



34th Annual Conference

2008 Annual Conference Presenting Sponsors:



Northern Trust



AKIN GUMP
STRAUSS HAUER & FELDLLP
Attorneys at Law

May 15 - 17, 2008

Westin St. Francis

San Francisco, California



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 3; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2009 Annual Conference 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.

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 Westin St. Francis

The Westin St. Francis opened its doors on March 21, 1904 and quickly became the crossroads of business, society, theatrical luminaries and political leaders. Located in the heart of the city, facing Union Square, The Westin St. Francis is more than a hotel, it's living history. Cable cars stop right at the hotel's front door. World-class shopping is steps away, the Theatre District is across the street, with dozens of superb restaurants, museums and galleries also in close proximity. The hotel includes a health club and a spa. To make your reservations at the Westin, call 1-800-WESTIN-1 or 415-397-7000. Please indicate you are attending the Sports Lawyers Association Conference (SLA room rate is \$249 single / double). The hotel is located at 335 Powell Street and the deadline for hotel reservations is **May 1**. Reservations may be made on-line at: <http://www.starwoodmeeting.com/stargroupsweb/res?id=0802018506&ckey=27625>.

Note: The ING Bay To Breakers 12K race will be held Sunday, May 18, in San Francisco, attracting 100,000+ participants, so attendees are encouraged to reserve their hotel room early, and to plan their return trip on Sunday accordingly.

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.

Friday Night Giants Game

The SLA has a block of tickets for the 7:15 pm Friday night Giants game against the White Sox. You may purchase your ticket(s) (limit two per attendee) when you pre-register for the conference, or you may purchase them at the conference (based on availability).

On-site CLE Questions

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

Things To Do In San Francisco

For attraction and event information, visit the San Francisco Visitors and Convention Bureau at www.sfcvb.org/ or call 415-391-2000 to speak with a Convention Bureau representative. For information on San Francisco, you may also visit the website www.onlyinsanfrancisco.com/groups/sla.asp.

Future SLA Annual Conferences

May 14 - 16, 2009, Hyatt Regency, Chicago, IL
May 20 - 22, 2010, JW Marriott Desert Ridge, Phoenix, AZ

Sports Lawyers Association
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Reston, VA 20190
ph 703.437.4377 x4071, 4085, 4070
fax 703.435.4390
email sla@sportslaw.org
www.sportslaw.org



2008 Agenda

Thursday, May 15

9:00 a.m. - 5:00 p.m.

Registration

12:15 - 12:25 p.m.

SLA Annual Membership Meeting

Gordon I. Kirke, SLA President, Toronto, Ont., Canada

12:25 - 12:30 p.m.

Opening Remarks and Presiding for Afternoon Sessions

Debbie Spander, 2008 Conference Chair, Vice President Business & Legal Affairs, MTV Entertainment, Los Angeles, CA

12:30 - 2:00 p.m.

An Overview of Recent Legal Developments in Sports

Speaker

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

2:00 - 3:15 p.m.

The Sports Revenue Game: Negotiating Sports Sponsorship and Media Transactions

Moderator

Stephanie Vardavas, Assistant General Counsel
Nike, Inc., Portland, OR

Panelists

Marivonne Basten, Senior Vice President, Legal & Business Affairs, IMG, New York, NY
Richard L. Brand, Partner, Arent Fox LLP, Washington, DC
Jeffrey B. Gewirtz, Senior Vice President & General Counsel, NETS Basketball / Brooklyn Sports & Entertainment, East Rutherford, NJ

3:15 - 3:30 p.m.

Break

3:30 - 4:45 p.m.

Can They Do That To My Client? Issues Raised by League Imposed Penalties For Off-The-Field Conduct

Moderator

Gabe Feldman, Associate Professor and Director of Tulane Sports Law Programs, Tulane Law School, New Orleans, LA

Panelists

Bob Wallace, Executive Vice President, St. Louis Rams, St. Louis, MO
Jay K. Reisinger, Partner, Dreier LLP, Pittsburgh, PA
James D. Williams, Law Offices of James D. Williams, Durham, NC
Anthony J. Dreyer, Partner, Skadden, Arps, New York, NY

4:15 - 6:15 p.m.

Legal Ethical Issues Created by Today's 24/7 Sports Media World

Moderator

Rick Karcher, Florida Coastal School of Law, Jacksonville, FL

Panelists

Lester Munson, ESPN Investigative Team, Chicago, IL
Jane Kirtley, Professor of Media Ethics and Law, University of Minnesota, Minneapolis, MN
L. Jon Wertheim, Senior Writer, *Sports Illustrated*, New York, NY
Michael Huyghue, Commissioner, United Football League, Jacksonville, FL

6:15 - 7:30 p.m.

Welcome Reception
Sponsored by Dreier LLP

DREIER ^{LLP}

Presiding: Stephanie Vardavas, Assistant General Counsel, Nike, Inc., Portland, OR

7:15 a.m. - 5:00 p.m.

Registration

7:15 - 8:00 a.m.

Continental Breakfast and Orientation for First Time Attendees

8:00 - 9:15 a.m.

Bet on It!? Current Gambling Issues and Regulations in NCAA and Professional Sports

Moderator

Allison Rich, Senior Associate Director of Athletics/SWA, California State University, Fullerton, CA

Panelists

John B. Shukie, Assistant Director of Agent, Gambling and Amateurism Activities, NCAA, Indianapolis, IN

Ellen Whittemore, President, Las Vegas Sports Consultants, Las Vegas, NV

Jay Moyer, Special Counsel, NFL, New York, NY

9:15 - 10:30 a.m.

Immigration Issues: How to Handle Foreign Athletes Playing in the US and American Athletes Playing Abroad

Moderator

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

Panelists

Warren LeGarie, WLG Management, San Francisco, CA

Steven M. Ladik, Partner, Berry, Appleman & Leiden LLP, Dallas, TX

Ed Burns, Vice President, Baseball Operations & Administration, Major League Baseball, New York, NY

Efren Hernandez, Greenberg Traurig, McLean, VA

10:30 - 10:45 a.m.

Break

10:45 a.m. - Noon

Welcome to Web 2.0: Legal Issues in the Expansion of Broadcast and Internet Rights

Moderator

Debbie Spander, 2008 Conference Chair, Vice President Business & Legal Affairs, MTV Entertainment, Los Angeles, CA

Panelists

Robert A. Hacker, Vice President, Business and Legal Affairs, Fox Broadcast Co. and Fox Sports, Los Angeles, CA

T. Derrick Heggans, General Manager, AOL Sports, Dulles, VA

Scott R. Rosner, Associate Director, Wharton Sports Business Initiative, Philadelphia, PA

12:15 - 1:30 p.m.

SLA Luncheon

SLA 2008 Philanthropy Initiative and SLA Award of Excellence

Presentation by SLA President **Gordon Kirke**
Award of Excellence Sponsored by Northern Trust



Northern Trust

Address by: **Donna Lopiano B.S., M.A., Ph.D.**, President, Sports Management Resources,
Former CEO, Women's Sports Foundation

1:45 - 3:45 p.m.

Concurrent Sessions

NFLPA Certified Contract Advisor Session

Panelists

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

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.

The Globalization of Sports: Legal Issues in Negotiating International Sports Deals

Moderator

Leah Tuffanelli, Legal and Business Affairs, MATCH Services AG, San Francisco, CA

Panelists

Christopher McCleary, Associate General Counsel, Global Marketing & Client Management, Visa Inc., San Francisco, CA

Lisa Lazarus, Senior Director of Business Affairs, NFL International, London, England

Peter Marco, Vice President, Business & Legal Affairs, Fox Sports International, Los Angeles, CA

2:45 - 3:45 p.m.

Road to the Beijing Olympic Games: Legal and Business Issues in Staging Major Sports Events

Moderator

Jeffrey B. Gewirtz, Senior Vice President & General Counsel, NETS Basketball / Brooklyn Sports & Entertainment, East Rutherford, NJ

Panelists

Maidie E. Oliveau, Arbitrator, Court of Arbitration for Sport, Los Angeles, CA
Adam G. Mersereau, Head of Business Affairs / Senior Marketing Counsel, IOC Television & Marketing Services, SA, Atlanta GA
Kelly C. Crabb, Partner, Morrison & Foerster LLP, Los Angeles, CA

3:45 - 4:00 p.m.

Break

4:00 - 4:55 p.m.

Breakout Session I

A) Current Issues in Financial Advising for Athletes

Moderators

Ash Narayan, RGT Capital, Irvine, CA
Marc Isenberg, Ballamor Capital, Santa Monica, CA
David Highmark, Northern Trust, Phoenix, AZ

B) The White Settlement, Agent-Athlete Relationships and Other Current Issues Affecting Collegiate Student-Athletes

Moderators

Elsa Cole, General Counsel, NCAA, Indianapolis, IN
Deana Garner, Associate Director of Agent, Gambling and Amateurism Activities, NCAA, Indianapolis, IN
Arthur McAfee, Staff Counsel, NFLPA, Washington, DC

C) Current Legal Issues in Motorsports

Moderators

Brooke Beyer, Assistant General Counsel, NASCAR, Charlotte, NC
Stokely Caldwell, Robinson, Bradshaw & Hinson, Charlotte, NC
Jim Dudukovich, Marketing Counsel, Coca-Cola North America, Atlanta, GA

D) Negotiating Professional & Collegiate Coaching Contracts

Moderators

Joel Corry, Premier Sports Management, Las Vegas, NV
Craig E. Fenech, Law Offices of Craig E. Fenech, Fallbrook, CA

E) Teaching Sports Law

Moderators

Gabe Feldman, Associate Professor and Director of Tulane Sports Law Programs, Tulane Law School, New Orleans, LA
Mark Conrad, Associate Professor, Legal and Ethical Studies, Schools of Business, Fordham University, New York, NY

F) Current Issues in Agent Regulation

Moderators

Joshua P. Golka, Law Offices of Joshua P. Golka, Sacramento, CA
Rick Karcher, Florida Coastal School of Law, Jacksonville, FL
Hal Biagas, Deputy Counsel, NBPA, New York, NY

G) How to Protect Your Clients and Your Event: Current Issues in Risk Management

Moderators

Vicky Neumeyer, Vice President/General Counsel, New Orleans Saints, New Orleans, LA
Vered N. Yakovee, Law Offices of Vered N. Yakovee, Los Angeles, CA

H) Player Transfer Agreements in North American Sports

Moderators

Gordon I. Kirke, Toronto, Ont., Canada
William Gould, Charles A. Beardsley Prof. of Law, Emeritus, Stanford Law School, Palo Alto, CA

Moderators

5:00 - 5:55 p.m.

6:00 - 7:00 p.m.

7:15 p.m.

Saturday, May 17

Presiding: Gordon I. Kirke, SLA President, Toronto, Ont., Canada

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

8:00 - 9:00 a.m.

9:00 - 10:45 a.m.

Moderator

Panelists

10:45 - 11:00 a.m.

11:00 a.m. - 12:45 p.m.

Moderator

Panelists

12:45 - 1:30 p.m.

1:30 - 3:00 p.m.

Moderator

Panelists

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

I) Current Legal Issues for Retired Players

Ronald S. Katz, Partner, Manatt, Phelps and Phillips, LLC, Palo Alto, CA

Breakout Session II

(same topics as previous session)

SLA President's Reception

Sponsored by Manatt, Phelps and Phillips, LLC

manatt

San Francisco Giants vs. Chicago White Sox (order tickets via the conference registration form)

Sponsored by Akin Gump Strauss Hauer & Feld LLP



Registration

Continental Breakfast and Breakfast for Women in SLA

Executive Directors Forum *(invited speakers)*

Richard A. Berthelsen, General Counsel, NFLPA

Donald M. Fehr, Executive Director and General Counsel, MLBPA

Paul Kelly, Executive Director, NHLPA

Eugene Upshaw, Executive Director, NFLPA

William "Billy" Hunter, Executive Director, NBPA

Break

General Counsels Forum *(invited speakers)*

William Y. Webb, Senior Vice President, General Counsel, and Secretary of The Phillies

Jeffrey Pash, Executive Vice President and League Counsel, NFL

Thomas J. Ostertag, Senior Vice President and General Counsel, MLB

William Daly, Deputy Commissioner, NHL

Joel Litvin, President, League and Basketball Operations, NBA

Lunch (attendees on their own)

Breaking Into the Sports Law Industry

T. Derrick Heggans, General Manager, AOL Sports, Dulles, VA

Adam Zissman, Assistant General Counsel, Washington Redskins, Ashburn, VA

Derek Jackson, Counsel, Florida Marlins, Miami, FL

Chitta Mallik, Associate General Counsel, Octagon, McLean, VA

Eve Wright, Vice President and Associate General Counsel, Miami Heat, Miami, FL

Registration Form

May 15-17, 2008

Sports Lawyers Association Conference Registration Questions? Call: 703-437-4377, Ext. 4071, 4085, or 4070

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

Name _____
First name you want to appear on name badge _____
Spouse name (if attending) _____
Firm / Organization _____
Title _____
Address _____
City / State / Zip _____
Phone Home (_____) _____ Work (_____) _____
E-mail address _____
State Bar Memberships (include 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. SLA does not invoice. Registration fees for the full conference are as follows:

Member	Prior to April 18	After April 18		
Regular/Associate	\$425	\$475	Breaking into the Sports Industry	\$25
Law Educator	\$375	\$425	<i>(one session only)</i>	
Law Student	\$175	\$200	Spouse	\$115
Non-member	\$620	\$670	<i>(social events only; two receptions and one luncheon)</i>	
			Friday Luncheon Only	\$35
			San Francisco Giants ticket for May 16, 7:15 pm game	\$25
			<i>(limit two tickets per attendee)</i>	

(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 and access to the SLA members-only section of the association's web site)

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 session (see the program agenda for the corresponding letter of each session, i.e. session "a" is Current Issues In Financial Advising).

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

Total Amount Enclosed \$ _____

or Total Amount to be Charged: \$ _____

Please indicate method of payment:

Check Money Order American Express 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
P.O. Box 758922
Baltimore, MD 21275-8922

by Fax: *(credit card payments only)*

Fax: 703-435-4390 OR

register on-Line at www.sportslaw.org

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