

# PRO ATHLETE BUSINESS SUMMIT

MONDAY JULY 7TH - WEDNESDAY JULY 9TH

RESORTS WORLD LAS VEGAS

3000 S LAS VEGAS BLVD,  
LAS VEGAS, NV 89109



# MONDAY, JULY 7TH

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2:00 PM - 5:00 PM

## CHECK IN

Resorts World Las Vegas  
3000 S Las Vegas Blvd,  
Las Vegas, NV 89109

Location: Jasmine Ballroom - C

5:00 PM - 5:15 PM

## PAC KICKOFF

Cory Higgins, PAC VP of Basketball Operations

Location: Jasmine Ballroom - A & B

5:15 PM - 6:00 PM

## EXPOSURE BREEDS EXPANSION FIRESIDE CHAT

David Penski, US CEO, Publicis Media  
Russell Westbrook, Current NBA Player, Founder & CEO, Russell Westbrook Enterprises  
Moderated by Chip Paucek, Co-Founder and Co-CEO, Pro Athlete Community

Visibility unlocks access. D. Penski, and R. Westbrook discuss how platforms, media, and intentional exposure can open doors for business, investing, and broader impact.

6:00 PM - 6:30 PM

## NORMALIZE THE STRUGGLE FIRESIDE CONVERSATION

Dr. Julius Thomas, Founder & CEO, Optimal Performance + NBA and NFL Legends

Julius Thomas leads a powerful conversation with former pros who've navigated life after the game with purpose and resilience. Together, they'll unpack their personal journeys—exploring mental wellness, identity shifts, and the emotional highs and lows of transition. This session gets real about what it takes to move forward with clarity, confidence, and meaning beyond the game.

6:30 PM - 7:00 PM

## PAC LEADERSHIP FIRESIDE CHAT

Kaleb Thornhill, Co-Founder and Co-CEO, Pro Athlete Community  
Chip Paucek, Co-Founder and Co-CEO, Pro Athlete Community  
Travis Key, COO, Pro Athlete Community

Join the founders and executive team behind Pro Athlete Community for an open and honest fireside chat about what it takes to build a platform for long-term athlete success. Kaleb Thornhill, Chip Paucek, and Travis Key will share their journey and vision, touching on leadership, impact, and what it means to build for athletes, by athletes.

7:30 PM - 10:30 PM

## TIP OFF RECEPTION

Location: Gatsby's at Resorts World

# TUESDAY, JULY 8TH

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## 7:00 AM - 7:45 AM **YOGA & MINDFULNESS**

**SOUL COLE, NFL Legend and Mindfulness Expert**

**Location: Jasmine Ballroom - D**

## 7:45 AM - 9:00 AM **BREAKFAST**

**Location: Jasmine Ballroom - E & F**

## 9:00 AM - 10:00 AM **STARTS WITH ME: UNLOCKING INNER VICTORY**

**PAC Performance Coaches**

Led by PAC Performance Coaches, this session will challenge you to redefine “winning” by building discipline, mindset, and habits that create sustainable success. The real game starts within—come ready to reflect, recharge, and recommit.

**Location: Jasmine Ballroom - A & B**

## 10:00 AM - 11:00 AM **OWNING YOUR NEXT CHAPTER: FUNDAMENTALS OF ENTREPRENEURSHIP AFTER SPORTS**

**Terrence Murphy, NFL Legend + Founder and CEO, TM5 and Terrence Murphy Companies**

Terrence Murphy shares his journey from the NFL to becoming a serial entrepreneur, offering a real-world playbook on what it takes to succeed in business after sports. With over \$5 billion in acquisitions and sales, 110+ companies under the Terrence Murphy Companies umbrella, and more than 1,000 rental units in his personal portfolio, Terrence breaks down the fundamentals of buying, franchising, and starting a business. As a top 1% real estate broker in the U.S. for over 15 years with six successful exits, he'll guide players in identifying the right path, getting started, and building ventures that scale well beyond the game.

## 11:00 AM - 12:00 PM **FINANCE BREAKOUT: VENTURE CAPITAL**

**Alex Macdonald, Co-Founder and CEO, Sequel**

This hands-on session gives you a rare inside look at real deals—how they're structured, what made them work, and where they hit friction. Sit alongside investors and operators as they dissect live examples, share what they look for in a pitch, and walk through how to secure capital the right way. Ideal for those actively launching or vetting ventures.

## 12:00 PM - 1:30 PM **LUNCH LAB**

**Jaclyn Sklaver, Founder, Athleats Nutrition and former Head of Performance Nutrition for the Orlando Magic**

Fuel up while you level up. This interactive, fully catered lunch experience—featuring Jacklyn Sklaver, former Orlando Magic nutritionist, and a performance chef Gia De Jesus —offers a unique blend of education and activation. Learn the science behind what you eat, how it affects recovery, energy, and focus, and walk away with real strategies you can implement right away.

**Location: Jasmine Ballroom - E & F**

## 1:30 PM - 2:15 PM **SPORTS BRAND/MEDIA FIRESIDE CHAT: NAVIGATING THE WORLD OF SPORT MEDIA**

**Candace Parker, President, Women's Basketball, adidas and Broadcaster**

**Samuel Acho, Director of Human Capital, AWM Capital and ESPN Analyst**

**Moderated by Robyn Glaser, Partner & COO, Fifth Down Capital and Former New England Patriots Executive**

Explore the evolving world of sport media with Candace Parker, and Sam Acho. Moderated by Robyn Glaser, this fireside chat tackles representation, opportunity, and how athletes can lead on and off-camera.

## 2:15 PM - 2:30 PM **BREAK**

## 2:30 PM - 3:15 PM **PRO PERSPECTIVES FINANCE PANEL**

**Muhsin Muhammad, Managing Director, Axum Capital Partners**

**PJ Hill, Associate Advisor, NorthRock Partners**

**Moderated by Hillary Seiler, CFE, President | Personal Finance Expert**

Financial independence starts with smart decisions and trusted insight. Hear from former pros Muhsin Muhammad and PJ Hill as they discuss managing wealth, evaluating opportunities, and avoiding pitfalls—moderated by Hillary Seiler, a financial coach to elite athletes.

## 3:15 PM - 4:00 PM **THE BUSINESS OF ME**

**J.R. Tolver, NFL Legend + PAC Member & Expert Advisor + CEO, Athlete Mogul**

'Business of Me' is our essential guide to establishing and operating a successful small business while safeguarding your finances. Join us as we explore the five foundational pillars of business success: Entity Structuring, Business Banking, Bookkeeping, Cash Flow Management, and Tax Planning & Preparation. Gain invaluable insights and practical strategies to lay a solid foundation for your business journey, ensuring financial stability and growth every step of the way.

## 4:00 PM - 4:15 PM **SNACK BREAK**

## 4:15 PM - 4:30 PM **LIFE LONG LEARNING (VIDEO)**

**Paul Pavlou, Dean, Herbert School of Business, University of Miami**

## 4:30 PM - 5:15 PM **ADAPT OR DIE: AI COLLABORATING STRATEGIES FOR EVERYONE**

**Dr. Robert Gregory, Professor, Associate Professor, University of Miami Herbert Business School**

AI isn't coming—it's already here. Hear from Dr. Robert Gregory on how to work smarter, not harder, in this rapidly changing landscape. Whether you're a business owner or just starting your next chapter, this session equips you to adapt and thrive.

## 5:15 PM - 6:00 PM **DOING THE NET-WORK**

**Kurt Richardson, PAC Expert Advisor + Founder, Encore Athletix**

Networking isn't just who you know—it's how you show up. Join PAC advisor Kurt Richardson as he unpacks how to build authentic relationships that unlock opportunity, purpose, and momentum, whether in business, media, or life.

## 6:00 PM - 6:15 PM **HEAD HEART HAND**

**PAC Performance Coaches**

## 7:30 PM **C-SUITE DINNER**

**C-Suite Roster**

**Location: La Cave at The Wynn**

# WEDNESDAY, JULY 9TH

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## 7:00 AM - 7:45 AM **YOGA & MINDFULNESS**

**SOUL COLE, NFL Legend and Mindfulness Expert**

**Location: Jasmine Ballroom - D**

## 8:00 AM - 9:00 AM **BREAKFAST LAB**

**Jaclyn Sklaver, Founder, Athleats Nutrition and former Head of Performance Nutrition for the Orlando Magic**

Building on yesterday's Lunch & Learn, Jaclyn and Chef Gia have curated a delicious breakfast designed to set you up for a successful day. Join us to learn about essential supplements for an anti-inflammatory lifestyle, gut health optimization, and strategies to reduce your daily toxic load for enhanced testosterone levels. Discover foods that can boost your productivity and overall well-being.

**Location: Jasmine Ballroom - E & F**

## 9:00 AM - 9:15 AM **DAY 2 KICKOFF**

**PAC Leadership**

## 9:15 AM - 10:15 AM **STARTS WITH ME: CLEARING THE ROADBLOCKS**

**PAC Performance Coaches**

Another powerful session from the PAC Performance Coaches, focused on identifying and overcoming the internal and external roadblocks holding you back. Expect clarity, confidence, and practical takeaways.

## 10:15 AM - 10:55 AM **REAL ESTATE FIRESIDE - COMMERCIAL**

**Avery Johnson, Co-Founder and CEO, Avery Capital**  
**Moderated by Teal Henderson, CEO Bones Investment Group**

Real estate isn't just an investment—it's a strategic play. This conversation explores the dynamics of commercial real estate and triple net leasing. From sourcing deals and structuring partnerships to avoiding common pitfalls athletes face, this session will unpack the keys to building lasting wealth through real estate.

## 10:55 AM - 11:05 AM **BREAK**

## 11:05 AM - 11:45 AM **BUILDING A POWERFUL BRAND**

**Pam El, Founder & CEO, Pam El Consulting**

Led by Pam El—former Chief Marketing Officer of State Farm and the NBA—this session explores the mindset and methods of top brand architects. Whether you're building from scratch or resetting your personal narrative, Pam will connect athlete identity with world-class brand strategy, just like she did for global icons and household names.

## 11:45 AM - 12:30 PM **REAL ESTATE FIRESIDE - SPORTS & ENTERTAINMENT**

**Josh Childress, Co-Founder and CEO, LandSpire Group**  
**Moderated by Teal Henderson, CEO Bones Investment Group**

Multifamily real estate is more than cash flow—it's long-term stability and generational wealth. This chat dives into how athletes are building portfolios through apartments and multi-unit properties. From evaluating deals and financing renovations to managing tenants and scaling up, this conversation highlights the strategies—and missteps—that shape success in the multifamily space.

## 12:30 PM - 1:45 PM **LUNCH**

## 1:45 PM - 2:25 PM **REAL ESTATE FIRESIDE - SINGLE FAMILY**

**Jamar Taylor, Developer and Realtor, America One Luxury Real Estate**  
**Moderated by Teal Henderson, CEO Bones Investment Group**

Luxury real estate and ground-up development require vision, precision, and patience. This fireside chat explores how athletes are making bold plays in the high-end residential market—whether flipping luxury homes or building from the ground up. Learn what it takes to source prime land, manage custom builds, navigate permitting, and create homes that command premium returns.

## 2:25 PM - 3:10 PM **SPORTS BUSINESS FIRESIDE: CAREERS IN BASKETBALL**

**Shareef Abdur-Rahim, President, NBA G League**  
**Trajan Langdon, President of Basketball Operations, Detroit Pistons**  
**Tim Fuller, General Manager Missouri Men's Basketball**  
**Moderated by: Aaron Ryan, President, Founder and CEO Belden Avenue Advisors**

From the hardwood to the boardroom, what does a career in basketball really look like? Moderated by Aaron Ryan, this fireside features Shareef Abdur-Rahim and Trajan Langdon—two former players who now lead at the team and league level. Hear their unfiltered take on the path from player to exec, and what it takes to succeed behind the scenes.

## 3:10 PM - 3:30 PM **SNACK BREAK**

## 3:30 PM - 4:30 PM **EXPOSURE BREEDS EXPANSION**

**Steve Galanis, Co-Founder and CEO, Cameo**  
**Bonin Bough, Co-Founder and Chief Strategy Officer, Group Black**  
**David Meltzer, Speaker, Author & Entrepreneur; Co-Founder, Sports 1 Marketing**  
**Moderated by Chip Paucek, Co-Founder and Co-CEO, Pro Athlete Community**

## 4:30 PM - 5:15 PM **THE ART OF STORYTELLING**

**Shon Hart, PAC Educator & Expert Advisor + Founder, CEO & Coach, Elite Speaking Academy + Co-Founder and Executive Director, Involved Dad**

Your voice is your value. In this interactive session, business executives and media coaches will explore how to communicate your journey, pitch your ideas, and command the room. A must for anyone navigating partnerships, public speaking, or building a personal brand.

## 5:15 PM - 5:30 PM **HEAD, HEART, HAND**

**PAC Performance Coaches**

## 5:30 PM - 5:45 PM **EACH ONE REACH ONE**

**PAC Leadership**

## 5:45 PM - 6:00 PM **PAC CLOSE AND REFLECTIONS**

**PAC Leadership**

## 8:00 PM **PAC NETWORKING SOCIAL**

**Location: Eight Lounge at Resorts World**