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 N rt.
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