

DATE:

Thursday, September 14, 2017

TIME:

On Site Registration: 11:00 am

Program: 11:30 am - 1:00 pm

PLACE:

Phoenix Convention Center

100 North 3rd Street

Room: North 224 A-B



Global Links

BUSINESS OUTLOOK LUNCHEON

Challenges in the Sports Entertainment Industry

Phoenix Sister Cities invites you to attend the 18th annual Global Links Business Outlook Luncheon featuring the topic: ***Challenges in the Sports Entertainment Industry***. Special guest speakers for this year's luncheon include **Mr. Jason Rowley**, President, Phoenix Suns, who will share his insight in the overall business management of the Suns and oversees the club's interests in the management of Talking Stick Resort Arena. Rowley has spent 11 years with the Suns, including 6 years as president. Joining Mr. Rowley will be **Bobby Dulle**, Chief Operating Officer of Phoenix Rising FC. Now in his 2nd year, Mr. Dulle is responsible for the management of all business operations and is playing a critical role in Phoenix Rising FC's push to the MLS. The final panel speaker is **Mr. Josh Rawitch**, Senior Vice President of the Arizona Diamondbacks, Mr. Rawitch is in his 23rd season in Major League Baseball and his 2nd year as Sr. Vice President for Content and Communications. He is responsible for all internal and external communications for the franchise. These speakers will touch on many topics, including:

- How to make the in-venue sports experience more affordable in an ever-increasing escalation of salary caps and franchise operating expenses that continue to pressure franchise owners and venue development executives;
- How to manage the competition between a live, in-game experience and the comfort of watching a game in high definition at home;
- How to find more uses for facilities to justify the cost of construction and the utilization of public money;
- How to diversify the demographic of the typical sports fan to maximize greater attendance and compete with other entertainment options;

- How to keep up with ever-evolving technology that leaves stadiums built a few years ago in need of constant upgrades.

The speakers will be introduced and the discussion facilitated by **Ralph Marchetta**, General Manager and Sr. Vice President, Talking Stick Resort Arena. Mr. Marchetta has been with Talking Stick Resort Arena since prior to its opening in 1992. He has extensive experience servicing professional sports teams that include the Phoenix Suns, Phoenix Mercury and the Arizona Rattlers, in addition to booking acts as diverse as U2, Bruce Springsteen, Lady Gaga and Andrea Bocelli. In addition to his work with Talking Stick Resort Arena, Mr. Marchetta serves as Chairman of the Board of Phoenix Sister Cities.

This year's Global Links Business Outlook Luncheon will include the 3rd Annual Mayor's Export Awards, facilitated by Hank Marshall, Economic Development Executive Officer, City of Phoenix.

Successful exporters, those who provide comprehensive export assistance, as well as those who tirelessly advocate on behalf of exports, were on the rise in 2016. Their levels hit an all-time high last year. This activity is creating jobs, adding critical economic diversity and is enhancing essential global connectivity. The Mayor's Export Awards is a way to recognize those people and organizations that have made huge contributions to advancing exports, increasing awareness of exports and delivering important export support. Please join us in celebrating the Mayor's 3rd Annual Export Awards and this year's impressive recipients.

LUNCHEON FACILITATOR



Ralph Marchetta
General Manager, Sr. Vice President, Talking Stick Resort Arena

As General Manager and Senior Vice President, Ralph oversees all operations of the Talking Stick Resort Arena. In addition to servicing professional sports teams that include the

Phoenix Suns, Phoenix Mercury, and the Arizona Rattlers, Ralph books all events at the Talking Stick Resort Arena including working with the NBA, WNBA, and AFL to schedule all regular season and pre season games. Ralph has booked hundreds of concerts including Adele, Barbra Streisand, U2, Eagles, Eric Clapton, Bruce Springsteen, George Strait, Lady Gaga, Madonna, Pink, Paul McCartney, Rolling Stones,

Vicente Fernandez, Juan Gabriel, Andrea Bocelli and many others. Ralph has extensive relationships with Feld Entertainment (Disney on Ice and Ringling Brothers Barnum and Bailey Circus), World Wrestling Entertainment and many other family show and concert promoters. Ralph has been at the Talking Stick Resort Arena since prior to the venue's opening in 1992.

In managing the Talking Stick Resort Arena as a key asset to the community, Ralph works with the leadership of the City of Phoenix and other government agencies. In addition, Ralph serves as board member of various agencies including the Phoenix Sister Cities, the Downtown Phoenix Partnership, Phoenix Police Department Reserve Foundation, the Arizona State Fair Foundation and the Phoenix Sports Commission. Ralph also serves as President of the Phoenix Boys and Girls Clubs.

SPECIAL GUEST SPEAKERS

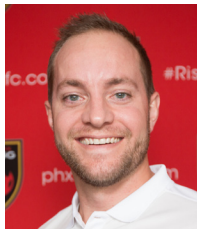


Jason Rowley
President, Phoenix Suns

Jason Rowley is in his sixth season as the Suns' President and his 11th season overall with the team. As President, Rowley is responsible for managing all business operations of the Suns and oversees the club's

interests in the management of Talking Stick Resort Arena, the WNBA Phoenix Mercury, the NBA Development League Northern Arizona Suns, the Legends Entertainment District, and affiliated entities. Rowley previously served as the team's Chief Operating Officer, as well as its Senior Vice President and General Counsel.

Rowley began his career in 2001 with the law firm of Snell & Wilmer in Phoenix, and while there he represented the Suns' current ownership group in their acquisition of the club in 2004. Rowley earned his bachelor's degree in 1994 from the University of Arizona. After graduation, Rowley joined the United States Navy, an experience he considers one of the proudest and most formative of his life.



Bobby Dulle
Chief Operating Officer, Phoenix Rising FC

Bobby Dulle is in his second season as Phoenix Rising FC's Chief Operating Officer. As Chief Operating Officer, Dulle is responsible for managing all business operations.

Prior to his time with Phoenix Rising FC, he previously spent nine seasons with the World Famous Harlem Globetrotters and while there, he oversaw Globetrotters global touring operations.

Dulle earned his bachelor's degree in 2006 from Grand Canyon

University while competing with the men's soccer team. He and his wife, Teresa, reside in Chandler with their two sons, Landon (5), Hudson (4) and their newborn daughter Elena.

Josh Rawitch



Senior Vice President, Content and Communications, Arizona Diamondbacks

Josh Rawitch is in his 23rd season in Major League Baseball and second as Sr. Vice President, Content and Communications with the D-backs. In this role, he is responsible for the internal and external communication

efforts of the organization, including player & media relations, corporate communications, broadcasting, in-game entertainment, DBTV Productions, social media, publications, Clubhouse Creative and photography.

The team's increased focus on original video content led to more than 3 million views throughout the team's social media channels in 2016 while the D-backs recently earned the prestigious Copper Anvil Award from the Phoenix Public Relations Society of America (PRSA), the highest honor given to public relations tactics and campaigns.

Rawitch joined the D-backs following 15 seasons with the Los Angeles Dodgers.

The Los Angeles native attended Indiana University, where he received a Bachelor's Degree in Sports Marketing and Management with a minor in Business. He currently teaches Strategic Sports Communications at ASU's Walter Cronkite School of Journalism and Mass Communication

GLOBAL LINKS BUSINESS OUTLOOK LUNCHEON REGISTRATION FORM

Name _____

Title _____

Company/Organization _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Luncheon Cost: Phoenix Sister Cities Members: \$55.00

Non Members: \$60.00 Tables of 10: \$500.00

On site registration: Phoenix Sister Cities Members: \$60.00

Non Members: \$65.00

Number of Attendees _____ Number of Tables _____

To facilitate check-in, please attach a list of additional attendees

TOTAL AMOUNT ENCLOSED: \$ _____

Check Visa Mastercard AMEX

Credit card # _____

Exp. date _____

Signature _____

Make check payable to Phoenix Sister Cities.

You may register online via credit card or through Paypal at www.phoenixsistercities.org. You may also mail the completed registration form with registration payment to Phoenix Sister Cities, 200 West Washington Street, 20th Floor, Phoenix AZ 85003. You may also scan and send the completed registration electronically to: rick.gerrard@phoenix.gov. For more information, please call Phoenix Sister Cities at 602-534-3751.

The Phoenix Convention Center will honor a discounted parking rate of \$8.00 per vehicle for those parking in the Convention Center East Garage.

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