Wednesday, June 11, 2008 - San Diego Breakfast Presentation & Networking Event

“The Business of Golf”

A panel discussion on the marketing and economics of the sport and current & future trends in the Golf Industry... set against the backdrop of the 2008 US Open in Torrey Pines...

Co-sponsored by the Sports Business Institute of the USC Marshall School of Business

Distinguished Panel:

Tony Knopp, BS’01
Partner & Vice President
Business Development
Corporate Events Group

John Melican
Senior Vice President
Brand Marketing
Callaway Golf

Jeff Purser
Executive Director
Toshiba Senior Classic
Toshiba Corporation

Ron Sirak
Executive Editor Golf World & Senior Writer Golf Digest
Contributing Columnist ESPN.com

Moderator:

David M. Carter, BS ’86, MBA ’91
Professor and Executive Director
Sports Business Institute
USC Marshall School of Business

Despite competing with other major sports and leagues, golf – and more specifically the golf business – has grown on a worldwide basis over the past decade. Some of the factors contributing to this growth are exciting, well planned and managed events; sponsors’ ability to use the sport’s backdrop to conduct business development; the introduction of new high-tech products; and, of course, global icons such as Tiger Woods, who arguably remains the single biggest contributor to golf’s success.

At this unique event in San Diego, learn how the sport’s stakeholders manage these factors to drive better business decisions for the industry as a whole, especially in terms of how the sport can continue to compete for the corporate and fan dollar. Business leaders and duffers alike will benefit from attending and hearing how this distinguished panel views this dynamic Industry.

Online RSVP: http://mymarshall.usc.edu/mems/?eventId=1015

Make your reservations early. Limited to the first 100 guests; first come, first serve.
USC Marshall Alumni website: www.marshall.usc.edu/alumni

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Time: 7:00 - 9:00 a.m.

- 7:00 a.m. Check-in and Networking
- 7:30 a.m. Breakfast served
- 7:45 a.m. Panel begins
- 8:45 a.m. Q & A and additional networking

Del Mar Marriott
11966 El Camino Real
San Diego, CA
Tel: (858) 523-1700

Reservations* - preferred pricing until 5 p.m. 6/3/2008

- $50 = Early USC Marshall Alumni & Students by 6/3
- $55 = Early General Registration by 6/3
- $60 = Regular General Registration by 5 p.m. 6/9
- $65 = Late & Door Registration after 5 p.m. 6/9, space permitting

*No refunds after 5 p.m. 6/3/2008. Online registration is available until 6/9.

About the Speakers:

Tony Knopp

Mr. Knopp has overseen Corporate Events Group (“CEG”) growth since inception in September, 2007 and is responsible for strategic partnerships, brand strategy, and daily operations. Previously, Tony served in Sr. Management roles with StubHub, Inc. (an eBay company) and Anschutz Entertainment Group (AEG), where he managed Corporate sponsorships, suites, hospitality packages, and tickets for events. Mr. Knopp began his event management career with the L.A. Dodgers when it was part of the News Corporation. Tony is married and resides in Westlake Village, California, with his wife Laura.
Parking & Directions:
Parking is available at the hotel. Exit I-5 at Sorrento Valley Road and proceed East for ¼ mile. Turn left onto El Camino Real. The Marriott will be on the left.

John Melican
Senior Vice President, Callaway Golf Brand Management, oversees product and marketing efforts for the Callaway brand in the United States. He was named to this position in March 2006. Mr. Melican joined Callaway Golf as Vice President, Product Management, overseeing the Company’s iron, wedge and putter business in September 2001. In October 2003, he was named Senior Vice President, Sales and Marketing for the U.S.; in March 2005, he became Senior Vice President, U.S. Marketing. Before joining Callaway Golf, Mr. Melican served in a variety of sales management positions with Nike, Inc. Mr. Melican is a graduate of the University of San Diego. He and his wife Kathy make their home in Encinitas, California, with their children, 9-year-old twins Jack and Molly.

Jeff Purser
As Executive Director of the Toshiba Classic, Jeff Purser is responsible for all business facets of the PGA Champions Tour event, including sponsorship development, marketing and public relations functions, logistical operations and financial oversight. Jeff has managed professional golf tournaments for 18 years, including events in Ohio, Florida, Kentucky, Michigan, and California.

Ron Sirak
Ron Sirak covers a variety of beats for Golf Digest Publishing, writing extensively about the LPGA and the business of golf for Golf World, where he also does the weekly column “View from the Bunker.” Five years ago, he created the Golf Digest 50, which estimates the total on-course and off-course earnings for 50 highest-paid players and appears annually in the February issue of Golf Digest. Ron joined Golf World and Golf Digest in 1998 after 18 years with The Associated Press. He is the author of the best-selling books “Every Shot Must Have a Purpose: How Golf 54 Can Make You a Better Player” and “The Game the Game: The Perfect 30-Minute Practice.”

About the Moderator:
David M. Carter is the Executive Director of the University of Southern California’s Sports Business Institute and is a professor of sports business at USC’s Marshall School of Business.

Additionally, he founded the Sports Business Group in 1999 following more than ten years of consulting for the sports and entertainment industries. As a sports business consultant specializing in strategic marketing, Mr. Carter has consulted for corporations, sports organizations, sports and entertainment venues, law firms, municipalities, and individual athletes. Further, Mr. Carter regularly provides sports-business commentary to national media concerns. He has also authored three books about the sports business industry. Mr. Carter is a graduate of the University of Southern California where he obtained both a Bachelor of Science degree in marketing and a Masters in Business Administration with a concentration in finance.

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Please visit the online USC Marshall Alumni Events Calendar for details about the many USC Marshall Alumni and business-related events around the world! Reservations are required for all events. Make your reservations early; space is limited, first come, first served.