

COLLEGIATE BUSINESS CONFERENCE

presented by *Double Pump*

FRIDAY, AUGUST 14, 2009
THE RITZ-CARLTON
MARINA DEL RAY, CA

**THE INDUSTRY'S LEADING NETWORKING FORUM FOR
COLLEGIATE ATHLETIC DIRECTORS AND THEIR COACHES.**

This event allows attendees to network with their peers, debate industry-relevant topics and gain perspective on issues from outside speakers that are provided by Double Pump. Last year's conference attracted in excess of 450 attendees.

GUEST SPEAKERS INCLUDE:

**Jerry
Colangelo**



*Managing
Director of
USA Basketball
National Team
and Former
Chairman of NBA
Board of
Governors.*

**Bill
Russell**



*Five-time winner
of the NBA
Most Valuable
Player Award.
Ex-Celtic great
won eleven NBA
Championships in
thirteen seasons.*

**Earvin
"Magic" Johnson**



*One of the 50
Greatest Players
in NBA History.
Vice President of
the Los Angeles
Lakers. NBA Hall
of Famer.*

**Jerry
West**



*One of the 50
Greatest Players
in NBA History.
2-time NBA
Executive of the
Year Awardee.*

**FOR MORE INFORMATION & TO REGISTER:
WWW.DOUBLEPUMP.COM OR 818.709.7696**

*"The Collegiate Business Conference in August is an absolute must for coaches, athletic administrators, and professionals involved in the world of sports. Nobody puts all the pieces together like the Pump brothers."
- Bruce Pearl - Head Coach, University of Tennessee*

SPONSORSHIP OPPORTUNITIES AVAILABLE

Sponsorship levels include: Free Registration, Networking Opportunity, Professional Development, Signage, Exhibit Display, Marketing, Internet Link, Corporate Hospitality, Direct E-Mail Campaign, and Double Pump Sports Consulting.

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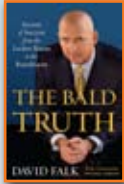
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GUEST SPEAKERS AND TOPICS INCLUDE

KEYNOTE ADDRESS -

“A Global Perspective on the State of the Game”

JERRY COLANGELO-*Managing Director of USA Basketball National Team and Former Chairman of NBA Board of Governors*



THE ART OF NEGOTIATION -

DAVID FALK-*Sports Agent*

ROUNDTABLE DISCUSSION -

“What it Takes to be a Champion”

BILL RUSSELL-*NBA Hall of Famer*

EARVIN “MAGIC” JOHNSON-*NBA Hall of Famer*

JERRY WEST-*NBA Legend, Former NBA Head Coach and General Manager*

COACHES AGENDA -



MIKE BROWN
Cleveland Cavaliers



JAMIE DIXON
University of Pittsburgh



TUBBY SMITH
University of Minnesota



TOM IZZO
Michigan State University



BEN HOWLAND
UCLA



TOM CREAN
Indiana University

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