



SPMA 1P94 Professional Development Conference

Fall 2017 Biographies

Keynote Speaker



JONATHAN HOOD,
Speaker, Youth Mentor, Life Coach and
Leadership Trainee

Jonathan Hood, a former linebacker for the Toronto Argonauts of the Canadian Football League (CFL), has made a name for himself on and off the football field. At the age of 30, Jonathan has established himself as a dynamic motivational speaker, a passionate mentor to young people, an intense personal coach, and a successful entrepreneur.

In 2011, he launched The Ahead of the Game Youth Mentoring Program, an initiative that helps young people get "off the sidelines" and receive the guidance and support they need to dream big and reach their true potential. The program initially began with one school, but has since expanded into 20 plus schools and has changed and affected the lives of countless students. His unique combination of humour, insight and passion has elevated him to be known as one of the next great motivational speakers of this generation.

In the past two years alone he's made over 100 media appearances on several well-known cable outlets including: CP24, City TV, Rogers TV and Breakfast Television. Jonathan was recently awarded the Distinguished Man of Honour award for excellence in the community this past March.

"I want to engage my audience in a giant conversation leaving them feeling empowered, supported, resourceful and equipped to unlock the DNA of a champion that is in inside of them."

Breakout Sessions - Industry Speakers



CAITLIN BOLITHO
Manager
Ticketing and Client Services
Hamilton Bulldogs Hockey Club

Brock University Sport Management grad, class of 2013. Went right into the working world as an Account Executive with the Hamilton Bulldogs but have since moved up the ladder to Manager of Ticketing and Client Services within the Hamilton Bulldogs Organization.

Multiple areas of expertise. Volunteering experience with Canada Basketball, The Score, Hamilton Bulldogs, Junior A, B and C Lacrosse Associations, Major League Lacrosse, National Lacrosse League and Brock University Athletics. Worked in marketing as a Brand Ambassador for Mosaic and Free for All Marketing.



SHAUNA BOOKAL
Owner, SDB Consulting
Coordinator, Recreation and Facility, Centennial College

Miss Shauna Bookal is currently serving in the role of Campus Recreation & Facility Coordinator at Centennial College. Her duties include overseeing the Morningside Campus Fitness Centre and helping to create new student programs and assisting with Provincial and National Championship Events.

This past September, Shauna was the Nation Relations Chair for the Toronto 2017 Invictus Games. In this role, she oversaw the Nations Relations Working Group, which consisted of supervising approximately 25 volunteers, serving as Toronto-based liaisons to the participating nations. This is a senior level volunteer position extended from September 2016 through to October 2017. As Nations Relations Chair, Shauna was responsible for maintaining all communications with the appointed delegates for each of the 17 invited nations, ensuring that pertinent planning information was communicated accurately and in a timely matter.

Shauna has also held key roles for events including: 2016 NBA All-Star Weekend; 2015 Toronto Pan / Parapan American Games Organizing Committee; 2015 FIBA Americas Women's Championships; 2014 FIFA U20 Women's World Cup Championships; 2012 Ontario Summer Games; and 2012 Canadian Volleyball Open Championships.

When Bookal is not working at Centennial she owns and operates her own consulting company, SDB Consulting. Currently she is working with the 2Nations Hockey Tournament and the Brampton Canadettes Annual Easter Tournament, which averages 350+ teams a year and is the longest and largest female hockey tournament in the world. She has also done work with Canada Basketball, Bell Canada and Tangerine Bank.

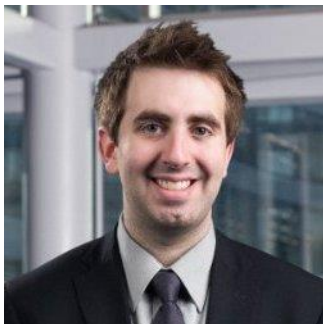


REBECCA DICKINSON

**Marketing Coordinator
Newport Sports Management Inc.**

My name is Rebecca Dickinson and I graduated from Brock University in 2015 with a Bachelor of Sport Management degree. I am fairly new to the professional world but I have made a few strides in my career that I am eager to share with you all.

Just two months after graduating, I was hired by Newport Sports Management to fill a year long maternity leave position in the Financial Department. I knew it was an amazing opportunity so I did not allow the word “temporary” deter me from the position. I applied all of the knowledge and energy I had to the role and after eight months I was offered a full-time position in the Marketing Department. Although I have only been acting as the Marketing Coordinator for a little over a year, I have learned so much and look forward to sharing these insights.



ADAM HALBERSTADT

**Manager
Sales and Service
Toronto Maple Leaf and Toronto Marlies Hockey Club**

As Manager, Sales & Service, Adam Halberstadt helps to lead the ticket sales and overall strategy of the Toronto Marlies Hockey Club, AHL affiliate of the Toronto Maple Leafs. Adam leads a team of six Account Executives towards achieving New Memberships, Partial Packages and Event Sales at both Ricoh Coliseum and Air Canada Centre, and achieving all goals along the way.

Prior to his role as Manager, Adam worked as both an Account Executive, and then as an Account Manager, delivering results across all MLSE properties including the Toronto Maple Leafs, Toronto Raptors, Toronto FC and each minor league affiliate.

Adam started his career in sports in August 2011 as an Intern with the Toronto Marlies Hockey Club, while studying Sport Management at Brock University, and has spent all 6 years of his career with Maple Leaf Sports and Entertainment.



SUSAN JURBALA

Independent Sport and Recreation Consultant

Susan Jurbala has over 30 years experience in the travel and tourism and sport and recreation sectors. She has held financial and human resource management roles with several provincial sport organizations.

Since 2014 Susan has worked as an independent consultant, leading collective impact projects with municipal recreation, public health, education and sport partners in communities across Ontario.

Susan has been contracted to lead several community physical literacy initiatives, including Markham in Motion and Hamilton Moves.



SUSAN MORIN

**Business development Manager
Venture Niagara-Entreprise Niagara
Community Futures development Corporation**

Originally from Montreal, Susan Morin has lived in the Niagara region since 1995.

Since 2004 Susan's skills and expertise Business Development Manager for Venture Niagara Community Futures Development Corporation have allow her to establish and oversee a multitude of community economic development programs in both French and English. She regularly consults with municipal and regional leaders, businesses and organizations to identify economic development opportunities.

Her strengths are in the development of strategic alliances and partnerships specializing in tourism initiatives therefore she embraces the development of many niche markets. Tangible results of these alliances include the creation of the Welland Sport Tourism Alliance (WSTA) which led to the creation of the Niagara Sport Commission (NSC). Her focus on "making a case" for sport tourism and the economic benefits of this "niche" was the driving force behind the delivery of these programs.

Susan has expanded her knowledge of trends in Niagara's less traditional tourism sector and played a key leadership role in the development of the Niagara Cycling Tourism Centre and the bilingual web site cyclinginniagara.bike / Niagaraenvélo.bike.

Her understanding of Community Economic Development and entrepreneurship contribute substantially to her strategic focus on economic development in rural communities in Ontario.



BAWE NSAME

**Co-Founder and Chief Executive Officer
B&M Agency**

Bawe Nsame, SPMA grad of 2017, is a former striker for the Canadian National Jr team in soccer.

However, Bawe is recognized for his work at Brock University Sports, he is the founder WEAREREADY, a marketing campaign that has been recognized by U Sports and the campaign has won several awards by the Ontario University Athletics (OUA) including Best Marketing Initiative.

A natural leader and a visionary, Bawe is always on the hunt for new opportunities to use sport as a way to bring people together and for athletes to excel within their field. He possesses an innate ability to motivate others and he has a diverse background to engage people in a quality work.

When he is not talking sports or entertaining a crowd in an arena, he is researching current trends in the marketing and branding world and Bawe LOVES to network.



STEVEN SAZANT

**Digital Marketing Consultant
Top Tier Brand Development
Google Canada**

Steven graduated from Brock sport management in 2015.

Since that time he has worked as an Account Executive with GTB, where he worked for the Ford Motor Company of Canada, and a Business Development Representative with Salesforce.

His current position and currently a Digital Marketing Consultant, Top Tier Brand Development at Google Canada. In this position Steve consults with both Canadian B2C and B2B businesses through the Google Advantage Program on how they can transform their digital marketing strategies, enabling growth and sales uplift through connecting with the right audience at the right moment.