
Pitch Day

Details and application at:
www.csb.unc.edu/sportcourt



Carolina Sport Court is presented in partnership with Wasserman Foundation.

Questions? Timothy McLoughlin, Tim@cofounderscapital.com