

Sports Lawyers Association

39th Annual Conference

May 16–18, 2013 Intercontinental Buckhead, Atlanta, GA



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General Information

Who Should Attend?

The SLA Annual Conference 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 of sports law.

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 1; 75% of the registration fee will be refunded or the paid fee can be applied to the 2014 Annual Meeting in Chicago. 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 Conference 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. This session is only **open** to Certified Contract Advisors.

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.

Braves vs. Dodgers on Friday Night

Purchase your ticket with your registration should you wish to attend Friday night's baseball game at Turner Field (7:30 pm; transportation on your own).





Intercontinental Buckhead

Set in the heart of one of Atlanta’s most prestigious neighborhoods, the exclusive Buckhead area offers an upscale suburban retreat within easy reach of city attractions and adventures. The InterContinental Buckhead Atlanta is only seven miles to Atlanta and easily accessible to leading business and tourist destinations. Enjoy shopping, dining, entertainment and top city attractions from this highly desirable location in Buckhead, including Lenox Mall, Phipps Plaza, the Georgia Aquarium, the CNN Studio Tour, the New World of Coca-Cola, the Atlanta Symphony Orchestra and sporting events at the Georgia Dome, Philips Arena and Turner Field.

The hotel is located at 3315 Peachtree Road, NE and the hotel website is www.intercontinentalatlanta.com. The special room rate for SLA attendees is \$179 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, or call 877-422-8254 and identify yourself as attending the Sports Lawyers Association Conference.

The hotel reservation cut-off is April 23, 2013. 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.

On-site CLE Questions

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

Things To Do In Atlanta

For attraction and event information, visit the Atlanta Convention and Visitor’s Bureau at: www.atlanta.net/ACVB



Tentative Agenda

Thursday, May 16

9:00 am – 6:15 pm	Registration
12:15 pm – 12:25 pm	SLA 2012 ANNUAL MEMBERSHIP MEETING Anthony J. Agnone , Eastern Athletic & Media Services, Sparks, MD <i>SLA President</i>
12:25 pm – 12:30 pm	OPENING REMARKS Wm. David Cornwell, Sr. , Gordon & Rees LLP, Atlanta, GA <i>2013 Annual Conference Chair</i>
12:30 pm – 2:00 pm	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 pm – 3:15 pm <i>Moderator</i> <i>Panelists</i>	LEGAL IMPACT OF HEAD TRAUMA ON PROFESSIONAL ATHLETES Robert E. Wallace , Partner, Thompson Coburn LLP, Saint Louis, MO Kevin E. Crutchfield, MD , Director, Comprehensive Sports Concussion Program, LifeBridge Health Baltimore, MD Tim English , NFLPA, Washington, DC Lawrence P. Ferazani , Senior Labor Litigation Counsel, NFL, New York, NY
3:15 pm – 3:30 pm	Break
3:30 pm – 4:45 pm <i>Moderator</i> <i>Panelists</i>	DEFENDING ATHLETES IN CRIMINAL AND ADMINISTRATIVE DISCIPLINARY MATTERS Wm. David Cornwell, Sr. , Gordon & Rees LLP, Atlanta, GA Edward T.M. Garland , Partner, Garland, Samuel & Loeb, P.C., Atlanta, GA Paul V. Kelly , Partner, Jackson Lewis LLP, Boston, MA Rich Nichols , Nichols Stategies, LLC, Keller, TX
4:45 pm – 6:15 pm <i>Moderator</i> <i>Panelists</i>	ROUND TABLE: CURRENT LEGAL ISSUES IN THE WAR ON SPORTS “DOPING” Gabe Feldman , Professor, Tulane Law School and Director of Tulane Sports Law Program William Bock III , General Counsel, U.S. Anti-Doping Agency, Colorado Springs, CO Howard L. Jacobs , Law Offices of Howard L. Jacobs, Westlake Village, CA Kevin Manara , NFL Management Council, New York, NY Heather McPhee , Associate General Counsel, NFLPA, Washington, DC Dave Prouty , General Counsel, MLBPA, New York, NY
6:15 pm – 7:15 pm	Opening Reception <i>Sponsored by</i> 

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

Friday, May 17

7:30 am – 5:00 pm	Registration
7:30 am – 8:30 am	CONTINENTAL BREAKFAST <i>(All Attendees)</i> NEW MEMBER CONTINENTAL BREAKFAST <i>(Informal SLA Orientation for First-Time Attendees and New Members)</i> Sponsored by 
8:30 am – 10:30 am	WHEN UNIVERSITIES FAIL: THE LEGAL ETHICS OF PENN STATE AND ITS AFTERMATH
<i>Moderator</i>	Scott Rosner , Practice Assistant Professor, Legal Studies and Business Ethics Department Wharton School, University of Pennsylvania, Philadelphia, PA
<i>Panelists</i>	Christopher P. Conniff , Partner, Ropes & Gray, New York, NY Gene A. Marsh , Partner, Lightfoot Franklin White LLC, Birmingham, AL Lester Munson , Senior Writer and Legal Analyst, ESPN, Chicago, IL Wallace Renfro , Renfro Consulting, Indianapolis, IN Allison Rich , Athletics Consultant, JMI Sports LLC, Tallahassee, FL
10:30 am – 10:45 am	Break
10:45 am – Noon	NEW MEDIA: LEGAL IMPLICATIONS OF THE GROWTH OF TWITTER, STREAMING AND I-PADS ON SPORTS BRANDS, MEDIA RIGHTS AND DELIVERY
<i>Moderator</i>	Debbie Spander , Vice President Broadcasting, Wasserman Media Group, Los Angeles, CA
<i>Panelists</i>	Robert A. Hacker , Vice President Business and Legal Affairs, FOX Sports, Los Angeles, CA Matthew Hong , Senior Vice President & General Manager, Sports Operations Turner Sports, Atlanta, GA Jamie Hemann , Senior Director, Talent & Development, NFL Media, Culver City, CA Chris Kluwe , Punter, Minnesota Vikings, Minneapolis, MN
12:15 pm – 1:30 pm	SLA LUNCHEON SLA 2013 Philanthropy Initiative Presentation by SLA President Anthony J. Agnone SLA 2013 Award of Excellence Luncheon Address
1:45 pm – 3:45 pm	NFLPA CERTIFIED CONTRACT ADVISOR SESSION
	<i>(Only For Certified Contract Advisors)</i>
<i>Panelists</i>	Tom DePaso , General Counsel, NFLPA, Washington, DC Mark Levin , Director of Salary Cap and Agent Administration, NFLPA Ned Ehrlich , Associate General Counsel, NFLPA Athelia N. Doggette , Assistant Director of Salary Cap and Agent Administration, NFLPA
1:45 pm – 2:45 pm	CURRENT LEGAL ISSUES IN MOTORSPORTS
<i>Moderator</i>	Stokely G. Caldwell, Jr. , Bradshaw, Robinson & Hinson, Charlotte, NC
<i>Panelists</i>	Tiffany Hemmer , Vice President, Legal, INDYCAR, Indianapolis, IN Karen Brooks Leetzow , Vice President / Deputy General Counsel, NASCAR, Daytona Beach, FL

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Friday, May 17

2:45 pm – 3:45 pm	THE INTERNATIONALIZATION OF SPORTS: SUCCESSES AND LEGAL PITFALLS OF U.S. SPORTS EXPANDING INTO EUROPE AND EUROPEAN SPORTS INTO THE U.S.
<i>Moderator</i>	Jeffrey G. Benz , CAS Arbitrator, SLA International Committee Chair; BenzADR / Benz Law Group Los Angeles, CA
<i>Panelists</i>	Nick Bitel , Kerman & Co; Director, Sport England and CEO of London Marathon, London, England Nic Coward , General Secretary, Premier League, England Myles Pistorius , Senior Vice President, Legal and Business Affairs, NBA, New York, NY Marc Reeves , International Commercial Director, NFL, New York, NY
3:45 pm – 4:00 pm	Break <i>Sponsored by</i> 
4:00 pm – 4:55 pm	BREAKOUT SESSION 1
	Session A: CURRENT LEGAL ISSUES FACING TEAM GENERAL COUNSELS
<i>Panelists</i>	Richard Brand , Partner, Arent Fox LLP, Washington, DC Jeffrey B. Gewirtz , Executive Vice President of Business Affairs & Chief Legal Officer Brooklyn Nets & Barclays Center, Brooklyn, NY Nona M. Lee , Senior Vice President and General Counsel, Arizona Diamondbacks, Phoenix, AZ
	Session B: CURRENT NCAA HOT LEGAL ISSUES
<i>Moderator</i>	Peter Goplerud , Dean and Professor of Law, Florida Coastal School of Law, Jacksonville, FL
<i>Panelists</i>	Richard J. Evrard , Bond Schoeneck & King, Overland Park, KS Glenn M. Wong , University of Massachusetts at Amherst, Amherst MA
	Session C: COACHING AND TALENT BROADCASTING CONTRACTS
<i>Moderator</i>	Dennis M. Coleman , Ropes & Gray LLP, Boston, MA
<i>Panelists</i>	Lindsey Goldstein , Ropes & Gray LLP, New York, NY
	Session D: “MONEY TALKS”, THE REAL REASON PLAYERS & LEAGUES FIGHT OVER WORKERS COMP JURISDICTION
<i>Moderator</i>	Richard Wagenheim , Wagenheim & Wagner, PA, Ft. Lauderdale, FL
<i>Panelists</i>	Ben Boscolo , ChasenBoscolo, Greenbelt, MD Sylvia Krainin , Quintairos, Prieto, Wood & Boyer, PA, Miami, FL
	Session E: CURRENT LEGAL ISSUES IN MMA
<i>Moderator</i>	Layth H. Gafoor , Lucentem Sports & Entertainment Law, Toronto, ON
<i>Panelist</i>	Steven J. Thompson , Partner, Ungaretti & Harris, Chicago, IL

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(continued)

Friday, May 17

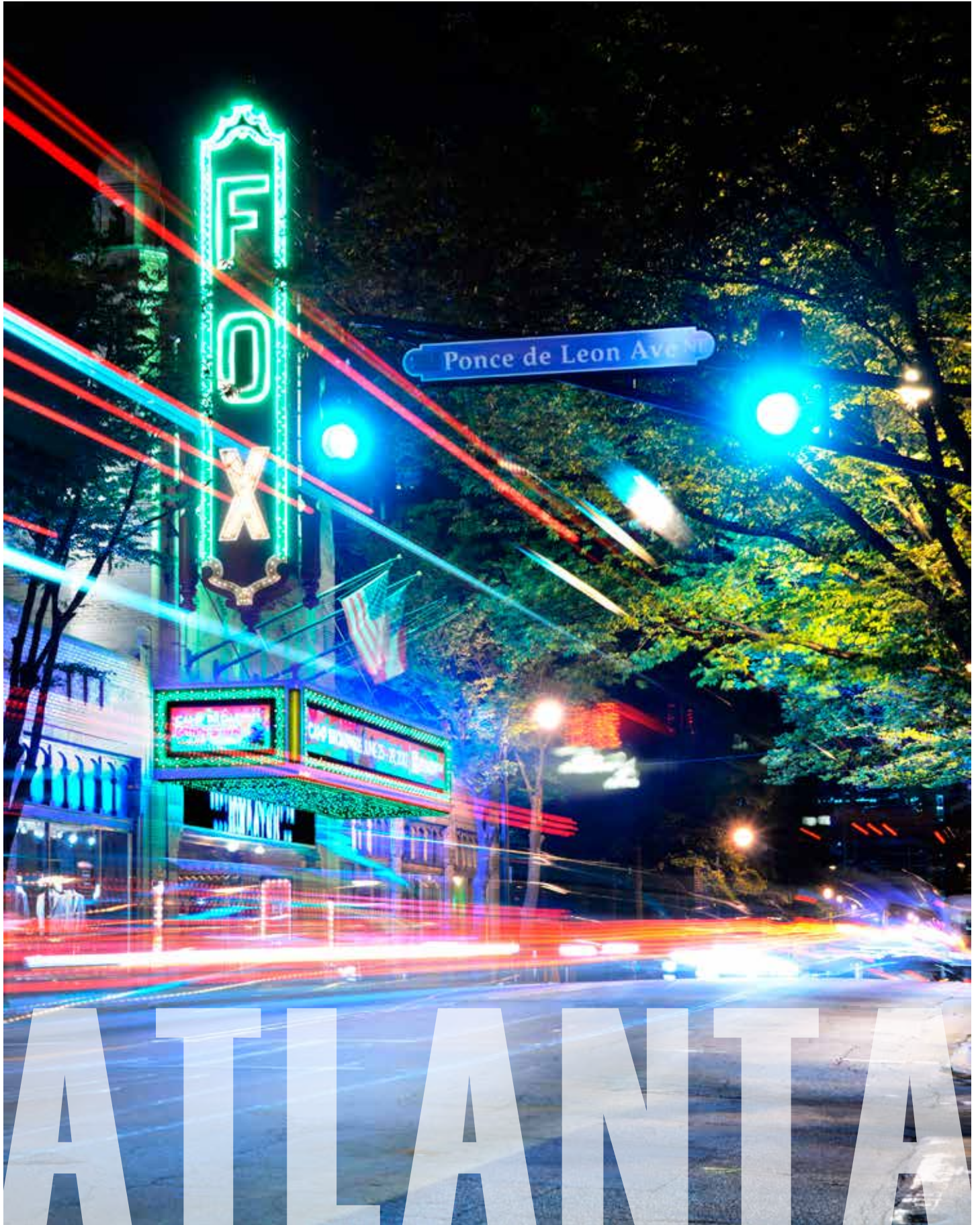
<p><i>Moderator</i></p> <p><i>Panelists</i></p>	<p>Session F: LEGAL STRATEGIES FOR MANAGING A GLOBAL PORTFOLIO OF SPORTS BRANDS</p> <p>Cristina A. Carvalho, Partner, Arent Fox LLP, Washington, DC</p> <p>Ryan S. Hilbert, Special Counsel, Sheppard Mullin Richter & Hampton LLP, Palo Alto, CA</p> <p>Peter Eduardo Siemsen, President, Fluminense Football Club and Partner, Dannemann Siemsen, Rio de Janeiro, Brazil</p>
<p><i>Moderator</i></p> <p><i>Panelist</i></p>	<p>Session G: ONLINE AND MOBILE PROMOTIONS 101: DON'T STRIKE OUT! KNOW THE RULES BEFORE YOU PLAY THE PROMOTIONS GAME</p> <p>Nerissa McGinn, Loeb & Loeb, Chicago, IL</p> <p>John T. Cooper, Senior Vice President and Assistant General Counsel, Turner Entertainment and Turner Sports for Turner Broadcasting, Atlanta, GA</p>
<p><i>Moderator</i></p> <p><i>Panelists</i></p>	<p>Session H: U.S. AND EUROPEAN METHODS TO COMBAT CORRUPTION AND MATCH FIXING IN SPORTS</p> <p>Ryan M. Rodenberg, Florida State University, Tallahassee, FL</p> <p>Elihu Feustel, Four Monkeys Consulting, South Bend, IN</p> <p>Graeme McPherson, QC, 4 New Square, London, England</p> <p>David Purdum, Senior Writer, <i>Sporting News</i>, The Linemakers, Atlanta, GA</p>
<p><i>Moderator</i></p> <p><i>Panelists</i></p>	<p>Session I: SEARCH FIRMS: ARE THEY USEFUL TO ATHLETIC DIRECTORS OR ARE THEY SCAPEGOATS?</p> <p>Robert H. Lattinville, Partner, Stinson Morrison Hecker LLP, St. Louis, MO</p> <p>Cheryl Levick, Athletic Director, Georgia State University, Atlanta, GA</p> <p>Dan Parker, Parker Executive Search, Atlanta, GA</p>
<p><i>Moderator</i></p> <p><i>Panelists</i></p>	<p>Session J: WHY ARE SO MANY ATHLETES GOING BROKE AND HOW TO EFFECTIVELY STEER YOUR CLIENTS TO FINANCIAL SECURITY</p> <p>Ash Narayan, RGT Capital Management, Ltd., Irvine, CA</p> <p>Marc Isenberg, GSG Capital Advisors, Santa Monica, CA</p> <p>Joe Nolan, RGT Capital Management, Ltd., Dallas, TX</p>
<p>5:00 pm – 5:55 pm</p>	<p>BREAKOUT SESSION 2 (<i>Same Topics and Rooms as Previous Sessions</i>)</p>
<p>6:00 pm – 7:00 pm</p>	<p>SLA PRESIDENT'S RECEPTION</p> <p><i>Sponsored by</i></p> <div data-bbox="651 1585 1032 1696"><p>Akin Gump STRAUSS HAUER & FELD LLP</p></div>

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Saturday, May 18

8:00 am – 3:00 pm	Registration
7:30 am – 9:00 am	Continental Breakfast <i>(All Attendees)</i>
7:30 am – 9:00 am	WOMEN IN SLA – CONTINENTAL BREAKFAST
9:00 am – 10:45 am	GENERAL COUNSELS' FORUM <i>(Invited)</i>
<i>Moderator</i>	Robert D. Manfred, Jr. , Executive Vice President, Economics & League Affairs, MLB
<i>Panelists</i>	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 Thomas J. Ostertag , Senior Vice President and General Counsel, MLB
10:45 am – 11:00 am	Break
	<i>Sponsored by</i>
	 State Bar of Georgia 
11:00 am – 12:45 pm	EXECUTIVE DIRECTORS' FORUM <i>(Invited)</i>
<i>Moderator</i>	Richard A. Berthelsen , former General Counsel, NFLPA
<i>Panelists</i>	Steven A. Fehr , Special Counsel, NHLPA, Kansas City, MO Domonique Foxworth , President, NFLPA Ron Klempner , Acting Executive Director, NBPA Michael Weiner , Executive Director and General Counsel, MLBPA
12:45 pm – 1:45 pm	Lunch <i>(Attendees on Their Own)</i>
1:45 pm – 3:15 pm	BREAKING INTO THE SPORTS LAW INDUSTRY
<i>Moderator</i>	Vered N. Yakovee , Law Offices of Vered N. Yakovee, Marina Del Ray, CA USC Gould School of Law, Los Angeles, CA
<i>Panelists</i>	Sashi Brown , Executive Vice President, General Counsel, Cleveland Browns, Berea, OH Kari D. Cohen , Associate Counsel, Brooklyn Nets & Barclays Center, Brooklyn, NY Laura Keegan , CAA Sports, Hockey Division / NHLPA Certified Player Agent, Los Angeles, CA Olivier A. Manigat , Legal Counsel, Major League Soccer, New York, NY

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Future SLA Annual Conferences



May 15–17, 2014
Fairmont, Chicago, IL



May 14–16, 2015
Marriott Waterfront, Baltimore, MD



May 19–21, 2016
JW Marriott LA Live, Los Angeles, CA



May 18–20, 2017
Marriott City Center, Denver, CO

REGISTRATION FORM

Complete this form and return with payment (in U.S. funds). Please print clearly and list name(s) as you would like them to appear on your badge.

FULL NAME	FIRST NAME (TO APPEAR ON NAME BADGE)	SPOUSE'S NAME (REQUIRES GUEST FEE)
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. **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. SLA does not invoice.

Registration fees for the full conference are as follows:

Member Category	BEFORE April 16	AFTER April 16
Regular/Associate	\$625	\$675
Non-member*	\$870	\$920
Law Educator	\$525	\$575
Law Educator Non-Member*	\$640	\$690
Law Student	\$175	\$200
Law Student Non-Member*	\$275	\$300

***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.

Breaking into the Sports Law Industry | \$100

(1 session ONLY – Included in Full Registration Fee)

Spouse | \$125

(Social Events ONLY – 2 Breakfasts, 2 Receptions, and 1 Luncheon)

Friday Luncheon Only | \$40

(Included in Full Registration Fee)

Friday Braves Game | \$45

(Terrace Infield)

Friday Braves Game | \$25

(Outfield Pavillion – Same Price for On-Site Registration)

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 Current Legal Issues Facing Team General Counsels).

Breakout Choices | 4:00 p.m. Session

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

Breakout Choices | 5:00 p.m. Session

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

Friday Luncheon: YES I WILL attend NO I will not attend

Friday New Member Breakfast: YES I will attend NO I will not

Saturday Women's Breakfast: YES I will attend NO I will not attend

Conference Payment Information

TOTAL \$ _____

Please indicate method of payment:

- Check (Enclosed – US Dollars)
 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!**

Send Registration and Conference Payment Via:

MAIL | Sports Lawyers Association c/o Wells Fargo
P.O. Box 758922 Baltimore, MD 21275-8922

FAX | 703.435.4390 (Credit Card Payments ONLY)

ONLINE | www.sportslaw.org



Conference Registration Questions?

CALL | 703.437.4377

Ext. 4085, 4070, OR 4071



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SPONSORSHIP & EXHIBIT OPPORTUNITIES

This is the meeting of influential sports lawyers and agents that you should attend in 2013. 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.



Sports Lawyers Association

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