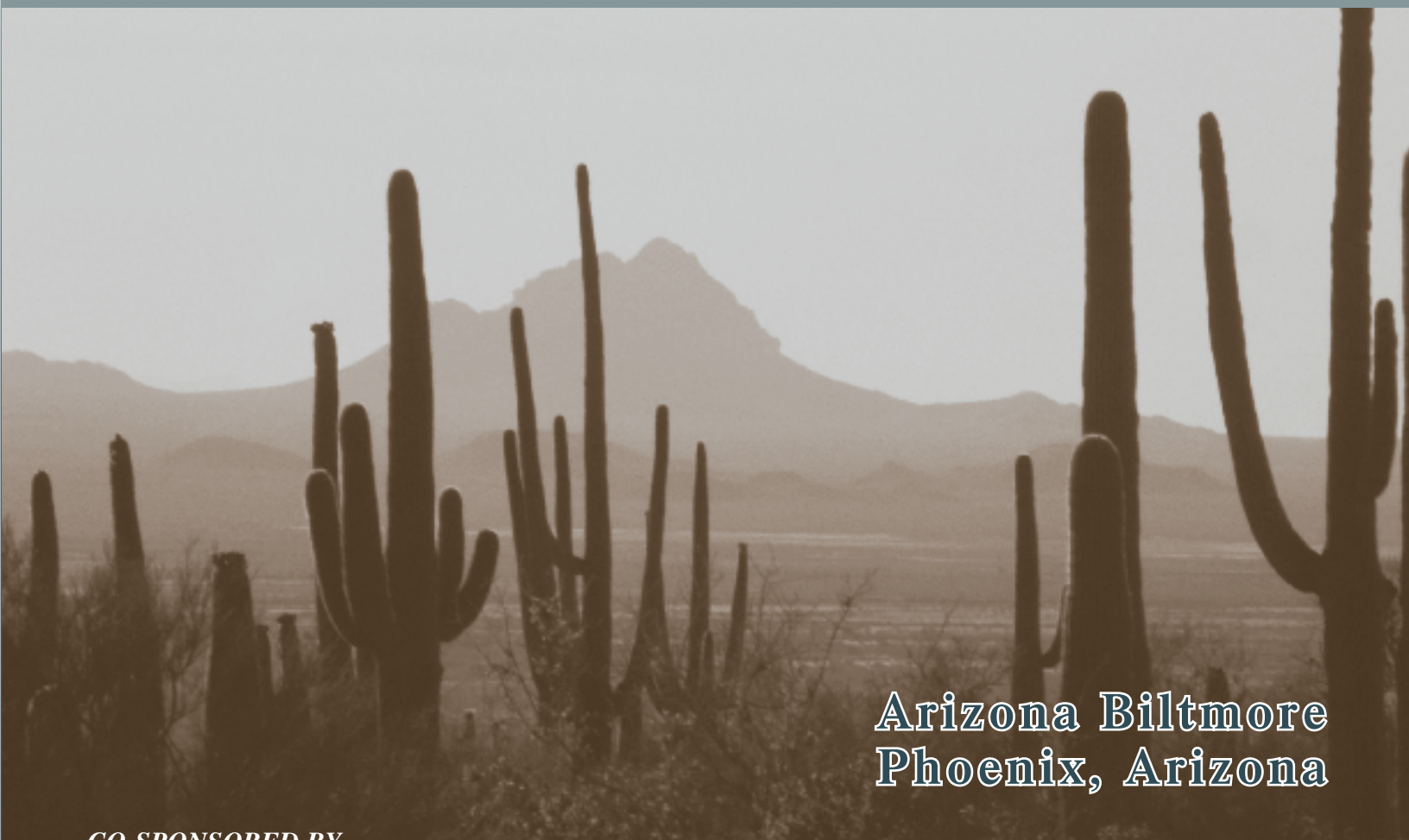




31st Annual Conference

May 19 – 21, 2005



Arizona Biltmore
Phoenix, Arizona

CO-SPONSORED BY



Tulane
LAW SCHOOL



SPORTS LAWYERS ASSOCIATION



General Information

Who Should Attend?

This conference program is designed for attorneys, agents, representatives of professional athletes, professional sports teams and leagues, players associations, stadium and arena authorities, and companies tangentially involved with amateur sports; students and professors of sports law; educators; and all others generally interested in the field.

What's the Format?

You will have plenty of time to ask questions after the individual presentations or panel discussions. There will be social events and other opportunities to meet speakers, SLA Board members, and other registrants, as well as to learn about the Sports Lawyers Association.

What About Substitutions or Cancellations?

Substitutions may be made at any time. Written cancellations must be received by May 12; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2006 Annual Meeting in Toronto. All registration fees must be paid before the meeting. **On-site registrants are expected to pay all fees on-site; SLA will not invoice.**

What If I'm Only Attending the NFL Certified Contract Advisor Session?

Registration for the SLA Annual Meeting covers all educational sessions, as well as the NFL Certified Contract Advisor Session. There is no separate, single fee for this specific session. Questions regarding your individual NFLPA requirements should be directed to the NFLPA office in Washington, DC.

Is This Meeting Tax Deductible?

Income tax deductions for expenses of education, including travel, meals, lodging, and registration fees, undertaken to maintain and improve professional skills are allowed under Treas. Reg. 1.162.5 and *Coughlin v. Commissioner*, 203 F.2d 307, and subject to the tax reform act of 1986.

The Arizona Biltmore Resort: The Jewel of the Desert

Opened in 1929 and crowned "The Jewel of the Desert", the Arizona Biltmore is renowned for exceptional service. Its elite clientele has included eminent world leaders, movie and music superstars, sports celebrities and top Fortune 500 CEOs. Every U.S. President since Herbert Hoover has enjoyed the hospitality of the Biltmore. The Biltmore has a 22,000 square foot European Spa facility, eight pools, seven-lighted tennis courts, a driving range, a putting course and two adjacent 18-hole championship golf courses.

Special conference rates for the Sports Lawyers Association Conference have been established at \$210 per night for single and double accommodations. These rates will be offered up to

three days prior to and three days following the meeting dates. These rates will be available until **April 28, 2005**. To make your reservations at the Arizona Biltmore, call 800-950-0086. Please indicate you are attending the Sports Lawyers Association Conference. The hotel is located at 2400 East Missouri.

Conference Attire

The conference attire will be business casual.

On-site CLE Questions

A representative from Tulane Law School will be present to answer specific CLE questions.

Save on Air Travel with United Airlines

The Sports Lawyers Association has selected United Airlines as the official airline for this year's annual conference in Phoenix. If you or your travel agent call United's Specialized Meeting Reservations Center, (800) 521-4041, to book your reservations, you will receive a 5% discount off the lowest applicable discount fare, including first class, or a 10% discount off full-fare, unrestricted coach fares purchased seven days in advance. An additional 5% discount will apply when tickets are purchased at least 60 days in advance of your travel date. Discounts also apply on Shuttles by United and United Express. Make sure you refer to Meeting ID Number 557XD. Reservation agents are on duty seven days a week from 7:00 a.m. to 12:00 midnight EST.

Future SLA Annual Conferences

June 1 - 3, 2006
Westin Harbour Castle
Toronto, Canada

May 31 - June 2, 2007
Westin St. Francis
San Francisco, CA

May 15 - 17, 2008
Westin Copley Plaza
Boston, MA

May 14 - 16, 2009
Hyatt Regency
Chicago, IL

Program

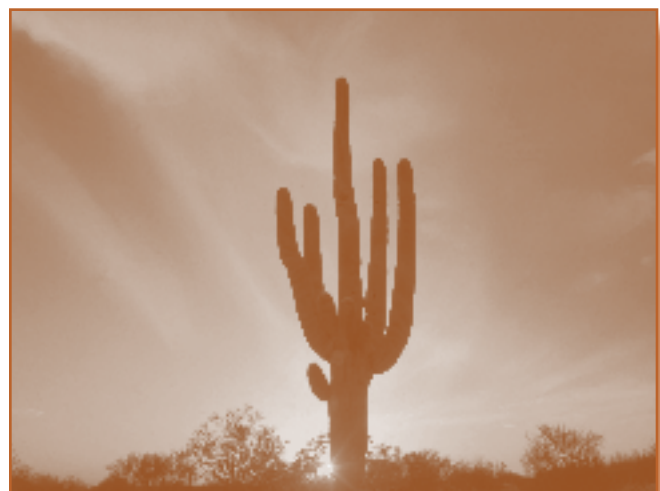


Thursday, May 19

**Presiding: Matthew J. Mitten, Marquette University Law School, Milwaukee, WI;
2005 Conference Chair**

- 9:00 a.m. - 5:00 p.m.** **Registration**
- 12:15 - 12:25 p.m.** **SLA Annual Membership Meeting**
Richard E. Thigpen, Jr., SLA President, Kirk Palmer & Thigpen P.A., Charlotte, NC
- 12:25 - 12:30 p.m.** **Opening Remarks and Presider**
Matthew J. Mitten, 2005 Conference Chair, Marquette University Law School, Milwaukee, WI
- 12:30 - 1:30 p.m.** **An Overview of Recent Legal Developments in Sports**
Speaker: **Gary R. Roberts**, Professor of Law, Tulane Law School, New Orleans, LA
- 1:30 - 3:00 p.m.** **The Roles and Responsibilities of the Attorney and Agent in Representing Athletes:
Can You Simultaneously and Ethically Play in Both Arenas?**
Moderator: **Leonard Elmore**, LeBoeuf, Lamb, Greene & MacRae, LLP, New York, NY
Panelists: **Ronald Klempner**, Associate General Counsel, National Basketball Players Association, New York, NY; **John S. Dzienkowski** (invited), Professor, University of Texas School of Law, Austin, TX; **Ellen M. Zavian**, Professor, George Washington University, Department of Sport Management, Washington, DC
- 3:00 - 3:15 p.m.** **Break**
- 3:15 - 4:15 p.m.** **An Overview of Recent Legal Developments in Sports
(continued from 12:30 p.m. session)**
- 4:15 - 4:30 p.m.** **Break**
- 4:30 - 5:45 p.m.** **Legal Issues Relating to Fans' Conduct**
Moderator: **Allison Freedman Rich**, Senior Associate Athletic Director, California State University, Fullerton, CA
Panelists: **Terry Don Phillips**, Director of Athletics, Clemson University, Clemson, SC; **Casey Shilts**, Executive Vice President and General Counsel, Southwest Sports Group, Arlington, TX; **Charles Calleros**, College of Law, Arizona State University, Tempe, AZ
- 6:00 - 7:15 p.m.** **Opening Reception**
Sponsored by Greenberg Traurig LLP

**Greenberg
Traurig**





Program

Friday, May 20

Presiding: Peter Goplerud, Dean and Professor of Law, Florida Coastal School of Law, Jacksonville, FL; 2005 Conference Vice Chair

7:30 a.m. - 5:00 p.m.

Registration

7:30 - 8:15 a.m.

Continental Breakfast

Sponsored by Neuberger Berman LLP

NEUBERGER BERMAN

A Lehman Brothers Company

8:15 - 9:45 am

Negotiating Sporting Event and Venue Contracts

Moderator: **Jill Pilgrim**, General Counsel & Director of Business Affairs, USA Track & Field, Inc., Indianapolis, IN

Panelists: **Jared F. Bartie**, Chief Legal Officer, U.S. Tennis Association, White Plains, NY;
Stokely G. Caldwell, Jr., Robinson Bradshaw and Hinson PA, Charlotte, NC;
Libba Galloway, Senior Vice President and Chief Legal Officer, LPGA, Daytona Beach, FL;
Robert E. Wallace, Jr., Senior Vice President Administration & General Counsel, St. Louis Rams, St. Louis, MO

9:45 - 10:45 a.m.

Legal Issues Affecting Teenage and High School Athletes

Moderator: **John S. Black**, General Counsel, National Federation of State High School Associations, Indianapolis, IN

Panelists: **John Collins**, Collins & Collins, Chicago, IL;
Marc Isenberg, University of California – Irvine, Irvine, CA

10:45 - 11:00 am

Break

11:00 a.m. - 12:30 p.m.

Intellectual Property Issues in Endorsements and Sponsorships

Moderator: **Stephanie J. Vardavas**, NIKE, Inc., Beaverton, OR

Steve M. McKelvey, Professor, University of Massachusetts, Belchertown, MA;
George K. H. Schell, Marketing Counsel, Trademarks, Marketing and Licensing, The Coca-Cola Company, Atlanta, GA

12:30 - 1:45 p.m.

SLA Luncheon

Sponsored by Akin Gump Strauss Hauer & Feld, LLP



SLA 2005 Philanthropy Initiative and SLA Award of Excellence

Presentation by: SLA President, **Kenneth Shropshire**, Wharton School, University of Philadelphia, Philadelphia, PA

Address by: **Paul Tagliabue**, Commissioner, NFL, New York, NY

1:45 - 3:45 p.m.

Concurrent Sessions

NFLPA Certified Contract Advisor Session

Moderator: **Mark Levin**, Director of Salary Cap and Agent Administration, NFLPA, Washington, DC

Panelists: **Richard A. Berthelsen**, General Counsel, NFLPA, Washington, DC
Athelia N. Doggette, Assistant Director of Salary Cap and Agent Administration, NFLPA, Washington, DC

OR

1:45 - 2:45 p.m.

Protecting the Rights of Olympic Athletes

Moderator: **James M. Murphy**, Judicial Mediation Group, Spokane, WA

Panelists: **Richard M. Nichols**, Senior Counsel, Hughes & Luce LLP, Dallas, TX;
Kelly C. Crabb, Morrison & Foerster LLP, Los Angeles, CA

Program



2:45 - 3:45 p.m.

The Impact of Board of Regents on College Sports & Television

Moderator: **Deborah L. Spander**, Vice President Business and Legal Affairs, Comedy Central / MTV Networks, Los Angeles, CA

Panelists: **David Rone**, Executive Vice President, Rights & Acquisitions, Fox Sports Networks, Los Angeles, CA; **Gary R. Roberts**, Professor of Law, Tulane Law School, New Orleans, LA; **William L. (Trip) Monts**, Hogan & Hartson, Washington, DC

3:45 - 4:00 p.m.

Break

Sponsored by Fidelity Charitable Services



4:00 - 4:55 p.m.

Roundtable Session I

a) Negotiating Professional and College Coach Contracts

Moderators: **Dennis M. Coleman**, Ropes and Gray LLP, Boston, MA; **Robert H. Lattinville**, Stinson Morrison Hecker LLP, St. Louis, MO

b) College Sports Legal Issues

Moderators: **Elsa Cole**, General Counsel, NCAA, Indianapolis, IN; **Allison Freedman Rich**, Senior Associate Athletic Director, California State University, Fullerton, CA
Panelists: **Deana Y. Garner**, Associate Director, Agent, Gambling and Amateurism Activities, NCAA, Indianapolis, IN; **Wendy A. Walters**, Director of Membership Services, NCAA, Indianapolis, IN

c) Use of Expert Witnesses in Litigation

Moderators: **Craig E. Fenech**, Sparta Group Media / Coaches, Inc., Morristown, NJ; **Ralph E. Cindrich**, Cindrich & Associates, Carnegie, PA
Glenn M. Wong, University of Massachusetts at Amherst, Amherst, MA

d) Sports and Philanthropy: A Growing Marketing Tool

Moderator: **Ellen M. Zavian**, Department of Sport Management, George Washington University, Washington, DC
Panelists: **Nancy Gist**, Associate Director, The Sports Philanthropy Project, Bethesda, MD; **Jonathan Miller**, CPA, Director, American Express Tax & Business Services, Inc., Phoenix, AZ; **Jay S. Ruffner**, Director, Fennemore Craig, P.C., Phoenix, AZ

e) Teaching Sports Law

Moderators: **Jay Moyer**, NFL, New York, NY; **Maureen A. Weston**, Associate Professor, Pepperdine University School of Law, Malibu, CA

f) Finding the Law of Sports

Moderator: **Paul Anderson**, National Sports Law Institute, Marquette University Law School, Milwaukee, WI

g) International Sports Law Issues

Moderator: **Stephen Townley**, Active Rights Management Ltd., Hereford, UK
Panelists: **Francois Ponthieu**, KGA Avocats, Marseille, France; **David Snyder**, Assistant Coordinator, Sport Management Program, State University of New York College at Cortland, Cortland, NY

h) Athlete Tax, Financial Planning, and Legal Issues

Moderator: **Seth J. Finkel**, Managing Director, Private Asset Management Group, Neuberger Berman, New York, NY
Panelists: **Michael D. Grohman**, Partner, Duane Morris LLP, New York, NY; **Mitchell S. Halpern**, Senior Tax Manager, O'Connor & Drew, P.C., Quincy, MA

i) Legal and Ethical Aspects of Sports Medicine

Moderator: **Richard L. Wagenheim**, Wagenheim & Wagner P.A., Ft. Lauderdale, FL
Panelists: **Anthony Miniaci**, MD, Executive Director, Cleveland Clinic Sports Health, Cleveland, OH; **George Hill**, Santa Ana, CA; **William B. Briggs**, NFL, New York, NY



Program

5:05 - 6:00 p.m. **Roundtable Session II**
(same topics as previous session)

6:00 - 7:00 p.m. **SLA President's Reception**
Sponsored by Global Sports Underwriters



Saturday, May 21

Presiding: Kenneth Shropshire, SLA President, Wharton School, University of Pennsylvania, Philadelphia, PA

8:30 a.m. - 3:00 p.m. **Registration**

8:00 - 9:00 a.m. **Continental Breakfast**
Sponsored by the Sports Financial Advisors Association



9:00 - 10:45 a.m. **General Counsels Forum (invited)**
Moderator: William Y. Webb, Vice President, General Counsel, and Secretary of The Phillies
Panelists: Joel Litvin, Executive Vice President, Legal and Business Affairs, NBA
Jeffrey Pash, Executive Vice President and League Counsel, NFL
Thomas J. Ostertag, Senior Vice President and General Counsel, MLB
William Daly, Senior Vice President, Legal Affairs, NHL

10:45 - 11:00 a.m. **Break**

11:00 a.m. - 12:45 p.m. **Executive Directors Forum (invited)**
Moderator: Richard A. Berthelsen, General Counsel, NFLPA
Panelists: Donald M. Fehr, Executive Director and General Counsel, MLBPA
Robert W. Goodenow, Executive Director, NHLPA
Eugene Upshaw, Executive Director, NFLPA
William "Billy" Hunter, Executive Director, NBPA

12:45 - 1:30 p.m. **Lunch (attendees on their own)**

1:30 - 3:00 p.m. **Breaking Into the Sports Industry**
Moderator: Matthew J. Mitten, Marquette University Law School, Milwaukee, WI
Panelists: Riccarda N. Heising, Powell, Goldstein, Frazer & Murphy LLP, Atlanta, GA;
Lawana L. Bryant, Business Affairs Manager, Carolinas Sports Entertainment Television, Charlotte, NC;
Peter Marco, Director of Business and Legal Affairs, Fox Cable Networks, Los Angeles, CA;
Kristi Schoepfer, Assistant Professor, Health, Physical Education and Athletics Department, University of Wisconsin – Parkside, Kenosha, WI



The views expressed by any speaker are not necessarily the views of the Sports Lawyers Association. Speakers, times, and topics are subject to change.

Registration Form

Sports Lawyers Association Annual Conference

May 19-21, 2005



COMPLETE THIS FORM AND RETURN WITH PAYMENT.

Name _____

First name you want to appear on I.D. badge _____

Spouse name (if attending) _____

Firm/Organization _____

Title _____

Address _____

City/State/Zip _____

Phone: Home (_____) _____ Work (_____) _____

E-mail address: _____

State Bar Memberships (w/bar numbers) _____

FEES

The registration fees, except the spouse fee, include all panels and sessions, both receptions, the Friday luncheon, daily coffee breaks and CLE credit, sponsored by Tulane Law School.

NOTE: Attendees for the Friday afternoon NFLPA session are required by the NFLPA to register and pay for the FULL SLA meeting. ALL on-site registrants are required to make payment at the time of registration.

ALL REGISTRATION FEES ARE TO BE PAID IN U.S. FUNDS.

Registration fees for the full conference are as follows:

Member	Prior to May 1	After May 1
Regular/Associate	\$425	\$475
Law Educator	\$375	\$425
Law Student	\$175	\$200
Non-member	\$670	\$720

(non-member rate includes one year's membership in the SLA! Members receive the SLA electronic newsletter, the SLA journal, the SLA membership directory and have access to the SLA members-only section of the association's web site)

Breaking into the Sports Industry (if registration for one session only)	\$ 25	\$ 25
Spouse (social events only; two receptions and one luncheon)....	\$100	
Friday Luncheon Only.....	\$ 35	

ROUNDTABLE SESSIONS

Sign-up is necessary for the Friday afternoon roundtable sessions.

Put the appropriate session letter by your **first five choices; first-come, first-served and space is limited to 25 persons at each roundtable** (see the program agenda for the corresponding letter of each session, i.e. session "a" is Negotiating Professional and College Coach Contracts).

Roundtable Choices: 4:00 p.m. Session

- 1)
- 2)
- 3)
- 4)
- 5)

Roundtable Choices: 5:05 p.m. Session

- 1)
- 2)
- 3)
- 4)
- 5)

Conference Payment Information

Total Amount Enclosed
or Total Amount to be Charged: \$ _____

Please indicate method of payment:

- Check Money Order VISA MasterCard

Name on Credit Card _____

Card No. _____

Exp. Date _____

Signature (required if using a credit card)

Send Registration and Conference Payment

by Mail:

Sports Lawyers Association
c/o Wachovia Bank
Lockbox #4639
P.O. Box 85080
Richmond, VA 23285-4639

by Fax: (credit card payments only)

Fax: 703-435-4390

Questions?

Call: 703-437-4377, Ext. 4071, 4085, or 4070



12100 Sunset Hills Road, Suite 130 • Reston, VA 20190
tel. 703-437-4377 ext. 4071, 4085 or 4070 • fax 703-435-4390
e-mail: sla@sportslaw.org

website: www.sportslaw.org