



# 37th Annual Conference



May 19–21, 2011

Renaissance Hotel  
Washington, DC

CO-SPONSORED BY



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ATTORNEYS AT LAW



# 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 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 5; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2012 Annual Meeting in San Diego. All registration fees must be paid before the meeting. On-site registrants are expected to pay all fees on-site; SLA will not invoice.

## Is This Conference 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 2nd 307, and subject to the tax reform act of 1986.

## The Renaissance Washington, D.C. Hotel

Located between Capitol Hill and the White House, the Renaissance Washington is located in the heart of Washington, only blocks from the Verizon Center, the Spy Museum, the National Portrait Gallery, and the world-famous Mall monuments. The luxurious Vida Fitness Center and Aura Spa is complementary for hotel guests. The hotel is located at 999 Ninth Street NW in Washington (with access to three Metro stops) and the hotel website is [www.marriott.com/wasrb](http://www.marriott.com/wasrb). The special room rate for SLA attendees is \$269 per night single or double room, plus applicable taxes. Reservations can be made online by following the link on the SLA website at [www.sportslaw.org](http://www.sportslaw.org), or call 800-468-3571 or 202-898-9000 and identify yourself as attending the Sports Lawyers Association Conference. The hotel reservation cut-off is **April 20, 2011**. After that date, reservations will be accepted on a space and rate availability basis only.

## Conference Attire

The conference attire will be business casual.

## Supporting Materials

This year conference handouts will be distributed to attendees on CD prior to the conference. There will not be a book of handouts on-site or printed handouts on-site. This year's CD is being sponsored by Nixon Peabody LLP.



## On-site CLE Questions

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

## Future SLA Annual Conferences

May 10 – 12, 2012, Hilton Bayfront, San Diego, CA  
May 16 – 18, 2013, Intercontinental, Buckhead, GA  
May 15 – 17, 2014, Fairmont, Chicago, IL

# 2011 TENTATIVE AGENDA

## THURSDAY | MAY 19

9:00am–6:15pm REGISTRATION

12:15–12:25pm SLA ANNUAL MEMBERSHIP MEETING

**Robert Wallace, Jr.**, General Counsel, St. Louis Rams, St. Louis, MO; SLA President

12:25–12:30pm OPENING REMARKS & PRESIDING FOR SESSIONS

**Jeff Gewirtz**, Executive Vice President & Chief Legal Officer, Brooklyn Sports & Entertainment/NETS Basketball, New York, NY; 2011 Annual Conference Chair

12:30–2:00pm AN OVERVIEW OF RECENT LEGAL DEVELOPMENTS IN SPORTS

**Gary R. Roberts**, Dean and Professor of Law, Indiana University School of Law, Indianapolis, IN

2:00–3:15pm MEDIA, PUBLICITY, FANTASY SPORTS & PRIVACY RIGHTS FOR ATHLETES

*Moderator* **Robert Hacker**, Vice President Business and Legal Affairs, FOX Sports, Los Angeles, CA; 2011 Annual Conference Vice Chair

*Panelists* **Ronald S. Katz**, Partner, Manatt, Phelps & Phillips, LLP, Palo Alto, CA  
**Thomas Knapp**, Vice President of Business and Legal Affairs, CBS Interactive, Ft. Lauderdale, FL  
**Rudolph A. Telscher**, Principal, Harness Dickey, St. Louis, MO

3:15–3:30pm BREAK

3:30–4:45pm LEGAL IMPACT OF AGENT INTERFERENCE IN INTERCOLLEGIATE ATHLETICS

*Moderators* **Roger Kaplan**, Arbitrator, Alexandria, VA  
**Allison Rich**, Sr. Associate Athletic Director, Florida State University, Tallahassee, FL

*Panelists* **Anthony J. Agnone**, President, Eastern Athletic Services, Inc., Hunt Valley, MD  
**Rachel Newman Baker**, Director of Agent, Gambling & Amateurism Activities, NCAA, Indianapolis, IN  
**Michael J. Powell**, Managing Attorney, Office of the Secretary of State, Austin, TX

4:45–6:15pm TOWN HALL DEBATE: THE CURRENT STATE & LEGALITY OF THE COLLEGE BCS SYSTEM

*Moderator* **Gabe Feldman**, Associate Professor of Law and Director, Sports Law Program, Tulane University, New Orleans, LA

*Panelists* **Alan G. Fishel**, Partner, Arent Fox LLP, Washington, DC  
**Robert Wierenga**, Miller Canfield, Washington, DC

6:15 – 7:15 pm OPENING RECEPTION (Sponsored by Arent Fox LLP) **Smart in your world®**  
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## FRIDAY | MAY 20

7:30am–5:00pm REGISTRATION

7:30–8:30am CONTINENTAL BREAKFAST (all attendees) (Sponsored by Arent Fox LLP) **Smart in your world®**  
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CONTINENTAL BREAKFAST: SLA Orientation for First-Time Attendees & New Members

# 2011 TENTATIVE AGENDA

## FRIDAY | MAY 20

### 8:30–10:30am ETHICS FOR SPORTS LAWYERS

*Moderator* **Robert H. Lattinville**, Stinson Morrison Hecker LLP, St. Louis, MO

*Panelists* **Richard T. Karcher**, Professor of Law and Director, Center for Law and Sports,  
Florida Coastal School of Law, Jacksonville, FL  
**Michael J. Powell**, Office of the Secretary of State, San Antonio, TX

### 10:30–10:45am BREAK

### 10:45am–Noon LATEST DEVELOPMENT IN PROFESSIONAL SPORTS COLLECTIVE BARGAINING

*Moderator* **Gabe Feldman**, Associate Professor of Law and Director, Sports Law Program,  
Tulane University, New Orleans, LA

*Panelists* **L. Robert Batterman**, Partner, Proskauer Rose LLP, New York, NY  
**Jeffrey L. Kessler**, Partner, Dewey & LeBoeuf LLP, New York, NY  
**Gary R. Roberts**, Dean and Professor of Law, Indiana University School of Law, Indianapolis, IN

### 12:15–1:30pm SLA LUNCHEON

SLA 2011 PHILANTHROPY INITIATIVE & SLA 2011 AWARD OF EXCELLENCE  
Presentation by SLA President **Robert Wallace, Jr.**

LUNCHEON ADDRESS

**Ted Leonsis**, Owner, Washington Capitals and Washington Wizards, Washington, DC

### 1:45–2:45pm STRUCTURING & NEGOTIATING COMPLEX TRANSACTIONS IN PROFESSIONAL SPORTS

*Moderator* **Elizabeth M. Columbo**, Partner, Nixon Peabody LLP, New York, NY

*Panelists* **Richard L. Brand**, Partner, Arent Fox LLP, Washington, DC  
**Irwin A. Kishner**, Partner, Herrick, Feinstein LLP, New York, NY  
**Peter Zern**, Partner, Covington & Burling LLP, Washington, DC

### 2:45–3:45pm LEGAL RAMIFICATIONS OF HEAD TRAUMA IN SPORTS & PROFESSIONAL SPORTS WORKERS' COMPENSATION UPDATE

*Moderator* **Sylvia Krainin**, Partner, Ford & Harrison, Miami, FL

*Panelists* **Shaun H. Crosner**, Associate, Dickstein Shapiro LLP, Los Angeles, CA  
**Larry Ferazani, Jr.**, Labor Relations Counsel, NFL Management Council, NFL, New York, NY  
**Matthew J. Mitten**, Professor of Law and Director, National Sports Law Institute and, LL.M. in  
Sports Law Program for Foreign Lawyers, Marquette University Law School,  
Milwaukee, WI

### 3:45–4:00pm BREAK

### 4:00–4:55pm BREAKOUT SESSION I

#### Session A ARBITRATION & MEDIATION UPDATE IN PROFESSIONAL SPORTS

*Co-moderators* **Josh Javits**, Major League Baseball Arbitrator, Washington, DC

**Gordon I. Kirke**, QC, Toronto, Ont., Canada

**Matthew J. Mitten**, Member, Court of Arbitration for Sport, Lausanne, Switzerland; Professor of Law  
and Director, National Sports Law Institute and LL.M. in Sports Law Program for  
Foreign Lawyers, Marquette University Law School, Milwaukee, WI

# 2011 TENTATIVE AGENDA

- Session B** **TREATING YOUR FANS WELL WHILE PRESERVING YOUR REVENUE STREAMS! BLOGS, USER GENERATED CONTENT, FAIR USE, DATA PROTECTION, CONTENT INTEGRATION – LESSONS LEARNED**
- Co-moderators* **Anthony Lupo**, Partner, Arent Fox LLP, Washington, DC  
**Maidie E. Oliveau**, Counsel, Arent Fox LLP, Los Angeles, CA  
**Rachel L. St. Peter**, Senior Counsel, Under Armour, Baltimore, MD
- Session C** **IMMIGRATION & SPORTS – CURRENT LEGAL ISSUES & WHAT YOU NEED TO KNOW**
- Co-moderators* **Jessica Berman**, Associate Counsel, NHL, New York, NY  
**Francis Cissna**, Director, Immigration Policy, Office of Policy, U.S. Department of Homeland Security, Washington, DC  
**John Velie**, Velie Law Firm PLLC, Norman, OK
- Session D** **NCAA HOT TOPICS**
- Co-moderators* **Scott A. Bearby**, Interim Vice President of Legal Affairs/General Counsel, National Collegiate Athletic Association, Indianapolis, IN  
**John Black**, General Counsel, NFHS, Indianapolis, IN  
**Barbara J. Osborne**, Associate Professor, Department of Exercise and Sport Science, University of North Carolina – Chapel Hill, Chapel Hill, NC
- Session E** **NEGOTIATING & DRAFTING COACHES CONTRACTS**
- Co-moderators* **C. Peter Goplerud**, Dean and Professor of Law, Florida Coastal School of Law, Jacksonville, FL  
**Joseph E. Landrum**, Vice President & General Counsel, Athletic Resource Management, Inc., Memphis, TN
- Session F** **ENFORCEMENT OF NON-COMPETE & NON-SOLICITATION CLAUSES**
- Co-moderators* **Martin D. Edel**, Partner, Miller & Wrubel P.C., New York, NY  
**Jeffrey A. Rosenthal**, Partner, Cleary Gottlieb Steen & Hamilton LLP  
**Jonathan J. Spitz**, Partner, Jackson Lewis LLP, Atlanta, GA
- Session G** **TEACHING SPORTS LAW**
- Co-moderators* **Libba A. Galloway**, Ormond Beach, FL  
**Paul Haagen**, Professor of Law, Duke University School of Law, Durham, NC  
**Glenn Wong**, University of Massachusetts at Amherst, Amherst, MA
- Session H** **IMPORTANT TAX CONSIDERATIONS & PLANNING OPPORTUNITIES WHEN REPRESENTING SPORTS FIGURES**
- Co-moderators* **Mitchell Halpern**, O'Connor & Drew, Braintree, MA  
**Gary Harden**, Eastman & Smith, Toledo, OH  
**Ash Narayan**, RGT Capital Management, Ltd., Irvine, CA  
**Bennett Speyer**, Eastman & Smith, Toledo, OH
- Session I** **MOTOR SPORTS LAW 2011**
- Co-moderators* **Stokely G. Caldwell, Jr.**, Robinson Bradshaw and Hinson PA, Charlotte, NC  
**Karen B. Leetzow**, Deputy General Counsel, NASCAR, Inc., Daytona Beach, FL  
**John M. Rogers**, Counsel, Hunton & Williams LLP, New York, NY
- Session J** **REGULATED GAMBLING & SPORTS BETTING – LITIGATION, LEGISLATION & THE IMPACT OF TECHNOLOGY**
- Moderator* **Anastasios Kaburakis**, Assistant Professor of Management & Sports Business, Department of Management, John Cook School of Business, St. Louis University, St. Louis, MO
- Panelists* **Joe Brennan**, Chairman, Interactive Media Entertainment & Gaming Association, Herndon, VA  
**Michael Fries**, Vice President, Legal Affairs, Isle of Capri Casinos, Inc., St. Louis, MO  
**Christopher W. Hinckley**, Legal Counsel, Missouri Gaming Commission, St. Louis, MO  
**Ryan Rodenberg**, JD/PhD, Assistant Professor, The Florida State, Tallahassee, FL

# 2011 TENTATIVE AGENDA

## FRIDAY | MAY 20

### Session K COUNSELING YOUR CLIENTS IN A CRISIS SITUATION

Co-moderators **Gregg E. Clifton**, Partner, Jackson Lewis LLP, Phoenix, AZ  
**Douglas N. Masters**, Partner and Co-Chair, Intellectual Property Protection Practice Group, Loeb & Loeb, LLP, Chicago, IL

5:00–5:55pm **BREAKOUT SESSION II** (same topics and rooms as previous sessions)

6:00–7:00pm **SLA PRESIDENT'S RECEPTION**  
(Sponsored by Akin Gump Strauss Hauer & Feld LLP)



## SATURDAY | MAY 21

8:00am–3:00pm **REGISTRATION**

8:00–9:00am **CONTINENTAL BREAKFAST** (all attendees)

7:30 – 9:00 am **CONTINENTAL BREAKFAST: Women in SLA**  
(Sponsored by Nixon Peabody LLP)



9:00–10:45am **GENERAL COUNSELS' FORUM** (invited speakers)

Moderator **Dennis Curran**, Senior Vice President / Labor Litigation and Policy, NFL

Panelists **Richard W. Buchanan**, Executive Vice President and General Counsel, NBA  
**William Daly**, Deputy Commissioner, NHL  
**Gary Gertzog**, Senior Vice President–Business Affairs and General Counsel, NFL  
**Dan Halem**, Senior Vice President and General Counsel, Labor, MLB

10:45–11:00am **BREAK**

11:00am–12:45pm **EXECUTIVE DIRECTORS' FORUM** (invited speakers)

Moderator **Richard A. Berthelsen**, General Counsel, NFLPA

Panelists **William "Billy" Hunter**, Executive Director, NBPA  
**DeMaurice F. Smith**, Executive Director, NFLPA  
**Michael Weiner**, Executive Director and General Counsel, MLBPA  
**Donald M. Fehr**, Executive Director, NHLPA

12:45–1:30pm **LUNCH** (attendees on their own)

1:30–3:00pm **BREAKING INTO THE SPORTS LAW INDUSTRY**

Moderator **Jessica Berman**, Associate Counsel, NHL, New York, NY

Panelists **Don Fishman**, Director of Legal Affairs & Assistant G.M., Washington Capitals, Washington, DC  
**Jamaal Lesane**, Vice President, Legal & Business Affairs, Madison Square Garden, New York, NY  
**Amy Minniti**, Assistant Counsel, Washington Nationals, Washington, DC  
**Rishi Sehgal**, Director of Business & Legal Affairs, North American Soccer League, Miami, FL

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

# REGISTRATION FORM



**CONFERENCE REGISTRATION QUESTIONS?** Call: (703) 437-4377, Ext. 4085, 4070, 4071

**Complete this form and return with payment (in U.S. funds).**

FULL NAME	FIRST NAME (TO APPEAR ON NAME BADGE)	SPOUSE'S NAME (IF ATTENDING)
FIRM / ORGANIZATION	TITLE	
ADDRESS		CITY / STATE / ZIP
WORK PHONE	E-MAIL ADDRESS	
STATE BAR MEMBERSHIPS (PLEASE INCLUDE BAR NUMBERS)		

## CONFERENCE REGISTRATION 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 the Tulane University Law School.

Registration fees for the full conference are as follows:

MEMBER CATEGORY	BEFORE APRIL 21	AFTER APRIL 21		
Regular / Associate	\$575	\$625	Breaking into the Sports Law Industry <i>(one session only; included in full registration fee)</i>	\$50
Law Educator	\$475	\$525	Spouse <i>(social events only; two receptions and one luncheon)</i>	\$115
Law Student	\$175	\$200	Friday Luncheon Only	\$35
Non-member*	\$820	\$870		

\*non-member rate includes one year's membership in the SLA. Members receive the SLA monthly electronic newsletter, a subscription to the Sports Business Daily, the SLA annual journal, the SLA annual membership directory, Sports Law Weekly and access to the SLA members-only section of the association's website.

## BREAKOUT SESSIONS

Sign-up is necessary for the Friday afternoon breakout sessions: For the breakout sessions on Friday afternoon, put the appropriate session letter by your first five choices; first-come, first-served and space is limited at each breakout session (see the program agenda for the corresponding letter of each session, i.e. session "A" is Arbitration & Mediation Update in Professional Sports).

**BREAKOUT CHOICES, 4:00 p.m. Session** 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_

**BREAKOUT CHOICES, 5:00 p.m. Session** 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_

## CONFERENCE PAYMENT INFORMATION

Please indicate method of payment:

**Total Amount to be Paid/Charged \$ \_\_\_\_\_**

Check (enclosed)    VISA    MasterCard    American Express

NAME ON CREDIT CARD	CARD NUMBER
EXP. DATE (MM/YY)	SIGNATURE (REQUIRED IF USING A CREDIT CARD)

**3 EASY WAYS  
TO REGISTER!**

**BY MAIL**  
Send Registration and  
Conference Payment to:  
Sports Lawyers Association  
c/o Wachovia Bank  
P.O. Box 758922  
Baltimore, MD 21275-8922

**BY FAX**  
*(credit card payments only)*  
Fax: 703-435-4390

**ONLINE**  
[www.sportslaw.org](http://www.sportslaw.org)



## SLA 37TH ANNUAL CONFERENCE SPONSORS



### SPONSORSHIP & EXHIBIT OPPORTUNITIES

This is the meeting of influential sports lawyers and agents that you should attend in 2011. There are a limited number of sponsorship opportunities and exhibits available at the event.

For more information, contact Executive Director, Rick Guggolz at [rguggolz@drohanmgmt.com](mailto:rguggolz@drohanmgmt.com).

### FUTURE SLA ANNUAL CONFERENCES

May 10 – 12, 2012, Hilton Bayfront, San Diego, CA  
May 16 – 18, 2013, Intercontinental, Buckhead, GA  
May 15 – 17, 2014, Fairmont Hotel, Chicago, IL