

SBC | SPORTS
BUSINESS
CLASSROOM

BUSINESS OF BASKETBALL
IMMERSIVE EXPERIENCE

2025 RECAP

LAS VEGAS | JULY 13-19, 2025

WWW.SPORTSBUSINESSCLASSROOM.COM

BY THE NUMBERS



137 Students Admitted

**Record number*

- Scouting, Video, Analytics: 53
- League Salary Cap: 41
- Athlete Representation: 23
- Media & Broadcast: 20



47+ Instructors & Guest Speakers



20 Teams & 5 Agencies



INSTRUCTORS



BOBBY MARKS
LEAD INSTRUCTOR &
SALARY CAP
PROGRAM LEAD



ERIC PINCUS
GENERAL
MANAGER



HOWARD BECK
MEDIA & BROADCAST
PROGRAM LEAD



SETH PARTNOW
SCOUTING, VIDEO
AND ANALYTICS
PROGRAM LEAD



J.A. ADANDE
MEDIA &
BROADCAST



MIKE FRATELLO
MEDIA &
BROADCAST



JULIE FIE
MEDIA &
BROADCAST



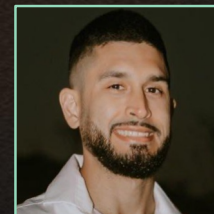
CP THE FANCHISE
MEDIA &
BROADCAST



KATE HEINDL
MEDIA &
BROADCAST



KEITH SMITH
SALARY
CAP



YOSSI GOZLAN
SALARY
CAP



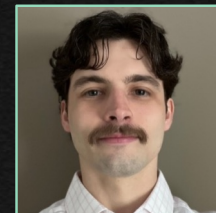
STEVE JONES JR.
SCOUTING, VIDEO
AND ANALYTICS



STEVEN ALVES
SCOUTING, VIDEO
AND ANALYTICS



PERRY WEBSTER
SCOUTING, VIDEO
AND ANALYTICS



CONNOR WOLF
SCOUTING, VIDEO
AND ANALYTICS



NEKIAS DUNCAN
SCOUTING, VIDEO
AND ANALYTICS



EJ KUSNYER
ATHLETE
REPRESENTATION



JEFF FELLENER
JOBS AND RESUME
BUILDING

GUEST SPEAKERS



- Shareef Abdur-Rahim (NBA G League- President)
- Eric Amsler (VP Scouting/Assistant GM- Miami Heat)
- Leonard Armato (Agent and Brand Guru)
- Kenny Atkinson (Head Coach- Cleveland Cavaliers)
- Rachel Baker (GM - Duke Men's Basketball)
- Kirk Berger (NBPA)
- Reggie Berry (Agent)
- Chrysa Chin (NBPA - VP)
- Jaafar Choufani (Agent)
- AJ Dybantsa (Projected Top Pick In 2026 Draft- BYU)
- Ace Dybansa (Father Of AJ)
- Garth Glissman (Associate Commissioner, Mb, Sec)
- Michael Goldsholl (WNBPA, VP of Legal)
- Bernie Lee (Agent)
- Monty McCutchen (NBA - Referee Operations)
- Ryan McDonough (Former Phoenix Suns Gm, Media)
- Sergio Millas (Hall Pass Media)
- Nick Nurse (Head Coach- Philadelphia 76ers)
- Todd Ramasar (Agent)
- Sam Presti (EVP- Oklahoma City Thunder)
- Austin Reaves (LA Lakers)
- Aaron Reilly (Agent)
- Steve Shenbaum
- Adam Silver (NBA Commissioner)
- Tommy Sheppard (Former Washington Wizards GM)
- Kiki VanDeWeghe (NBA Front Office Executive)
- Matt Verden (Detroit Pistons)
- Chris Wallace (Director of Scouting, Houston Rockets)
- Mike Zarren (Assistant GM - Boston Celtics)

2025 HIGHLIGHTS

- Record number of students admitted: National & International
 - Shared individual student announcements via email and social
- Reception and final mock trade deadline presentations held at Strip View Pavilion and Redd Room
- Provided hotel stay at Virgin Hotels and daily transportation
- Secured rooms for each major breakout sessions
 - Redd Room, Meeting Room D, Lied Auditorium, Strip View Pavilion, Mendenhall Film Room, Backstage Cafe
- Admitted student announcement spotlights on SBC social media
- Opportunities to watch NBA Summer League games
- SBC reserved seats next to ESPN deck inside the Thomas & Mack Center
- Daily high-level guest speakers

VIP/HALL OF FAMER REGISTRANTS

- One-on-One sessions with lead instructors/ industry professionals
- Access to exclusive parties and networking sessions

SCHOOL PARTNERS

- Deakin University
- Brock University
- UNLV

SCHOLARSHIPS

- PLAYMAKEHER Women In Sports Scholarship:
 - Winner: Amira Elqorchi



EXTENSIONS					
TYLER HERRRO	ANDREW WIGGINS	BRANDON POWELL	WESLEY WOODS	WESLEY WOODS	WESLEY WOODS
3 YR	3 YR	3 YR	2 YR	2 YR	2 YR
114M	60M	77M	20M	57M	57M
38M	20M	28M	10M	10M	10M



HIGHLIGHTS: MAJORS

SALARY CAP & ATHLETE REPRESENTATION

- **Drop-In Guests:** Friends of program including industry executives and professionals including NBPA members, athletes, GM's and active agents
- **Salary Cap:**
 - Students presented with in-depth breakdown of latest rules under the league salary cap and collective bargaining agreement
- **Athlete Representation:**
 - 2nd year as a key major
 - Students paired in teams to act as agencies for players during mock trade deadline in team negotiations
 - Understanding of NIL
- **New Curriculum:**
 - Understanding of WNBA's CBA/Salary Cap with Michael Goldsholl (WNBPA, Senior VP of Business and Legal Affairs)
 - Modern Day NIL with Rachel Baker (Duke, GM)

SCOUTING, VIDEO & ANALYTICS

- Film review practice sessions
- Scouting live NBA Summer League games
 - Hands-on scouting profiles
- Paired with Salary Cap students in teams for mock trade deadline

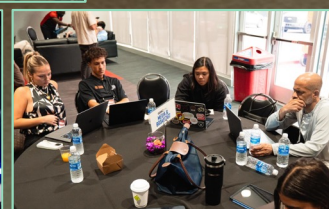
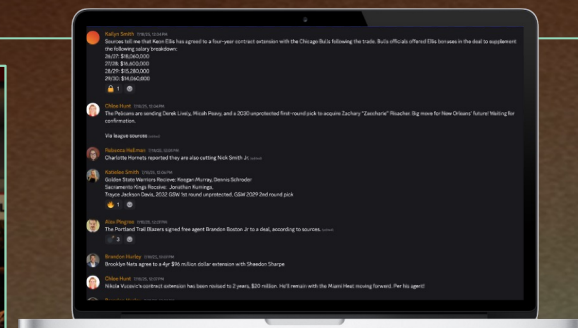


HIGHLIGHTS: MAJORS

MEDIA & BROADCAST

- Students recorded broadcast shows at Summer League Studio Set Powered by SBC
- On Camera media reporting and training at Summer League Studio featuring interviews with industry professionals and league executives
- Back of House Access to interview coaches and players
- Live play-by-play during NBA 2K26 Summer League games with Mike Fratello

- Acted as media members covering transactions during Mock Trade Deadline
 - On-camera interviews with teams
 - Report on transactions and make announcements to the whole class through SBC discord channel
- Participation in Summer League Film Festival coverage
 - Studio interviews with filmmakers and producers



AWARD WINNERS

MOCK TRADE DEADLINE WINNERS

- **1st Place – San Antonio Spurs:** Saurabh Desai, Jeffrey Landon, Adam Soroka, Dylan Senf, Alexis Caparoso
- **2nd Place – Milwaukee Bucks:** Benjamin Alexander Wolf, Sam Otley, Noah Fischer, Isaiah Ivey, Will Wilkowske
- **3rd Place – New York Knicks:** Cohen Reetz, Christopher Utter, Sonya McCallum, Wesley Bryan

BEST AGENCY

- **Fourth Quarter Sports:** Christopher Rice, Lloyd Hervey II, Emanuel Brown, Keely Catron, & Adam Hegazy
- **Best Contract:** For Walker Kessler – Adam Hegazy

BEST PRESENTATION

- **Elevate Sports & Entertainment:** Douglas Craddock, Joey Greene, Shawn Hunt, Michael Hayon

TOP PERFORMERS

- Fred Angrand (Athlete Representation)
- Janae Gray (Scouting, Video & Analytics)
- Erin Kirby (Media & Broadcast)
- Chris Lee (Scouting, Video & Analytics)
- Ronnie Miller (Salary Cap)



TEAM PRESENTATIONS



ATLANTA HAWKS

Francisco Alvares Sosa, Jack Riley, Faris Madain, Cameron Ballarino



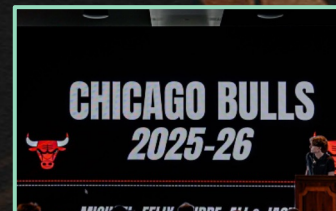
BROOKLYN NETS

Michael Jorge, Jackson Bayuk, Jared Barbuto, Eyal Farkash, Jacob Rogers



CHARLOTTE HORNETS

Elizabeth Rudisill, Amol Borcar, Lucas Diaz, Omar Ambris, David Upshaw



CHICAGO BULLS

Michael O'Sullivan, Felix Brust, Jack Reynolds, Andre Zamudio,



DALLAS MAVERICKS

Phillip Levin, Munir Jackson, Spencer Gertz, Isaac Pitner



DETROIT PISTONS

Janae Gray, Dallin Criddle, Mason Netupsky, Benjamin Glasser



GOLDEN STATE WARRIORS

Declan Steel, Ivan Novcic, Ryan Vance, Ken Hsieh, Dalton Donovan



INDIANA PACERS

Craig Armstead, Mitchell Leblanc, Austin Hartman, Jonathan Robinson-Lees



LOS ANGELES LAKERS

Luke Belgeri, Alexis Kazanowski, Taylor Harper, Will Scatchard, Gabriela Wolk



MEMPHIS GRIZZLIES

Brennan Houston, Jonathan Sapp, Charles Maury, Curtis Henderson, Obafemy Akpaki



MIAMI HEAT

Charlie Freeman, Will DeAndre, Mason Ayala, Michael Curtin, Tom Simic



MILWAUKEE BUCKS

Benjamin Alexander Wolf, Sam Otley, Noah Fischer, Isaiah Ivey, Will Wilkowske



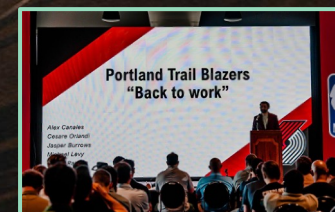
NEW YORK KNICKS

Cohen Reetz, Christopher Utter, Sonya McCallum, Wesley Bryan



NEW ORLEANS PELICANS

Ryan Kashfian, Barney Anderson, Liam Szymonski, Edwin Valentin, Andre Fortin



PORTLAND TRAIL BLAZERS

Michael Levy, Alex Canales, Omaid Raszaq, Cesare Orlandi, Jasper Burrows

TEAM PRESENTATIONS



SACRAMENTO KINGS

Jahmeyel Blackman, James Stanzoni, Quinn Coffaro, Adam Machin, DuShun Scarbrough



SAN ANTONIO SPURS

Saurabh Desai, Jeffrey Landon, Adam Soroka, Dylan Senf, Alexis Caparoso



TORONTO RAPTORS

Robert Fleisher, Grayson Velan, Erich Krueger, Khurshed Ali



UTAH JAZZ

Darcy Weedon, Ronnie Miller, Benjamin Everett, Kaitlyn Lowe, Christopher Lee



WASHINGTON WIZARDS

Mateo Guzman, Christopher Berube, Johnny Fornbacher, Charles Jefferson, Tom Hayward

AGENCY PRESENTATIONS



ACHIEVE SPORTS GROUP

Michael O'Sullivan, Felix Brust, Jack Reynolds, Andre Zamudio



BAKE SPORTS AGENCY

Bethany Beal, Edward Fultz, Kaitlin Gruber, Alex Sachar



ELEVATE SPORTS & ENTERTAINMENT

Douglas Craddock, Joey Greene, Shawn Hunt, Michael Hayon



FOURTH QUARTER SPORTS

Christopher Rice, Lloyd Hervey II, Emanuel Brown, Keely Brown, Adam Hegazy



HOOPS HAVEN ADVISORS

Vipul Thakker, Vikas Agtey, Matthew Richardson, Rodger Moss, Zachary Kurtz

"This was my 6th Summer League, my 5th time involved with SBC, and my 2nd year as a head instructor in the Media & Broadcast intensive... Who we were especially lucky to have were 20 of some of the most curious and insightful Media & Broadcast students that have come through the program (in addition to an intensely driven group of 140 students, total).

Every day I was impressed by their willingness to try new things. This was a group happy to get out of their comfort zones, and took to heart our (oftentimes) repetitive advice that to thrive in the sports media industry you have to do and be good at a little bit of everything. I always come away from what is a demanding eight days inspired, and this year I feel especially motivated by this wonderful group to take my own advice."

- Katie Heindl (Instructor, Media & Broadcast)

"It's hard to capture the depth of what this program delivers each and every year - insider access, applied pressure, and elite-level conversations with the people who actually run the game. From trade simulation war rooms, to sideline chats with scouts and execs, our Deakin University cohort didn't just attend ... they immersed.

This year, we were also proud to partner with Basketball Victoria, giving a handful of front office staff and emerging leaders from associations across the state the chance to join the experience ... adding even more diversity, context, and value to the room."

- Pete Williams (Deakin University)



WHAT PEOPLE ARE SAYING

"I wanted to see how my past sports experience in other leagues — and my love of basketball — could translate into the business of the NBA. But my experience with the Sports Business Classroom at this year's NBA Summer League in Vegas reinforced so many things I loved.

It was about people and relationships, especially working in a structured format that mirrored the NBA ecosystem. It wasn't just informative. It was inspiring to be around people of all ages, from different countries, walks of life and career paths like mine."

-Vipul Thakker (Athlete Representation)

"What a blessing it is to still be surrounded by sports. This time not as an athlete, but in a capacity where I get to help others chase their dreams in this industry I love. Being part of something this meaningful is a reminder that our impact on others serves as our greatest purpose."

-Colleen Finney (SBC Alum & Support Staff)

"I was honored to be selected as one of 140 participants in the program across 4 different majors. Over the past week, I was exposed to the world of basketball while learning about media and production, scouting, NBA salary cap, video analytics, and front office operations, all while participating in an NBA mock trade where we in the media covered it live, just like the real thing.

Huge thank you to the incredible team at SBC that made this opportunity possible. I'm so grateful to be learning and growing in spaces where storytelling, sports, and culture collide."

-Amira Elqorchi (Media & Broadcast, PLAYMAKEHER Scholarship Recipient)

"It has been an extraordinary week at the NBA Summer League, where I feel truly fortunate to have been among the 140 students chosen to participate in the Sports Business Classroom. The instructors and the knowledge shared were phenomenal, making this an unforgettable experience!

I greatly appreciate all the relationships, knowledge, and wonderful people I had the chance to meet this week!"

-Francisco Alvares Sosa (Salary Cap)

"It's been an unforgettable week at NBA Summer League! Big thanks to Bobby Marks, Eric Pincus and my incredible broadcast/media teammates as we tackled mock trade deadlines and interviewed GMs and front office executives. The instruction, access, and real-world application were second to none.

Grateful for every connection made and the knowledge shared. This week reminded me why I'm passionate about this industry and the work I want to do moving forward!"

-Joseph Snowden (Media & Broadcast)

"What an unreal week at the Sports Business Classroom immersive experience during NBA Summer League! If I could rewind and do it all over again, I would in a heartbeat.

Over the course of the week, we deep-dived into every corner of the basketball business — from the complexities of the Collective Bargaining Agreement, to the art (and stress) of building a team from scratch. My team was assigned the Utah Jazz, and while we started with a clear vision... as Bobby Marks said, we didn't know when to stop playing blackjack with our draft picks.

One of my personal highlights? A full fan-boy moment meeting Monty McCutchen, Head of Referee Development and Training for the NBA. As someone from the officiating world, that one meant a lot.

This week was filled with what was described as "a long week, with short days" - nonstop learning, networking, and growing."

- Darcy Weedon (Salary Cap)

"What a week at Sports Business Classroom instructed by Eric Pincus and Bobby Marks during NBA Summer League in Las Vegas!

From the guest speakers to the hands-on experiences, this week was unforgettable. I had the opportunity to learn from some of the best in the industry, including Fie Julie, Commissioner Adam Silver, AJ Dybantsa, Garth Glissman, Mike Fratello, JA Adande, and Shareef Abdur-Rahim — just to name a few.

Even more impactful was getting to connect with so many passionate, driven people who share my love for basketball and the business behind it."

- Kaitlyn Lowe (Scouting, Video, and Analytics)

"Last week as I got on a plane to Las Vegas, I wondered, what am I doing? I have been a diplomat for 16 years, and here I was stepping way out of my comfort zone to try to break into an industry that's always been my passion and hobby: basketball.

After a week of challenging new concepts, exposure to some of the best in the basketball world (Adam Silver, Sam Presti, Rachel Baker, more), and eager and brilliant classmates, I'm so glad I attended the Sports Business Classroom at NBA Summer League. Thanks to Eric Pincus, Bobby Marks, Seth Partnow, Colleen Finney, Alexis W., Rob Zintl, Connor Wolf, Brigitte Lucas, Connor Leach, and the rest of the staff I'm forgetting. Special thanks to Yossi Gozlan and Keith Smith for teaching the complicated universe of the CBA. I feel invigorated and ready to find my place in this business."

-Elizabeth Rudisill (Salary Cap)

"SBC means the world to me, and getting to teach as part of the Scouting, Video, and Analytics major was truly a privilege and an honor. In this role, I sat on a panel with other brilliant basketball minds to discuss different lenses of scouting, taught an hour-long solo lecture on "Combining Video & Analytics", and had multiple individual office hour sessions with students. This new role was extremely rewarding and while I thoroughly enjoyed sharing knowledge where I could, I also learned just as much from the experience and from the students, as they did from me! It was a pleasure to meet so many new connections in the hoops world & to lend a helping hand where I could."

- Connor Wolf (Instructor, Scouting, Video and Analytics / SBC Alum)

"This week was the best week of my entire life. I can't thank Sports Business Classroom enough for this opportunity, where I majored in Scouting, Video and Analytics over the week. It has changed my perspective on the game and has helped me make connections for the rest of my life."

- Jack Riley (Scouting, Video, and Analytics)



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