

STREET & SMITH'S
SportsBusiness
DAILY

March 16, 2007

TODAY'S EVENTS...

The N.Y. chapter of the [National Sports Marketing Network](#) will host "The Business of Lacrosse: Reaching New Levels of Popularity in Mainstream Sports" at Dave & Buster's in Times Square. Speakers will be NLL Titans President **George Daniel**, MLL Commissioner **David Gross**, NLL Commissioner **Jim Jennings**, MLL Lizards President **Dave Kotowski**, ESPN Customer Marketing & Sales Senior VP/Sports & Product Management **Andrew Sippel**, U.S. Lacrosse Exec Dir **Steve Stenersen** and Reebok Lacrosse Product Manager **Chad Wittman**.