



Sports Lawyers Association 40th Annual Conference

May 15-17, 2014 | Fairmont Hotel | Chicago, IL

Agenda

Thursday, May 15

9:00 am – 6:15 pm	Registration	Imperial Ballroom Foyer
12:15 pm – 12:25 pm	SLA 2014 Annual Conference Welcome Glenn M. Wong , Professor, Mark H. McCormack Department of Sport Management, Isenberg School of Management, University of Massachusetts, Amherst, MA SLA President	Imperial Ballroom
12:25 pm – 12:30 pm	Opening Remarks Debbie Spander , 2014 Annual Conference Chair Vice President Broadcasting, Wasserman Media Group Los Angeles, CA	Imperial Ballroom
12:30 pm – 2:00 pm	An Overview of Recent Legal Developments in Sports Gary R. Roberts , Dean Emeritus & Gerald L. Bepko Professor of Law Indiana University Robert H. McKinney School of Law Indianapolis, IN	Imperial Ballroom
2:00 pm – 3:15 pm	Legal Issues in “Ambush Marketing”: The Digital Age Moderator Stephanie J. Vardavas , Founder & Principal Irenic, LLC Portland, OR Panelists Nerissa Gibert , Principal Attorney Nerissa Gibert Boston, MA Allison Hendrix , Policy Manager Facebook Menlo Park, CA Paul Loving , Assistant General Counsel Adidas Portland, OR Christopher McCleary , Senior Associate General Counsel VISA San Francisco, CA	Imperial Ballroom
3:15 pm – 3:30 pm	Break	Imperial Ballroom Foyer

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Thursday, May 15 *(continued)*

3:30 pm – 4:45 pm **American Pro Sports Franchises in Europe and Asia: Potential and Pitfalls** Imperial Ballroom

Moderator **Kenneth L. Shropshire**, David W. Hauck Professor;
Professor of Legal Studies and Business Ethics;
The Wharton School, Director, Wharton Sports Business
Initiative (WSBI);
Special Counsel, Duane Morris LLP,
Philadelphia, PA

Panelists **Adrian Barr-Smith**, Consultant
Dentons
President
British Association for Sport and Law
London, UK
William Z. Ordower, Senior Vice President & General Counsel
MLS
New York, NY
Myles Pistorius, Senior Vice President, Events
NBA
New York, NY

4:45 pm – 6:15 pm **The Evolving Legal Landscape of College Athletics** Imperial Ballroom

Moderator **Warren K. Zola**, Executive Director
Carroll School of Management, Boston College
Boston, MA

Panelists **Timothy Epstein**, Partner, Sports Law Practice
Smith Amundsen
Chicago, IL
Marc Isenberg, President
A-Game
Santa Monica, CA
Matthew J. Mitten, Professor of Law and Director,
National Sports Law Institute;
LL.M. in Sports Law Program for Foreign Lawyers
Marquette University Law School
Milwaukee, WI
Donald Remy, Executive Vice President and Chief Legal Officer
NCAA
Indianapolis, IN
Gary R. Roberts, Dean Emeritus & Gerald L. Bepko Professor of Law
Indiana University Robert H. McKinney School of Law
Indianapolis, IN

6:15 pm – 7:15 pm **Opening Reception** International Ballroom

Sponsored by:
Greenberg Traurig



Friday, May 16

7:30 am – 5:00 pm	Registration	Imperial Ballroom Foyer
7:30 am – 8:30 am	Continental Breakfast (<i>all attendees</i>)	Imperial Ballroom Foyer
7:30 am – 8:30 am	Continental Breakfast and Informal Orientation for First-Time Attendees and New Members (<i>pre-registration necessary</i>)	Rouge Room
	Sponsored by: Ropes & Gray	
8:30 am – 10:30 am	Balancing Legal Ethics in a 24/7 Media World	Imperial Ballroom
Moderator	Gabe Feldman , Professor Tulane Law School and Director of Tulane Sports Law Program New Orleans, LA	
Panelists	Ned Ehrlich , Associate General Counsel NFLPA Washington, DC Layth H. Gafoor , Principal and Managing Director Lucentem Sports & Entertainment Law Professional Corporation Toronto, ON Peter R. Ginsberg , Founder and Managing Partner Peter R. Ginsberg Law LLC New York, NY Jay K. Reisinger , Partner Farrell & Reisinger LLC Pittsburgh, PA	
10:30 am – 10:45 am	Break	Imperial Ballroom Foyer
	Sponsored by: Nixon Peabody	
10:45 am – Noon	The Current State of Agents and Agencies: You Have Who Representing You?	Imperial Ballroom
Moderator	Debbie Spander , Vice President, Broadcasting Wasserman Media Group Los Angeles, CA	
Panelists	Sean Howard , Principal PRIME Athletes Los Angeles, CA Adam Katz , Executive Vice President, Baseball Wasserman Media Group Los Angeles, CA Robert H. Lattinville CAA Sports St. Louis, MO	
12:15 pm – 1:30 pm	SLA Luncheon Moderated by: SLA President, Glenn M. Wong University of Massachusetts	Imperial Ballroom

SLA 2014 Philanthropy Initiative:
Presentation by: SLA Founder and President Emeritus
Lloyd E. Shefsky

SLA 2014 Award of Excellence and Luncheon Address:
Larry Lucchino, President and CEO
Boston Red Sox

Introduction by: **Stan Kasten**, President
Los Angeles Dodgers

SLA 2014 Second Annual Law Student Writing Competition
Awards: *First, Second and Third Place Winners to be Announced*

1:45 pm – 3:45 pm	NFLPA Certified Contract Advisor Session <i>(only for certified contract advisors)</i>	Gold Room
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Panelists **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

OR

1:45 pm – 2:45 pm	Current Issues Facing Team General Counsel	Imperial Ballroom
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Moderator **Jason Hillman**, Vice President & General Counsel
Cleveland Cavaliers/Cavaliers Operating Company, LLC
Cleveland, OH

Panelists **Jeffrey B. Gewirtz**, Executive Vice President of Business Affairs
and Chief Legal Officer
Brooklyn Nets and Barclays Center
Brooklyn, NY

Michael Lufrano, Executive Vice President Community Affairs/
General Counsel
Chicago Cubs
Chicago, IL

Vicky Neumeier, Senior Vice President and General Counsel
New Orleans Saints and New Orleans Pelicans
Metairie, LA

2:45 pm – 3:45 pm	Impact of Biogenesis and Lance Armstrong Cases on Drug Testing in Sports	Imperial Ballroom
Moderator	Travis T. Tygart , CEO U.S. Anti-Doping Agency Colorado Springs, CO	
Panelists	Howard L. Jacobs Law Offices of Howard L. Jacobs Westlake Village, CA Lester Munson , Legal Analyst, ESPN Chicago, IL Matthieu Reeb , Secretary General Court of Arbitration for Sport (CAS) Lausanne, Switzerland	

OR

	The Evolution of Sports Television and the Impact of the Aereo and Hopper Cases	International Ballroom
Moderator	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	
Panelists	Seth A. Davidson , Partner Edwards Wildman Palmer LLP Washington, DC Corynne McSherry , Intellectual Property Director Electronic Frontier Foundation San Francisco, CA	

3:45 pm – 4:00 pm	Break	Imperial Ballroom Foyer
	Sponsored by: Panorama Orthopedics & Spine Center	



4:00 pm – 4:55 pm	Breakout Session #1	
Session A:	Negotiating Stadium and Arena Food and Beverage Concessionaire Agreements	Crystal Room
Panelists	Richard Brand , Partner & Sports Practice Group Chair Arent Fox LLP San Francisco, CA & Washington, DC Michael T. Perlberg , Senior Vice President/General Counsel Levy Restaurants Chicago, IL	
Session B:	Asset Protection for Athletes, Managers and Agents — A Legal and Financial Overview of Economic Risk Management in Sports	State Room
Moderator	Ash Narayan RGT Capital Management Ltd. Irvine, CA	
Panelists	Dan Burns , President Pro Financial Services Chicago, IL Richard J. Alan Cahan Becker & Poliakoff Coral Gables, FL	

Session C: NCAA: Reorganization, Realignment and (Legal) Responses Imperial Ballroom

Moderator **Allison Rich, J.D., Ed.D.**, Senior Associate Director of Athletics/SWA
Princeton University
Princeton, NJ

Panelists **Scott Bearby**, General Counsel
NCAA
Indianapolis, IN
Richard J. Ensor, Commissioner
MAAC
Edison, NJ

Session D: Negotiating and Drafting Entertainment Deals for Athlete Clients: What's an Option Agreement, Pilot Deal and Locked for Life Gold Room

Moderator **Jody Simon**, Partner
FoxRothchild LLP
Los Angeles, CA

Panelists **Scott A. Andresen**
Andresen & Associates, PC
Chicago, IL
Gina Reif Iardi, Partner – Entertainment, Technology & Advertising Group
Sheppard Mullin
New York, NY

Session E: Prenups, Postnups and Divorce — What Agents and Advisors Need to Know to Effectively Counsel Their Clients Regal Room

Moderator **Peter R. Stambleck**, Partner
Aronson Mayefsky & Sloan, LLP
New York, NY

Panelists **Emma J. Joels**, Principal
Emma J. Joels, PLLC
Sarasota, FL
Randall M. Kessler, Partner
Kessler & Solomiany LLC
Atlanta, GA
Michael A. Mosberg, Partner
Aronson Mayefsky & Sloan, LLP
New York, NY

Session F: Teaching Sports Law Ambassador Room

Panelists **Paul M. Anderson**, Professor, and Associate Director
National Sports Law Institute
Marquette University Law School
Milwaukee, WI
Mark Conrad, Director, Sports Business Concentration
Gabelli School of Business
Fordham University
New York, NY

Session G:	Negotiating Coaching Agreements	Rouge Room
Moderator	Dennis M. Coleman Ropes & Gray Boston, MA	
Panelist	Bennett H. Speyer , Partner Shumaker, Loop & Kendrick, LLP Toledo, OH	
Session H:	International Sports Law Developments	Embassy Room
Moderator	Jeffrey G. Benz , CAS Arbitrator/International Lawyer BenzADR/Benz Law Group Los Angeles, CA and London, UK	
Panelist	Benoît Keane , Solicitor Keane Legal Brussels, Belgium	
Session I:	Online and Mobile Promotions 101	Regent Room
Moderator	Nerissa Coyle McGinn , Partner Loeb & Loeb Chicago, IL	
Panelists	John T. Cooper , Senior Vice President and Associate General Counsel, Turner Entertainment Group & Turner Sports Atlanta, GA Nicole Saunches , Director of Mass Communications Chicago White Sox Chicago, IL	
Session J:	Investigating Sports Corruption in the U.S.	Chancellor Room
Moderator	Ryan Rodenberg , Assistant Professor Florida State University Tallahassee, FL	
Panelists	John M. Dowd , Partner Akin Gump Strauss Hauer & Feld LLP Washington, DC Tassos Kaburakis , Assistant Professor Saint Louis University St. Louis, MO Randall L. Sealby , Special Agent FBI, Sports Bribery Division Chicago, IL	
Session K:	Legal Issues Surrounding Bullying and Hazing in Sports	Diplomat Room
Moderator	Wm. David Cornwell, Sr. Gordon & Rees LLP Atlanta, GA	
Panelist	Gary Namie, PhD , Director Workplace Bullying Institute Bellingham, WA	

Friday, May 16 *(continued)*

Session L: The Corrupting Influence of Money on Sport: How Governing Bodies Effectively Regulate Gambling, Match Fixing, and Corruption in the U.S. and Abroad Cuvee Room

Moderator **Sean Cottrell**, CEO
LawInSport
London, UK

Panelists **Mike Morgan**, Partner
Morgan Sports Law LLP
London, UK
John Wolohan, Professor
David B. Falk Center for Sport Management
Syracuse University
Syracuse, New York

5:00 pm – 5:55 pm **Breakout Session #2**
(same topics and rooms as previous sessions)

6:00 pm – 7:00 pm **SLA President's Reception** International Ballroom

Sponsored by:
Akin Gump Strauss
Hauer & Feld LLP

Akin Gump
STRAUSS HAUER & FELD LLP

Saturday, May 17

8:00 am – 3:00 pm Registration Imperial Ballroom Foyer

7:30 am – 9:00 am **Continental Breakfast** Imperial Ballroom Foyer

Sponsored by:
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7:30 am – 9:00 am **Women in SLA — Continental Breakfast** Crystal Room
(pre-registration necessary)

Informal networking event for those wishing to network.

7:30 am – 9:00 am **International Attendee Continental Breakfast** State Room
(pre-registration necessary)

Informal networking event for our international attendees and others wishing to participate.

Sponsored by:
ISDE/St. John's University School of Law

LL.M. in International
and Comparative Sports Law



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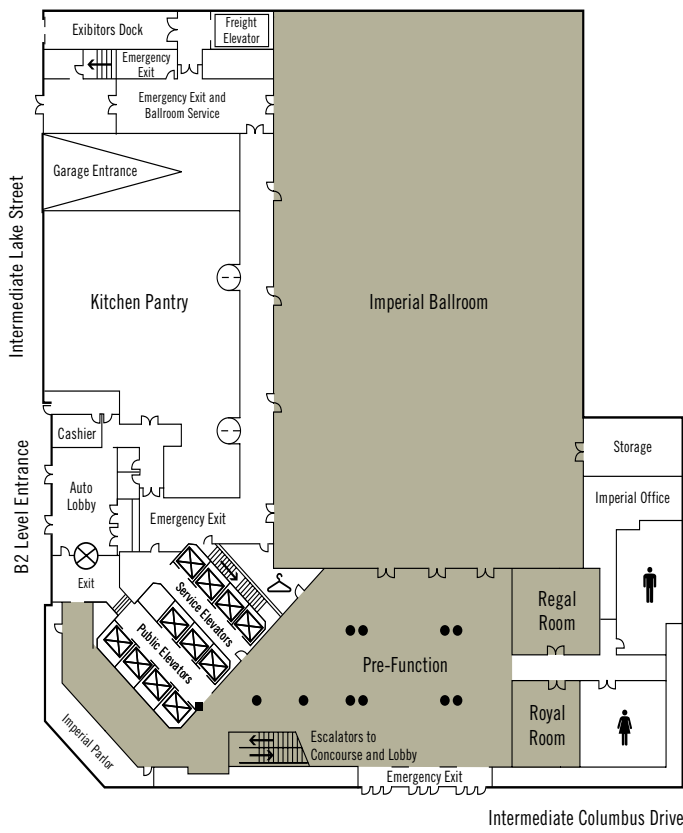


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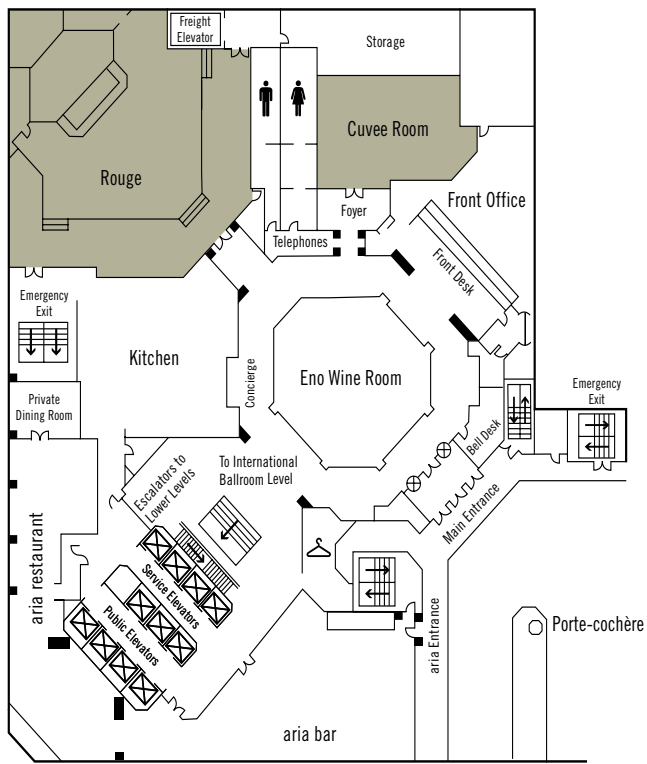
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9:00 am – 10:45 am	Executive Directors' Forum <i>(invited to speak)</i>	Imperial Ballroom
Moderator	Richard A. Berthelsen , former General Counsel NFLPA Washington, DC	
Panelists	Tony Clark , Executive Director MLBPA Tom DePaso , General Counsel NFLPA Washington, DC Donald M. Fehr , Executive Director NHLPA Ron Klempner , Acting Executive Director NBPA	
10:45 am – 11:00 am	Break	Imperial Ballroom Foyer
	Sponsored by: Sheppard Mullin 	
11:00 am – 12:45 pm	General Counsels' Forum <i>(invited to speak)</i>	Imperial Ballroom
Moderator	Lester Munson , Legal Analyst ESPN Chicago, IL	
Panelists	Adolpho A. Birch III , Senior Vice President of Labor Policy and Government Affairs NFL William Daly , Deputy Commissioner NHL Thomas J. Ostertag , Senior Vice President and General Counsel MLB Daniel S. Rube , Senior Vice President and Deputy General Counsel NBA	
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	Imperial Ballroom
Moderator	Naima Stevenson Starks , Deputy General Counsel NCAA Indianapolis, IN	
Panelists	Kari Cohen , Counsel, Legal & Business Affairs Brooklyn Nets and Barclays Center Brooklyn, NY Teri Patterson , Deputy Managing Director, Special Counsel NFLPA Washington, DC Stephen Starks , Deputy General Counsel Indianapolis Motor Speedway Indianapolis, IN Rachel St. Peter , Senior Counsel Under Armour, Inc. Baltimore, MD	

Hotel Floor Plan

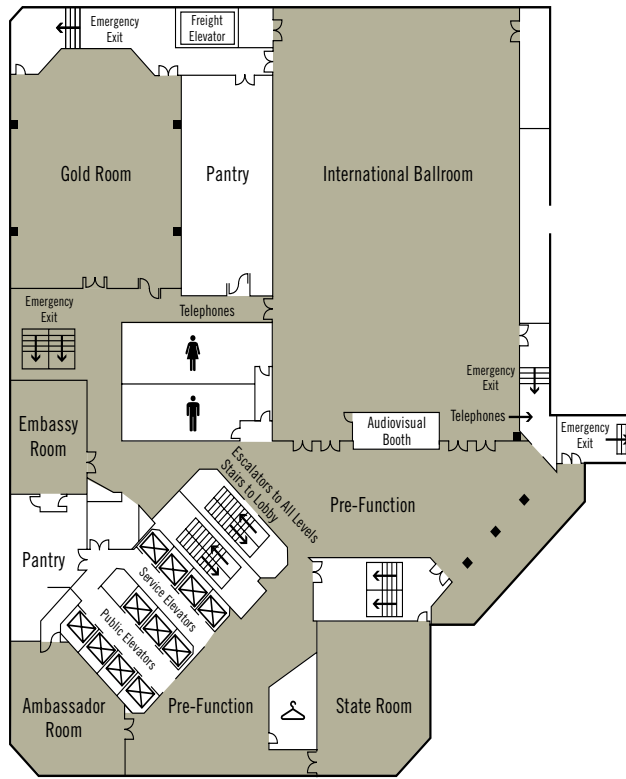


B2 Level

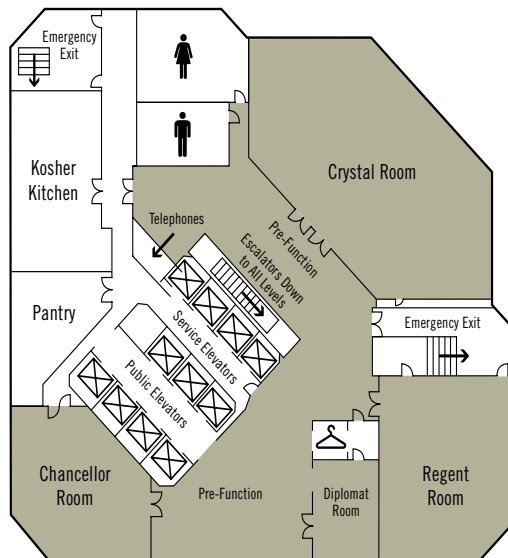


Lobby Level

Hotel Floor Plan



Second Level



Third Level

Future SLA Annual Conferences

2015 | May 14-16 | Marriott Waterfront | Baltimore, MD

2016 | May 19-21 | JW Marriott Live | Los Angeles, CA

2017 | May 18-20 | Marriott City Center | Denver, CO



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