



Canadian Elite Basketball League

Key Information and Leadership

- First teams and locations in the inaugural 2019 season:
 - Edmonton team will play at the Edmonton Expo Centre
 - Fraser Valley team will play at the Abbotsford Centre
 - Hamilton team will play at the First Ontario Centre
 - Saskatoon team will play at the SaskTel Centre
 - Niagara team will play at the Meridian Centre
 - Guelph team will play at the Sleeman Centre
- Each team will have a 12-man roster with a minimum Canadian player mandate. The CEBL expects to attract international basketball players from the U.S. and Europe to round out the teams.
- Teams will play by the International Basketball Federation's (FIBA) rules and regulations. Games will encompass 4X10 minutes periods with 5 minute over-time (OT) periods used to decide the winner of tied contests. The CEBL will adhere to referee and player standards set by Canada Basketball.
- In Canada, for players aged 3-17, basketball ranks as the third most popular team sport behind soccer and hockey, with 354,000 participants according to the 2014 Youth Sports Report. Basketball also leads hockey among newcomer youth in popularity in Canada.
- Twelve Canadian players and two Canadian coaches started in the 2018 NBA season; 23 Canadian players were in the 2018 NCAA tournament.
- The Canadian Elite Basketball League is owned by Canadian Basketball Ventures a private investment group led by entrepreneur Richard Petko.

Leadership Team

Mike Morreale - CEO

A sports, business and community leader, Mike Morreale is the CEO of the Canadian Elite Basketball League. Former pro football player, Mike played 12 years in the CFL, eight with his hometown Hamilton Tiger Cats. He was awarded the CFL's Most Outstanding Canadian in 1998, Grey Cup Canadian MVP in 1999, and in 2000 was given the Tom Pate Memorial Award for outstanding sportsmanship and contributions to his team, community and association. He was an executive in the CFLPA, and served as the VP Marketing until subsequently elected President of the CFLPA in May 2012. He has served in several prominent roles in the business community and also works as a broadcaster for TSN, Sportsnet, and TicatsTV.

CANADIAN ELITE BASKETBALL LEAGUE

Greg Francis – Head of Basketball

As Head of Basketball for the CEBL, Greg will play an important role in player acquisition strategy and basketball operations. Greg is the Manager of Men's High Performance at Canada Basketball. A former national team player, Greg has played in many Olympic and international basketball competitions, following his NCAA career at Fairfield University. His national coaching experience includes serving as head coach of the Canadian Junior Men's National Team and as an assistant coach of the Canadian Senior Men's National team. Earlier in his career, he was also the head basketball coach of the University of Alberta, Golden Bears and the University of Waterloo Warriors men's teams.

Lee Genier – President & COO, Western Operations

A passion for sports, community and success, Lee is the President, Western Operations for the Canadian Elite Basketball League. His deep sports management experience includes 19 years with the Calgary Stampeders where he held the Position of Senior Vice President, Business Operations and earned three Grey Cup rings during his tenure. In 2010, Lee joined the Board of Bobsleigh Canada Skeleton where he led the organization to the 2014 Olympic Winter Games in Sochi, Russia, which saw a gold medal winning run in Bobsleigh. In 2015, Lee brought the Saskatchewan Rush and professional lacrosse to the Province winning back-to-back NLL championships in 2015 and 2016. This success earned Genier 2016 NLL Executive of the Year.

John Lashway – President, Hamilton team and EVP, Strategy and Communications

A veteran sports management executive, John Lashway is the President of the Hamilton team and EVP, Strategy and Communications for the CEBL. With 22 years of senior management experience in the National Basketball Association and 10 in the National Hockey League, John helped launch the Toronto Raptors in 1995 following nine years with the Portland Trail Blazers. John played a key role in the merger of the Raptors and Toronto Maple Leafs that formed Maple Leaf Sports & Entertainment Ltd., which he served as a senior vice president until leaving to start Lashway Consulting Group in 2008. For the past 10 years he has delivered business, communications, brand development, and community engagement strategies to organizations in numerous industries across the United States and Canada.

Glenn Young – EVP, Sales and Marketing

With a long career in sports management, marketing and sponsorships, Glenn is the EVP, Sales and Marketing for the Canadian Elite Basketball League. Throughout his career, Glenn has held leadership positions with consumer lifestyle brands, agencies and management firms bringing his brand, sales and marketing expertise to the sports and lifestyle industries. For over 10 years, he was a Senior Vice President at International Management Group (IMG) a global leader in sports, fashion and media operating in more than 30 countries around the world.

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