



FOR IMMEDIATE RELEASE

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Bears president Kevin Warren highlights Carthage's Spotlight on Sports conference

KENOSHA, Wis. – Carthage College will host the second annual Spotlight on Sports conference Friday, Sept. 20, cementing its place as a leader in sports management. The afternoon event features a keynote presentation from Chicago Bears president Kevin Warren.

Covering some of the biggest trends in the industry, it will take place on the Carthage campus, 2001 Alford Park Drive. Admission is free, but advance registration is required by Sept. 13.

Sessions are open to interested community members, with special appeal for high school and college students and their families. The conference is one of the signature events organized by the School of Business and Economics at Carthage, which connects students to successful professionals in their chosen careers.

This year's event builds on the success of the first Spotlight on Sports conference in 2023. That program brought longtime NHL commissioner Gary Bettman to campus for a heavily attended Q&A.

Check-in begins at noon Sept. 20, with breakout sessions repeating at 1 p.m., 2 p.m., and 3 p.m. Led by accomplished Carthage alumni and other expert guests, these informative sessions will explore timely topics in the field:

- **Analytics and AI in Sports** – Ben Levicki and Canaan Campo of the Cleveland Cavaliers (NBA)
- **Business Development in Sports** – Will Jurgensen of the Minnesota Wild (NHL) and Jessie Pung of the University of Wisconsin (NCAA)
- **Scouting and Player Development** – Dan Hartfield of the Sacramento Kings (NBA) and Todd Walther of the Texas Rangers (MLB)

The afternoon schedule builds up to Warren's appearance, which will run from 4 to 5 p.m. He will discuss "Leading Change in Sports."

Hired by the Bears in January 2023, Warren leads all football and business operations for the organization while overseeing plans for a new stadium. In all, he has more than two decades of experience as an NFL executive with the then-St. Louis Rams, Detroit Lions, Minnesota Vikings, and Bears.

Warren previously spent almost four years at the Big Ten Conference, where he was the first Black commissioner of a Power Five conference. In that position, he recruited perennial college athletic powers Southern California (USC) and UCLA to the Big Ten, negotiated a \$7 billion media rights deal, and made strides toward racial and gender equity.

Carthage offers a graduate business track in sports management and an undergraduate minor in sport business, as well as a five-day summer camp for high school students who are interested in the field. These programs draw heavily on the expertise of the college's Sports Management Advisory Council, whose members include Minnesota Wild owner Craig Leipold and Milwaukee Bucks president Peter Feigin.

To see the full 2024 event schedule and reserve a spot, go to: www.carthage.edu/sports



About Carthage

Carthage College is raising expectations for a private college experience. It blends the best liberal arts traditions with desirable degree programs, transformative learning opportunities, personal attention from distinguished faculty, and a focus on career development, which makes its graduates competitive in the workforce. Carthage has undertaken a \$100 million fundraising campaign, "Light that Travels," to deliver a radiant future for students through access, program innovation, and sustained excellence. Founded in 1847, Carthage is located on an idyllic shore of Lake Michigan in Kenosha, Wisconsin, in the thriving corridor between Milwaukee and Chicago. Grow with us: www.carthage.edu