



Front Office

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:: Daley Plaza



Jerry Reinsdorf *Chairman*

Jerry Reinsdorf assumed the position of Chairman of the Chicago Bulls on March 13, 1985, when he led the group that purchased controlling interest in the franchise ... at that time, Jerry already had several years of experience in professional sports management as Chairman of the Chicago White Sox Major League Baseball franchise ... since assuming ownership of the Sox franchise in 1981, he has been active in the affairs of baseball, serving on the Executive Council and Ownership, Long Range Planning, Restructuring, Expansion, Equal Opportunity, Strategic Planning, Legislative and Player Relations Committees of Major League Baseball ... he also serves on the Boards of MLB Advanced Media and MLB Enterprises ... during his tenure as Chairman of the Chicago Bulls, the team has won six World Championships in 1991, 1992, 1993, 1996, 1997 and 1998 ... Jerry also spearheaded two major new facilities for the Bulls ... the United Center, home of Chicago Bulls basketball games and Chicago Blackhawks hockey games, opened in time for the 1994-95 season ... the arena provides a state-of-the-art facility for Bulls fans ... Bulls players also have a state-of-the-art facility in their training center, the Berto Center, which opened during the summer of 1992 ... in addition to his sports interests, Jerry is an attorney, Certified Public Accountant, specialist in real estate securities, registered mortgage underwriter and a certified review appraiser ... he was a founder of a diversified real estate investment, management and development company, which was subsequently sold to a subsidiary of American Express ... in 1988, he and Robert A. Judelson formed Bojer Financial, Ltd., a land investment company ... born in Brooklyn on Feb. 25, 1936, Jerry graduated from George Washington University in Washington, D.C. and went on to receive his Law degree from Northwestern University, as well as a Doctor of Humane Letters from Illinois College ... since moving to Chicago in 1957, he has been active in many civic and charitable organizations ... his contributions to the community have been recognized by organizations such as Interfaith Organizing Project, American Academy of Achievement, Cystic Fibrosis Foundation, Chicago Baseball Cancer Charities, Chicago Park District, Operation P.U.S.H., National Ethnic Coalition of Organizations, Chicago Police Department, Boys & Girls Club of Chicago and Lincoln Academy of Illinois ... Jerry and his wife, Martyl, have four children, David, Susan, Michael and Jonathan, and seven grandchildren.



Robert A. Judelson

Alternate NBA Governor

Robert A. Judelson is a partner of Bojer Financial Ltd., a real estate investment company ... Judelson served as First Vice Chairman and one of the founders of one of the country's largest real estate investment firms, which was a subsidiary of American Express ... the firm acted as a fiduciary in various limited partnerships and trusts, with aggregate investments in real estate of approximately \$6 billion ... such partnerships have over four million individual and institutional investors ... he was the founder of JMB Realty in Chicago, which he left in 1973 to become one of the founders of The Balcor Company ... he is a graduate of Northwestern University ... he is a Director of the Chicago White Sox Major League Baseball Team and Chicago Bulls ... he is a former member of the advisory board of the Moran Eye Clinic at the University of Utah and of the Board of Trustees of the Utah Symphony, a former trustee of Eaglebrook School in Deerfield, Mass., and St. Andrew's Preparatory School in Boca Raton, Fla. ... Bob and his wife, Joan, have two children, Julie Diaz, 38 (husband, Gene), and Henry, 35 (wife, Julie), three grandsons and a granddaughter.



Sanford J. Takiff

Alternate NBA Governor

Sanford Takiff has been the Treasurer of Ron of Japan Steakhouses of Northbrook and Chicago since 1970 ... he is a graduate of the University of Illinois and Northwestern University School of Law ... he is a Certified Public Accountant and a member of the Florida, Illinois and Washington, D.C. Bars ... former Assistant State's Attorney of Cook County ... he is a member of the Board of Directors of the Anti-Defamation League, Chicago Bulls, Chicago White Sox, Providence-St. Mel High School and the University of Illinois College of Commerce Alumni Association ... Sandy and his wife, Bobette, have three daughters, Sherri Zirlin (husband, Todd), Lizzy Scheinfeld (husband, Josh) and Jill Hirsh (husband, Doug) and 11 grandchildren.

Board of Directors



FRED BRZOZOWSKI



STEVEN CROWN



LOUIS DUMAN



ROBERT A. JUDELSON



JUDD MALKIN



ALLAN B. MUCHIN



DR. DAVID ORTH



JERRY REINSDORF



IRVING STENN



SANFORD J. TAKIFF



BURTON URY



CHARLES WALSH



WILLIAM W. WIRTZ

Chicago Bulls Partners List

Carmont Blitz
 Neil Bluhm
 Fred Brzozowski
 The Estate of Alvin Cohn
 Lester Crown
 Louis Duman
 The Estate of Eugene Fanning
 Marvin Fink
 The Estate of Jack Gould
 Lamar Hunt

Norma Hunt
 Norman Jacobs
 Robert A. Judelson
 The Estate of Charles Lubin
 Ann Lurie
 Judd Malkin
 Allan B. Muchin
 Carol P. Norton
 David H. Orth, M.D.
 Bruce V. Rauner

Jerry Reinsdorf
 William Roberts
 Irving Stenn
 Richard Stern
 Sanford J. Takiff
 Burton Ury
 Charles Walsh
 William W. Wirtz
 Sam Zell

Front Office

Basketball Operations

Players

NBA

Opponents

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Community

Media



Steve Schanwald

Executive Vice President - Business Operations

Entering his 19th season, Steve Schanwald oversees areas that include Ticket Sales, Sponsorship Sales, Game Entertainment, Promotions, Media Services, Community Relations, Publications, Advertising and Broadcasting ... during his first season (1987), the Bulls began a 610-game streak of consecutive sellouts which ended in November of 2000 - the third longest streak in NBA history ... the Bulls sold over 12,400,000 tickets during its streak, compared to Portland (10,370,360 tickets over 814 consecutive games), and Boston (9,857,180 tickets over 662 games)

... the Bulls have consistently ranked among the league leaders in attendance during his tenure ... despite the worst 6-year winning percentage in NBA history, from 1998-2004, the Bulls ranked first in cumulative average home attendance during that period ... also during this six-year period, the Bulls' differential between its home attendance and road attendance of 4,451 fans per game ranked first in that category - over 800 fans per game ahead of the next closest team - the 55,830 fans per win that the Bulls attracted to the United Center over the past six years are 17,500 fans per win ahead of the next closest team ... Steve is a recipient of a local Emmy award as well as fifteen awards for advertising excellence ... serves as Senior Vice President-Marketing for the United Center and is responsible for suite, sign, college basketball and club seat activities ... played key role in negotiating stadium-naming rights agreement with United Airlines ... instrumental in bringing first-ever Big Ten Conference Basketball Tournament and the Great Eight College Basketball Classic to Chicago ... founded and serves as President of CharitaBulls, which has raised tens of millions of dollars for a variety of worthy causes ... has served as a member of the NBA's Marketing Advisory Board ... sits on the board of the James Jordan Boys & Girls Club ... has spoken internationally on sports marketing and has been a guest lecturer at the University of Chicago Business School, Kellogg Graduate School of Business, the Notre Dame Business School and the American Marketing Association among others ... member of the Chicago Economic Club ... native of Bethpage, N.Y. ... 1977 University of Maryland graduate ... served as Director of Sports Marketing at the U.S. Air Force Academy (1978) ... served as Director of Promotions for the "We Are Family" Pittsburgh Pirates (1979-1980) ... spent six years (1981-86) as Assistant Vice President-Marketing for the Chicago White Sox ... in 1983 and 1986, the White Sox received Major League Baseball's highest award for overall marketing excellence ... Steve resides in Chicago.



Irwin Mandel *Senior Vice President - Financial & Legal*

Entering his 34th season, Irwin Mandel has the longest tenure of anyone with the Bulls ... the senior financial executive in the NBA, and one of the most experienced in any management position in the League ... responsible for the Club's financial, legal, and corporate areas ... most important duties include player contracts, financial reports, and applying and interpreting the NBA's salary cap, free agency and other collective bargaining rules ... one of the select few NBA executives chosen to serve on the committee to

advise the League regarding salary cap rule changes ... said Commissioner David Stern recently, "nobody in the NBA understands the intricacies of the salary cap better than Irwin Mandel" ... also considered one of the NBA's most knowledgeable and creative experts on player contracts and the collective bargaining rules ... helped develop NBA team financial statements and assisted the NBA Labor Relations Committee ... oversaw the instituting of a detailed budget plan for the office and negotiated the Club's switch to charter travel ... recently served as a consultant to two of the other major sports leagues regarding the benefits and workings of the NBA's salary cap and free agency systems ... received both his undergraduate degree in Accounting and his Law degree from Northwestern University ... he is a Certified Public Accountant and member of the Illinois Bar ... worked in the tax department of Arthur Andersen & Co. for four years prior to joining the Bulls ... formerly served two terms as President of the Northwestern University Club of Chicago and was a recipient of the Northwestern Alumni Service Award ... active in various charitable programs ... speaks regularly to business groups, law schools and college students regarding legal and financial management careers in professional sports ... avid tennis player and recent ardent (but ability-challenged) golfer ... native Chicagoan ... married to Sheri, with two sons, Michael and Robby, daughter-in-law, Jamie, and most recent addition, granddaughter Sadie Ann.



Keith Brown *Vice President - Ticket Sales*

In his 23rd season, Keith Brown is responsible for the sales and marketing of Chicago Bulls' season, group and individual game tickets, and for managing the full and part-time sales staffs ... he coordinates the team's ticket marketing and advertising campaigns, including television, radio, newspapers, billboards, bus tails, direct mail and the Internet, along with sales programs such as Tickets to Happiness, Court of Dreams and Preps With Pros ... he oversees the creation and production of the team's print materials for ticket sales, such as brochures, flyers, vouchers,

season ticket holder correspondence, etc. ... he is responsible for management of the ticket department database which houses information for more than 800,000 fans, and for designing name generation programs such as the annual Ticket Sweepstakes ... he directs the team's targeted e-marketing offers and programs for ticket sales ... he manages season ticket holder customer service programs such as Fan Forums and market research surveys, along with value-added programs for season ticket holders and group leaders such as mailings of promotional items and other benefits ... he is the Bulls' liaison with the NBA in creating the annual schedule for playing dates in the United Center ... he is a frequent attendee and presenter at the NBA's Team Marketing Workshops ... he began his career with the Bulls as an intern telemarketing season tickets, and in 1984 had the privilege of representing the team in Madison Square Garden for the drafting of Michael Jordan ... for six years he served as the Editor and principal writer of "BasketBull" magazine ... over recent history the Bulls have enjoyed a streak of 610 consecutive sellouts and have led the NBA in home attendance through championship and rebuilding seasons ... Keith graduated from Illinois State University with degrees in Communications and Political Science ... he was raised in Rolling Meadows, is an avid golfer and resides in Chicago.



Stu Bookman *Controller*

In his 21st season, Stu Bookman is responsible for the club's financial information and employee benefits and oversees the accounting system and staff ... prior to joining the Bulls, Stu served as senior accountant at Arthur Andersen & Co. until 1982, then transferred to become assistant division controller for Arthur Andersen's education facility ... Stu earned his bachelor's degree from DePaul University in 1978 and became a Certified Public Accountant in 1979 ... Stu and his wife, Debbie, reside in Buffalo Grove with their two children, Jackie and Andy.



David Dowd *Director of Ticket Sales*

In his fourth season, David Dowd is responsible for hiring, training, coaching, motivating and supervising the part-time sales staff ... he also assists with the management of the full-time sales staff, and collaborates with the Vice President of Ticket Sales on packaging ticket plans, creating sales materials, and ticket marketing programs ... prior to joining the Bulls, David served as an Assistant Vice President at MBNA America, and managed the credit card portfolios of professional sports teams in Chicago and Milwaukee ... David, 32, is a 1995 graduate of the College of the Holy Cross (Worcester, Mass.) where he majored in English, and minored in Business ... David and his wife, Jennifer, reside in Willow Springs with their son, Bryan, and daughter, Jenna.



Tim Hallam *Senior Director of Public & Media Relations*

Entering his 28th season, Tim Hallam oversees all public and media relations efforts for the Bulls organization ... he is responsible for credentialing media personnel at all Bulls events, including home and road games, practices, training camp sessions, media day, draft day and special events ... he coordinates the dissemination of all information to national and local media regarding the club in the form of press releases, statistics and media guides ... he handles all press conferences and interview requests for the Bulls team and management ... Tim graduated from Illinois State University in 1977 with a degree in Communications ... Tim and his wife, Nancy, reside in Highwood with their daughter, Emily.



David Kurland *Senior Director of Community Relations*

In his 17th season, David Kurland is responsible for all Community Relations activities for the Bulls organization and coordinates the Bulls' charity foundation, CharitaBulls ... he oversees the Read To Achieve program, corporate charity ticket sections, the Wheelchair Bulls, holiday events, charity donations, player appearances, school programs and other philanthropic and educational initiatives ... he is also a member of the board of directors for the James Jordan Boys & Girls Club ... David, 38, is a 1989 graduate of Indiana University, where he majored in Business Marketing ... David and his wife, Courtney, reside in Chicago with their son, Andrew and their daughters, Suzanne and Kelly.



Bob Love *Director of Community Affairs*

In his 14th season as a member of the Bulls front office, Bob Love serves as the Bulls' "goodwill ambassador," representing the organization at various functions throughout the Chicago community ... Bob makes over 300 appearances a year at schools, charity events, basketball clinics and non-profit agencies ... he is an honorary spokesperson for the National Stuttering Federation of America ... serves on the boards of the Chicago Abused Women Coalition and the American Cancer Federation ... he was awarded two honorary doctoral degrees from Carthage College (Humanities) and the University of Rhode Island (Laws) ... nicknamed "Butterbean," Bob is a native of Delhi, La., and attended Southern University ... his NBA career spanned 11 years -- eight of those seasons with the Bulls ... on Jan. 14, 1994, Bob became the second Chicago Bull to have his jersey (#10) retired ... he is a three-time NBA All-Star and is ranked second on the Bulls' all-time scoring list with 12,623 points.



Joe O'Neil *Senior Director of Ticket Operations*

In his 26th season, Joe O'Neil is responsible for the accounting, printing, processing and delivery of all season, group and individual ticket orders ... Joe is also the Bulls' liaison with TicketMaster, United Center Management and oversees the Bulls' fleet automobile program ... Joe, 49, is a 1979 graduate of Northern Illinois University with degrees in Journalism and Political Science ... Joe and his wife, Susan, reside in Elmhurst with their sons, Justin, Brendan and Kyle.



Scott Sonnenberg *Director of Corporate Partnerships*

In his second season with the Bulls, Scott Sonnenberg is responsible for overseeing Bulls and United Center sponsorships, advertising sales and sponsor services ... Scott, 27, is a 2003 graduate of San Jose State University, where he majored in Business-Marketing ... he was a member and two-time captain of the San Jose State basketball team (2000-2003), and a member of the Brigham Young University basketball team (1996) prior to serving a two-year mission in Las Vegas for the Mormon church ... prior to joining the Bulls, Scott spent two years working for Northwestern Mutual Financial Network ... Scott and his wife, Lisa, reside in Aurora with their daughter, Ella.



John Viola *Director of Broadcast Sales*

In his first season with the Bulls, John Viola is responsible for overseeing sales of Bulls radio advertising and integrating Bulls radio inventory into Bulls and United Center Corporate Sponsorship packages ... John, 39, is a 1988 graduate of The University of Virginia, where he majored in Communication Studies ... he was captain of Virginia wrestling (1987-1989) and a New Jersey state champion and high school all-american ... prior to joining the Bulls, John was COO of Gameday Giveaway, a national sports marketing company and spent 15 years in broadcast radio sales and management in New York and Chicago ... John and his wife, Mylinda, reside in River Forest.



Jeff Wohlschlaeger *Director of Game Operations*

In his 13th season with the Bulls, Jeff Wohlschlaeger oversees all elements of arena day-of-game activities and event presentation, including on-court contests, player introductions, halftime entertainment and promotions, National Anthems, scoreboard promotions, the mascots, Luvabulls, Incredibulls, the Bucket Boys and other in-game entertainers, pregame activities and music and video presentation ... he also oversees the Bulls preseason including the scheduling of all preseason games, selection of sites, arena negotiations, marketing efforts, ticket sales and on-site operations ... Jeff, 37, is a 1991 graduate of Illinois with a degree in Journalism and resides in Oak Park with his wife, Kim.



**Purchasing Agent
BEN ADAIR**



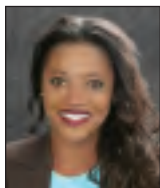
**Assistant to the Senior VP
of Financial & Legal
DENISE ALEMAN**



**Mascot Coordinator
BARRY ANDERSON**



**Ticket Executive
ALAN BOWMAN**



**Senior Manager,
Public & Media Relations
SEBRINA BREWSTER**



**Senior Manager,
Corporate Communications
MARIANNE CAPONI**



**Assistant Controller
MICHELE CHAMBERS**



**Ticket Operations Assistant
NANCY DEFAUW**



**Group Ticket Representative
LAUREN ERICKSON**



**Coordinator, Public &
Media Relations
BRANDON FABER**



**Assistant to the Chairman
ANITA FASANO**



**Manager, Internet Services
ADAM FLUCK**



**Manager, Guest Services
JILL GAYTON**



**Ticket Operations Assistant
ERIN HICKOK**



**Senior Manager, Publications
TONY HYDE**



**Group Ticket Representative
ROBBY JOSEPH**



**Ticket Executive
CASEY KLEIN**



**Coordinator,
Administrative Services
GERARD LONGO**



**Assistant to the Executive
VP- Business Operations
VAL D. MCELROY**

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Community Relations Assistant
HALLEEMAH NASH



Coordinator, Corporate Partnerships
LIZ PANICH



Coordinator, Creative Services
JEFF PITCOCK



Senior Manager, Community Events
TONY ROKITA



Receptionist
ALICIA SANTANA



Coordinator, Community Relations
JEFF SCHULTZ



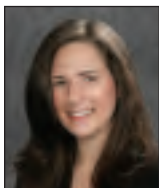
Manager, Ticket Operations
PAM SHER



Ticket Operations Assistant
MATT SHIPLEY



Senior Manager, Creative Services
JON SHOEMAKER



Coordinator, Database Marketing
KRIS SIMANTIRAKIS



Manager, E-Marketing
JASON SIOCK



Group Ticket Assistant
JESSICA SLOAN



Coordinator, Client Services
WHITNEY SMITH



Ticket Executive
MICHELE SOMERS



Accountant
CLAUDIA STEVENSON



Corporate Partnerships Assistant
VANESSA WEAVER



Promotions Coordinator
DE BORAH WELLS



Group Ticket Representative
JOHN WILL



Group Ticket Representative
BRANDON WRIGHT



Coordinator, Public & Media Relations
MATT YOB

InvaluaBull

The Chicago Bulls would like to thank the following individuals for their dedication, hard work and enthusiasm. Their contributions are indispensable to both the Bulls' front office and their fans:



LuvaBulls

Director: Cathy Core
Choreographer: Kim Tyler

- | | |
|----------------------|-------------------|
| Chrisite Beebe | Cory Mertes |
| Nicole Bell | Laura Miller |
| Danielle Campobasso | Alyssa Owen |
| Erika Cruz | Kenya Patterson |
| Erin Duncomb | Stephanie Perkins |
| Andrea Foster | Rosalind Rodgers |
| Amy Gabler | Sara Schwinnen |
| Katie Grobmyer | Kristen Sheridan |
| Lindsey Hammitt | Erica Smith |
| Evadney King | Sarah Turner |
| Shanon Lersch | Jessica van Dusen |
| Marika Loftman-Davis | Hannah Williams |
| Tiffany Ludwig | Heidi Woodyatt |
| Erin Maciasz | Dirna Yap |
| Courtney Margraf | |

Ticket Representatives

- Patrick Baglien
- Stephanie Cook
- Brian Dibbert
- Jeff Feyerer
- Abbie Gold
- Meghan Johnson
- Bobby Mengler
- Emily Niles
- Christine Pope
- Aaron Rosdal
- Ben Selcke
- Elyse Tefka
- Matt Whittemore
- Justin Wolf

Entertainment/Music

- Bill Archer (Music Operator)
- Eric Bradley (Asst. Music Operator)
- Jim Kamenjarin (Bullimp Pilot)
- Tim Shaw (Acrobatic Team)

Incredibulls

- Carlos Ayala
- Kelly Williams
- Terrence Grady
- Derryl Bolden
- Solo Upchurch
- Heather Pancini
- Ken Markovic
- Steve Ladany
- Mike Vigan
- Adam Bergh

Mascots/Assistants

- Benny the Bull
- Lil' Benny
- Tom Hoban- Assistant

Photographers

- Bill Smith (Team Photographer)
- Rudi Ayasse

BullsKidz

- Trenton Coyle
- Joshua Crespo
- Dorcy Kayla
- Trace Evans
- Claude C.J. Johnson
- Jessica Kruzan
- Timara Maxwell
- Thomas McCoy
- Alexandra Misenheimer
- Malea Misenheimer
- Tyler Moore
- Aliyah Olivier
- Shenell Randall
- Diamond Ross
- Jade Siler
- Lauren Smith
- Julian Thomas
- Benjamin Williams
- Jelani Williams
- Jennifer Wojcik



Bucket Boys

John Bryant
Ronnie Sellers
Michael Long
Stephen Collins
Shawn Long

Bulls Brothers

Fred Bevier
Lance Haack
Maureen Malloy
Yvonne Lukan

Press Attendants

Meryl Billingsley
Jason Hospes
Matt Hospes
Nick Hospes
Victoria Jones
Pam Kunkel
Tim Landingham
Carmela Merriwether
David Remkus
Debby Rickelman
Melissa Westphal

Promotional Staff

Scott Cygan
Mike Dumblauskas
Juan Fuentes
Mike Goza
Bill Henderson
Kevin Henderson
Dwayne McFee
Fernando Villa

Stats Crew

Carla Cameron
Joseph Cortino
Marc Grossman
Kristine Kramer
Robert Rosenberg
Allan Spear
Todd Starowitz
Bob Trudeau
Margaret Ward
Don Weiland
Chris Wilson

Community Relations Intern

Anthony Wade

United Center Event Operations

Maggie Acevedo
Jerry Aleknus
Curtis Baddeley
James Bare
Neicey Bossette-Price
Scott Boyke
Susan Brooks
Troy Brown
Frank Butler
Gene Devaney
Jeff Eberwein
James Georgalas

United Center Event Operations (cont.)

Bob Gorman
Greg Hanrahan
James Johnson
Dave Jorns
James Koehler
Tom Lamb
Tracy Martin
Margaret Mazur
Sergio Lozano
Terry Savarise
Erica Schisler
Rob Staverman
Karen Sutherland
Rick Temple
Brady Tieman
Valerie Toth
Jerry Wilhelm
Joe Wynne, Jr.

Video Coaching Personnel

Mark Blakenship
Dale Heidloff
James Johnson
Kevin Kusy
Rich Kulefsky
Tim McNeilly
Dave Reinhardt