2017 BUSINESS OF BASEBALL WORKSHOP SERIES AGENDA

PRESENTED BY Baseball America

SUNDAY, DECEMBER 10 - SOUTHERN HEMISPHERE II & III

9 a.m.	**Welcome** **The Most Productive Weekend in Human History** Rob Crain, Senior Vice President Sales & Marketing, Pawtucket Red Sox
9:30 a.m.	**It's All About Passion & Effort** Martie Cordaro, President & General Manager, Omaha Storm Chasers
10 a.m.	**What Employers Are Looking For in an Employee** Lara Juras, Senior Vice President Human Resources, Atlanta Braves
10:30 a.m.	**The Changing Media Landscape** B.J. Schecter, Publisher, Baseball America
10:45 a.m.	Break
11 a.m.	**Rollicking and Ridiculous Road Trip Ruminations** Ben Hill, Writer, MiLB.com
11:30 a.m.	**Navigating the Job Fair** Dr. Jan Bell, Professor, St. Thomas University
12 p.m.	**The ABCs of a Career in Baseball** Pat O'Conner, President & CEO, Minor League Baseball

POP-UP SERIES

PBEO® JOB FAIR WORKROOM

MONDAY, DECEMBER 11

10:15 a.m.	**Living This Life** Todd "Parney" Parnell, VP & COO, Richmond Flying Squirrels
1 p.m.	**Becoming a Five Tool Salesperson: Selling the Necessary Skill for Success/Five Secrets of Selling** Greg "Kool Papa" Bell, Sales Trainer/ Professional Speaker, Five Tools of Selling
3 p.m.	**You Gotta Start Somewhere** Andy Shultz, Assistant Director, Baseball & Business Operations, Minor League Baseball
4 p.m.	**Interview, Offer, Now What?** Jenna Byrnes, Senior Vice President, Oklahoma City Dodgers

TUESDAY, DECEMBER 12

10:15 a.m.	**Résumés: An Employer's Point of View** Kelvin Scott, Sr. Manager, Human Resources, Atlanta Braves
11 a.m.	**Believe in Impossible** Justine Siegal, Founder, Baseball for All
2 p.m.	**Becoming a Five Tool Salesperson: Prospecting/The First Appointment** Greg "Kool Papa" Bell, Five Tools of Selling
3 p.m.	**Diversity Matters** Vince Pierson, Manager, Diversity & Inclusion, Minor League Baseball
4 p.m.	**Job Seekers: Stepping Up to the Plate** Ryan Keur, President, Daytona Tortugas

WEDNESDAY, DECEMBER 13

10 a.m.	**The Flip of a Coin** Giovanni Hernandez, Sr. Manager, International Baseball Operations, Major League Baseball
11 a.m.	**Becoming a Five Tool Salesperson: The Proposal/Closing the Deal** Greg "Kool Papa" Bell, Five Tools of Selling
2 p.m.	**Women in Baseball Panel** moderated by Kirsten Karbach, Play-by-Play Voice, Clearwater Threshers Jacqueline Holm, Assistant General Manager, Quad Cities River Bandits Andrea Williams, Director, Community Relations, Jacksonville Jumbo Shrimp Kate Voss, Manager, Ticket Sales, Peoria Chiefs
3 p.m.	**Growing Pains: From Intern to GM** Andrew Chesser, General Manager, Quad Cities River Bandits