

## The Award Criteria

- Candidate may be a lawyer or non-lawyer and must have at least five years experience in sports law or a sports field in general. Candidate does not have to be currently active in the sports industry. Award can be made posthumously.
- Candidate exhibits “service-above-self” attitude. This would have been demonstrated by a record of community involvement, public service, or other engagements that clearly have had a positive, motivating effect on others.
- Candidate must be regarded as a person with high integrity and ethics and possess the qualities held in highest regard by those in the field of sports law.
- Candidate must have a consistent record of presenting the practice and/or theory of sports law in a positive light to the sports world and the public in general.

## Nomination Process

- Nominations are accepted from active members of the Sports Lawyers Association and members of the Selection Committee.

## Selection Committee

- The Selection Committee is, at a minimum, composed of three representatives of the association. At the discretion of SLA’s president, the Selection Committee can be expanded to include not more than seven members, and one member of the committee serves as chairperson.

## Presentation of the Award

- The Award of Excellence is presented during the Sports Lawyers Association annual conference.

## Public Relations

- The Sports Lawyers Association engages in focusing attention on the award through its contacts with the sports media and sports broadcast industry.

## Previous Award Recipients:

1991 — Alan I. Rothenberg  
1992 — Anita L. DeFrantz  
1993 — Lloyd E. Shefsky & John F. Wendel  
1994 — Gary Bettman & Jay Moyer  
1997 — Reuven J. Katz  
2000 — Stanley H. Kasten  
2004 — Marvin J. Miller  
2005 — Paul J. Tagliabue  
2007 — Alan H. (Bud) Selig  
2008 — Donna A. Lopiano, BS, MA, PhD

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## Sports Lawyers Association

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# 2009 Award of Excellence



**Jerry Reinsdorf**



## 2009 Recipient: Jerry Reinsdorf

Chairman, Chicago White Sox

During his 28-year tenure as chairman of the Chicago White Sox, Jerry Reinsdorf's two professional sports teams – the White Sox and Chicago Bulls of the NBA – have delivered seven World Championship titles to the city of Chicago and its sports fans.

Fulfilling a dream that began as a young baseball fan growing up in Brooklyn, N.Y. during the 1930s and 1940s, Reinsdorf accepted the Commissioner's Trophy from Bud Selig on October 26, 2005, after the Chicago White Sox swept their way to the team's first World Series championship since 1917.

The 2005 White Sox joined the 1927 New York Yankees as only the second team in Major League Baseball history to lead its division wire-to-wire and sweep the World Series. The 2005 Sox, managed by Ozzie Guillen, won 99 games to claim the American League Central division title and captured an amazing 11 of 12 postseason contests in winning the franchise's third World Series title (1906, 1917 and 2005).

The championship was the first by a Chicago baseball team in 88 years and was celebrated by a ticker-tape parade, attended by nearly 2 million Chicagoans that ran from U.S. Cellular Field through many of the city's neighborhoods and finished in downtown Chicago. At the rally, first baseman Paul Konerko presented Reinsdorf with the ball from the final out of Game 4 of the World Series.

The 2008 White Sox went 89-74 to capture the American Central Division title, joining the 1983, 1993, 2000 and 2005 Sox teams in winning division titles during Reinsdorf's tenure.

Reinsdorf begins his 29th season as chairman of the White Sox in 2009, the second-longest ownership tenure in franchise history behind club founder Charles Comiskey (1901-31). The Sox have gone 2,282-2,128 (.517) during his 28-year tenure. After drawing a franchise-record 2.95 million fans in 2006 and a third-best 2.68 in 2007, 19 of the club's top 20 single-season attendance totals have come during Reinsdorf's ownership of the franchise.

Since heading the limited partnership that purchased the White Sox in January 1981, Reinsdorf has been involved in Major League Baseball initiatives at an industry-wide level. He continues as a member of Major League Baseball's Executive Council, served as chairman of baseball's Ownership Committee and was a member of the board of directors of the Player Relations Committee, Inc.

Reinsdorf serves as co-chairman of the Equal Opportunity Committee. Since the formation and implementation of the Diverse Business Partners (DBP) Program in 1998, Major League Baseball and its clubs have purchased hundreds of millions of dollars in goods and services from minority and women-owned businesses, and the White Sox annually rank among baseball's leaders in the DBP program.

Reinsdorf remains a member of the Legislative, Labor Policy, Long-Range Labor Planning and Relocation committees. As chairman of the Relocation Committee, Reinsdorf was involved in Major League Baseball's decision to return baseball to Washington, D.C. in 2005. He was a member of the American League Presidential Search Committee, the Expansion Committee, which designated the last two expansion teams, and the Strategic Planning Committee. Reinsdorf is a member of the board of MLB Properties and MLB Enterprises, as well as MLB Advanced Media, L.P., the interactive media company of Major League Baseball, responsible for creating and maintaining the Web sites of each club and MLB.com.

During his career in professional sports, Reinsdorf has been responsible for the construction of two new sports facilities in Chicago, Comiskey Park (1991), now U.S. Cellular Field, and the United Center (1994). Over the past nine offseasons (2000-2008), Reinsdorf, the White Sox and the Illinois Sports Facilities Authority have undertaken dramatic offseason renovations to U.S. Cellular Field with the goal of improving the ballpark experience for White Sox fans.

Reinsdorf expanded his involvement in professional sports in March 1985 by purchasing controlling interest in the Chicago Bulls. During his tenure as chairman of the Bulls, the team has captured six World Championships (1991-93, '96-98). In addition to initiating the building of new Comiskey Park, Reinsdorf spearheaded construction of two major facilities for the Bulls. The United Center, home for the Bulls and Chicago Blackhawks, opened for the 1994-95 season, and the Bulls began using the Sheri L. Berto Center, their state-of-the-art training facility, in 1992.

Both of Reinsdorf's sports franchises have donated millions of dollars to causes in the Chicago community through a variety of efforts, including Chicago White Sox Charities and CharitaBulls. Twice during his tenure, Chicago White Sox Charities has made \$1 million donations to the Chicago Park District. Chicago White Sox Charities also provides annual ongoing support to programs such as Special Olympics and the Inner City Little League. In addition to rebuilding all of the city's baseball diamonds and backstops during the 1990s, White Sox Charities recently made a \$1 million contribution to build four ballfields – one for baseball, one for girls' softball, one for Little League baseball and one Miracle Field – in Mt. Greenwood Park on Chicago's southwest side. The Miracle Field, which is a field specifically designed for children with special needs, is one of four fields of its kind built in the last year in the Chicago area with funds from Chicago White Sox Charities. Under Reinsdorf, the goal of community initiatives for both the Chicago White Sox

and Chicago Bulls is to improve the quality of life for Chicagoans of all ages, races and genders.

Reinsdorf has played a critical role in the development of the west side area surrounding the United Center and was responsible for introducing an innovative reading program to the Chicago Public Schools. Through the new Chicago Bulls/Chicago White Sox Training Academy, which opened in 2001, and outreach efforts such as White Sox Training Centers and Chicago Bulls Basketball Schools, Reinsdorf's franchises promote sports to thousands of youth each year while instilling a love of the game in future fans.

Reinsdorf, who was inducted into George Washington's Sports Executive Hall of Fame in January 2008, was the 2007 recipient of the Chicago Historical Society's History Maker Award and the Decalogue Society of Lawyers Award of Merit. His many contributions to the community have been recognized by such organizations as Keshet, the Interfaith Organizing Project, the American Academy of Achievement, the Cystic Fibrosis Foundation, the Trial Lawyers Club of Chicago, the Chicago Jewish Sporting Hall of Fame, the National Jewish Sporting Hall of Fame and the Chicago Sports Hall of Fame. In addition, he is the recipient of the Chicago Park District's 1990 Chicagoan of the Year Award, the 1992 PUSH Bridgebuilder Award, the National Italian-American Friendship Award, Northwestern University's Award of Merit, the U.S. Air Force American Spirit Award and an honorary degree in humane letters from Illinois College. Reinsdorf was awarded the Ellis Island Medal of Honor in 1993, the Order of Lincoln Award in 1997 and the 1997 Mayor's Medal of Honor.

In 1998, he was honored with the Guardian of Children Award from the Jewish Council for Youth Services. As chairman of the White Sox, he was instrumental in initiating Chicago White Sox Charities, the arm of the baseball organization that raises funds for cancer research, children's and senior programs. Chicago Baseball Cancer Charities has twice conferred its Hallmark Award to Reinsdorf in recognition of his efforts.

In addition to his sports interests, Reinsdorf is an attorney, a certified public accountant, a specialist in real estate securities, a registered mortgage underwriter and a certified review appraiser. In December 1987, Reinsdorf completed employment as chairman of the board of a real estate investment firm he co-founded in the early 1970s and sold to American Express. Currently, he is a partner in Bojer Financial, Ltd., a real estate investment company. He is a former member of the board of directors of Shearson Lehman Brothers, Inc., the Northwestern University Law School Alumni Association, LaSalle Bank, Equity Office Properties and numerous other corporations and charities. He is presently a trustee of Northwestern University.

Born in Brooklyn, N.Y. on February 25, 1936, Reinsdorf graduated from George Washington University in Washington D.C. and earned a law degree from Northwestern University after moving to Chicago in 1957. Reinsdorf and his wife, Martyl, have four children and eight grandchildren.