

5 TO WATCH

CANADA'S SPORTS BUSINESS AWARDS



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View from the top

Student landed a dream job in a competitive industry after upgrading his skills – and connections – in a postgraduate program at George Brown College

As his last term at the University of Western Ontario came to an end, varsity football player Sean Reczulski came to the realization that his playing days would soon be over. Mr. Reczulski, who'd majored in criminology, also realized he wanted to stay close to his passion – sports. But getting job-ready wasn't easy, the 24-year-old found out, and he decided to go back to school.

"It's very difficult to break into the industry, without a name and connections," he says. "I was in talks with the Canadian Football League for an internship program and they highly recommended George Brown College's Sport and Event Marketing program, for more hands-on experience."

Mr. Reczulski took the league's advice and began the one-year postgraduate program in September 2013.

It also rewards excellence through numerous awards. During his time in the program, Mr. Reczulski won the Business Alumni Award, presented to students who demonstrate academic proficiency, leadership and organizational skills. Today he works full-time at the organization where he completed his internship – the Michael "Pinball" Clemons Foundation (MPCF). Named after a famous former Toronto Argonaut, the charity provides youth in Canada and around the world with access to education. MPCF also offers scholarships through the George Brown College Foundation.

This inspired Mr. Reczulski's end-of-year project, wherein students host events to raise funds for selected causes. Deciding they wanted to give back to future George Brown students, his team chose to raise money for scholarships.

"So many people come out of school with debt," says Mr. Reczulski. "We held an event that would support the George Brown College Foundation, so future students can avail of the money. We don't want people to miss out on education just because they can't afford it."

"Education and living expenses can



Former George Brown College Sport and Event Marketing Student, Sean Reczulski, now works for the Michael "Pinball" Clemons Foundation, a charity that provides youth access to education. THOMAS BOLLMANN

be a challenge for many students," says Cindy Gouveia, President, George Brown College Foundation. "Thanks to the generosity of donors and sponsors, such as the 5 to Watch Founding Partners, our student awards provide financial support while recognizing the diversity and needs of our students and celebrates their achievements. Support from our donors means that more students have the resources they need to achieve their goals."

The team's efforts created an endowment that generates an award each year to assist with the cost of going back to school. The project goes to show that students do put into practice

what they learn.

And for anyone considering a career in sports marketing, the former footballer highly recommends George Brown College's program.

"It has a great reputation all over Canada," says Mr. Reczulski, who also liked the fact that the course attracts highly motivated students.

"Everyone was either coming from another job, or straight out of university, like me, so they knew exactly what they wanted."

Some of the top executives across the sports marketing landscape are graduates of George Brown College. "The alumni network is so strong," he

notes, "and there is a common bond with other people that have gone through the program."

Mr. Reczulski also knows the importance of the 5 to Watch event.

"When you're part of the program's Alumni, there's a good amount of events to go to, but at 5 to Watch, you can probably pack a year's worth of networking into that one night," he says. "People share, let you pick their brain, and will meet for a coffee afterwards."

"It's motivational too. You hear about what someone has done in their career and you think 'I need to get started.'"

Awards, networking – and fundraising for the future

5 to Watch sets goals for up and coming sports and marketing professionals

It's the sports and marketing event that every aspiring industry player wants to attend. Now in its fourth year, the annual 5 to Watch Awards – presented by Toronto's George Brown College's Centre for Business in partnership with The Globe and Mail – will once again name five of the most accomplished and influential Canadians under the age of 40 in the sports business industry.

At the event, scheduled for May 21 at George Brown's Waterfront Campus, students will mingle with 400 top sports executives and alumni of the college's Sport and Event Marketing program, and perhaps get a chance to network with their future employers.

Many top industry names have taken the program, for example, NBA Canada's Director of Marketing and Events, Jonathan Chang. Mr. Chang was hired as an intern by Dan MacKenzie, also a George Brown Sport and Event Marketing graduate, and this led to a full-time position.

"We, in turn, have hired three other George Brown students on intern (co-op) placements," says Mr. Chang. "There's no question: the Sport and Event Marketing program at George Brown College helped me carve a path into a profession that is like no other."

The event will also raise funds for students just starting to pursue studies in the field, says Mike Fenton, Chair of the Program Advisory Committee of George Brown College's School of Marketing. "And it's a chance for everyone in the room to hear from, and be inspired by, successful people sharing their own stories of perseverance and excellence, as well as to network

with people who might be their future colleagues or bosses."

Distinguished industry personalities expected at the event include this year's Honorary Chair of the selection committee, Brian Williams, O.C. The veteran sportscaster and Olympic commentator has close ties to George Brown College. Not only has he, in the past, helped select the five award winners, his daughter is a successful graduate of George Brown's Sport and Event Marketing program.

"It is really all about mentoring and building for the future," notes Mr. Williams, who was awarded The Order of Canada in 2011. "And when we do that, we are helping to support and build a stronger sports business industry with more career opportunities."

In a recent story on retired Canadian professional basketball player Steven Nash, Globe and Mail columnist

Cathal Kelly wrote: "While talent is a given, it takes a village to pull it out of someone."

Mr. Williams contends that 5 to Watch "is that village," giving young men and women in sports marketing the recognition and inspiration to be even better.

The groundbreaking event also welcomes back 5 to Watch host Kate Beirness. TSN's Ms. Beirness was the Olympic Morning co-host for the London 2012 Summer Olympics and host of the 2012 NCAA March Madness Basketball Tournament.

Indeed, everyone in the room, from the nominees to the winners and the program's graduates, is an exemplary role model for other young hopefuls looking to make a name for themselves in this field.

Panelists who will speak about how leadership impacts the hosting of major sporting and cultural events are Mark Healy, Chief Marketing Officer at Tennis Canada; Kathy Henderson, Senior Vice-President of Marketing and Revenue at the Toronto 2015 Pan/Parapan American Games; Dan MacKenzie, Vice-President and Managing Director at NBA Canada; and Pat McEleney, Vice-President of Partnerships at Canadian Tire.

This content was produced by The Globe and Mail's advertising department and George Brown College. The Globe's editorial department was not involved in its creation.

This year's 5 to Watch winners

Andrew Baker
Director, Games,
Canadian Olympic Committee

Tyler Mazereeuw
Senior Director,
Business Development,
Canadian Football League

Michael Rossi
President, adidas Group Canada

Joanna Rotenberg
Chief Marketing Officer
and Head of Strategy,
BMO Financial Group

Chris Shewfelt
Senior Director, Global
Partnerships, Maple Leaf Sports
& Entertainment

The winner of the Alumni Achievement Award for graduates of the Sport & Event Marketing Program at George Brown College is **Nathalie Cook**, Vice-President of Sales and Brand Partnerships at TSN.



Guests at last year's event take time out in the middle of the awards ceremony to pose for a selfie being taken by TSN's Kate Beirness, who will be hosting this year's event, held on Thursday, May 21. Also included in the photo are Heather Moyle, two-time Canadian Olympic gold medalist, TSN host Michael Landsberg, Tyler Ennis, NBA Milwaukee Bucks player and 2014 1st round NBA draft pick, Susan Cohig, Senior Vice-President NHL Business Affairs & Integrated Marketing, the CFL's Sara Moore, Vice-President Marketing and Events, MLSE's Chief Commercial Officer, David Hopkinson, Mark Milliere, Senior Vice-President Production at TSN, Sean Reczulski, Foundation Manager, Michael "Pinball" Clemons Foundation and Wesley Correa, Account Manager at Fitneff Inc.



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George Brown College

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Chair, School of Marketing,
George Brown College

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Committee, School of
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College

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E-Solutions Inc.

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Manager, RBC

Stephanie Hill
Account Manager, Global
Partnerships, Maple Leaf
Sports and Entertainment

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Managing Director,
ideavation

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Business,
George Brown College

Alicia Menzies
Marketing Service
Coordinator,
Infinite Media

Corrie Moore
Events Specialist,
TSN

Brandon Moonsawmy
Senior Manager, Integrated
Solutions, TSN

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Margery Taylor
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Partnerships, MLSE

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Faculty Advisor,
George Brown College

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CANADA'S SPORTS BUSINESS AWARDS

Selection Committee

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Chief Commercial Officer,
Hamilton Tiger-Cats Football Club
- Brent Barootes**
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- Patrick Boivin**
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Concordia University
- Stephen Brooks**
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Operations, Toronto Blue Jays
Baseball Club
- Charmaine Crooks**
President, NGU Consultants
- Ward Dilse**
Senior Project Manager,
Stadium Programming & Marketing,
City Of Hamilton
- Justine Fedak**
Senior Vice-President,
Brand Advertising & Sponsorship,
BMO Financial Group
- Joel Fingard**
Sport Consultant,
Manitoba Sport Secretariat
- Alison Gardiner**
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Cactus Club Restaurants
- Oliver Gleeson**
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SDI Marketing
- Gord Grace**
Chief Executive Officer, Ontario
University Athletics

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TrojanOne
- Mark Healy**
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- Dale Hooper**
Chief Brand Officer,
Rogers
- Shannon Hosford**
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Communications, MLSE
- Sean Humphrey**
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Sponsorship, The Globe and Mail
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- Tandy Kustiak**
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Edmonton Oilers
- Maureen Loweth**
Dean, Centre for Business,
George Brown College
- Dan MacKenzie**
Vice-President & Managing Director,
NBA Canada
- Kyle McMann**
Group Vice-President, Integrated
Sales, NHL Enterprises
- Mark Milliere**
Senior Vice-President, Production,
TSN
- Sara Moore**
Vice-President, Marketing,
Canadian Football League
- Rick Ramsbottom**
Vice-President, Sponsorship Sales &
Partnership Services, Pan/Parapan
American Games Toronto 2015
Organizing Committee
- Bill Robinson**
Chief Executive Officer,
Nova Scotia Sport
Hall of Fame



TSN host and Olympic commentator **Brian Williams O.C.**, who will attend this year's 5 to Watch, says the event is "all about mentoring and building for the future." Williams also serves as Honorary Chair of the selection committee.



George Brown College Foundation is championing student success through the largest fundraising campaign in its history. The *Success at Work* campaign is a \$60-million private fundraising campaign to support the college's expansion vision and increase scholarships and bursaries.

CAMPAIGN
\$60-million comprehensive campaign

BIGGEST NEED
Student aid and capital funds

IMPACT
100 per cent of donations go directly to students

WHY DONATE
Supporting a George Brown student is an investment that creates a positive ripple effect in our community. A student becomes a workplace-ready graduate. An employer fills a critical need. A family moves up the socio-economic ladder. An individual develops confidence, skills and knowledge to last a lifetime. That's the impact your support can make. That's *Success at Work*.

FOR MORE INFORMATION:
georgebrown.ca/successatwork

If you wish to support our students and make a donation today, please visit georgebrown.ca/donate.

Mike Ross
Chief Business Officer,
Hockey Canada

Geoff Ross
Director of Sales, Senators Sports
and Entertainment

Gavin Roth
Chief Commercial Officer,
Golf Canada

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Vice-President - Sponsorship and
Partnership Programs, Scotiabank

Mark Sabourin
Publisher, The Sponsorship Report

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Senior Director, VIA Rail Canada

Adrian Sciarra
Vice-President, Partnerships and
Merchandise Sales, Ottawa Sports
and Entertainment Group

Hari Sihvo
Director, Sponsorship & Strategy,
Molson Coors Canada

Glenn Stanford
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Dan Thompson
Chief Executive Officer,
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Laurel Walzak
Chief Operating Officer,
Fitneff Inc.

Trevor Whiffen
Partner,
Dickinson Wright LLP Lawyers

Brian Williams, O.C.
TSN Host and Olympic
Commentator, Bell Media

Cori Woolley
Senior Vice-President/Partner,
Activations & Events, S&E
Sponsorship Group

Tom Wright
Managing Director,
UFC Canada, Australia, New Zealand

2015 STUDENT BURSARY RECIPIENTS



Kellen Bondy
BMO Sports Marketing Award

"This honour validated my decision to return to school after five years in the workforce. The Sport and Event Marketing program has given me the opportunity to combine my love of sport with my other work skills and has opened the door to many career paths. I am very grateful for the support that alumni and companies like BMO provide students in this program."

Presented by **Kelly Alguire**, Director, Brand Engagement, North American Sponsorships, BMO Financial Group



Craig Garvie
CFL Achievement Award

"It feels great to have my academic success and community involvement recognized by George Brown College Centre for Business and the CFL. This bursary will help to alleviate the financial stresses that go with being a postgraduate student and will allow me to better concentrate on my education and starting my career in sport marketing."

Presented by **Tyler Mazereeuw**, Senior Director, Business Development, CFL



Jody-Ann Tam
MLSE Award of Excellence

"I am honoured to be selected as this year's recipient of the MLSE Award of Excellence. I would like to express my gratitude to the donors who contribute to the 5 to Watch scholarships annually. Their gifts will continue to impact and influence future sport and event marketers as they have my career. Thanks to the Sport and Event Marketing Program at George Brown College, I have been able to forge a path towards my dream career."

Presented by **Mike Fenton**, Chair, Program Advisory Committee, School of Marketing, George Brown College



Megan Moore
SDI Sport and Event Marketing Award

"I currently own my own business with Arbonne and am an intern at the MLSE Foundation alongside being in the Sport and Event Marketing postgrad program at George Brown. I strive to be a future leader in charitable organizations and look forward to opportunities to come. I would like to thank Oliver Gleeson from SDI Marketing for presenting me with the award."

Presented by **Oliver Gleeson**, Vice President & Corporate Counsel, SDI Marketing



Sarah Moore
TSN Award of Excellence

"Receiving this award has provided me with additional financial support as I pursue my academic studies in the Sport and Event Marketing program. I would also like to thank George Brown College's School of Marketing for implementing and organizing the 5 To Watch bursary program, allowing students to be recognized for their academic achievements."

Presented by **Kathy Dumanski**, Chair, Centre for Business, School of Marketing, George Brown College



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CANADA'S SPORTS BUSINESS AWARDS

Thursday, May 21, 2015

Networking Reception at 6 p.m., Awards and Keynote Panel at 7 p.m.
George Brown College, Waterfront Campus, Toronto

Network with the most innovative minds in the sports business world, listen as celebrated sports leaders share thoughts on the industry and participate in the celebration of this year's 5 to Watch winners.

Get your tickets now at 5towatch.ca

Space is limited – Individual and group tickets available. Proceeds will fund student awards at George Brown College Centre for Business.



Hosted by TSN's Kate Beirness, confirmed speakers include:



TSN's Kate Beirness



Mark Healy
Chief Marketing Officer,
Tennis Canada



Katherine Henderson
Senior Vice-President,
Marketing and Revenue,
Toronto 2015 Pan/Parapan
American Games
Organizing Committee



Dan MacKenzie
Vice President
& General Manager,
NBA Canada



Pat McEleney
Vice-President of
Partnerships,
Canadian Tire