SPORTS LAW: OPPORTUNITIES IN THE 90'S

1:30 - 1:50  I. Overview: What the 1990's Will Have To Offer – John Wendel, President, Sports Lawyers Association
1:50 – 2:30  II. "Breaking In" And Building A Client Base – Craig Fenech, President of Sparta Pro Representative, Inc.
2:30 – 3:00  III. Ethics, Standards and the Sports Lawyer – Steve Elbhart, Commissioner, World Basketball League
3:00 – 3:15  Break
4:15 – 5:00  V. Intercollegiate Athletics And The Sports Lawyer – Paul Dee, Vice President, General Counsel and Acting Intercollegiate Athletic Director, University of Miami

SPECIAL SESSION
SATURDAY, MARCH 23, 1991 — 1:30 P.M. – 5:00 P.M.

Registration Information

Who Should Attend
This program is designed for attorneys, agents and/or representatives of professional athletes, attorneys for professional sport teams and leagues, attorneys for players associations, attorneys for stadium and arena authorities, attorneys for numerous companies tangentially involved in and with professional and amateur sports, students and professors of sports law, educators and others generally interested in the field, especially the Saturday afternoon session above.

Although the program will be primarily directed toward those experienced in the field, a substantial portion of the program will be meaningful to and directed toward the novice or those just considering entering the field.

Format
Individual presentations generally will include question and answer sessions. Certain subjects will consist of panel discussions. There will be numerous breaks and other ample opportunities to meet the faculty and other registrants, as well as to learn about the Sports Lawyers Association.

Tax Deductions
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, 103 F. 2d 307 subject to the tax reform act of 1986.

Embassy Suites Hotel
This Spanish-Mediterranean style hotel is situated directly on the ocean — with beautiful sand beaches for your enjoyment. The special seminar rate for the days of March 22-24 of $145 single/double for ocean view suite or $135 single/double for intracoastal suite.

Guaranteed for reservations made by February 28.
Phone: 1-800-545-7263.

Registration Fees
Registration fees for the 3 days of seminars, receptions, annual banquet and Saturday's special afternoon session are as follows:
Regular & Associate members – $295;
Law Educators & Students – $225;
Spouse – $395;
Spouse (Socials Only) – $95;
Non-Members – $345;
Saturday Afternoon Session Only – $95.
Please send payment to: Sports Lawyers Association, 2017 Lathrop Avenue, Racine, WI 53405 (414) 632-4040.

Substitutions and Cancellations
Substitutions may be made at any time. Written cancellations must be received in writing by March 6, in which event 75% of registration fees will be refunded. All registration fees must be paid before the first session.

Save On Air Travel
American Airlines is the preferred carrier and is offering a 45% discount off coach if tickets are purchased 14 days in advance, 40% discount off coach if tickets are purchased 7 days in advance, 35% discount off coach for Canada and 5% off the lowest discounted rate available. Call 1-800-433-1790 and ask for Star #51631LS.

SPORTS LAW
1991
Annual Seminar of the
SPORTS LAWYERS ASSOCIATION
Sponsored by
Merrill Lynch
March 21, 22 & 23
Ft. Lauderdale, Florida
### Thursday, March 21, 1991
- **9:00 – 12:00 p.m.**
  - Board of Directors Meeting

- **12:00**
  - Registration

- **12:45 – 1:00 p.m.**
  - Opening Remarks
  - John Wendel, President, Sports Lawyers Association

- **1:00 – 2:00 p.m.**
  - Panel Discussion: National Hockey League Player and Management Relations
  - Brian Burke, Vice President & Director of Hockey Operations of Vancouver Canucks
  - Bob Goodenow, Legal Counsel & Director of National Hockey League Players Association
  - Joe Weiler, Attorney at Law/Professor, University of British Columbia

- **2:00 – 2:45 p.m.**
  - WBL: Emergence of Professional International Competition
  - Steve Ehrhart, Commissioner, World Basketball League

- **2:45 – 3:00 p.m.**
  - Break

- **3:00 – 3:45 p.m.**
  - A Case Study: Investing Discretionary Income In A Volatile World Market
  - R. Todd Lincoln, Vice President, Special Investor Services for Merrill Lynch
  - Bob Alderman, Assistant Vice President, Special Investor Services for Merrill Lynch

- **3:45 – 4:30 p.m.**
  - Representing Sports Broadcasters
  - Art Kaminsky, Attorney-at-Law

- **4:30 – 5:15 p.m.**
  - Debate On Credit Issues And Application Of Workers’ Compensation To Collegiate Athletics
  - Jerry Herz, Workers’ Compensation Attorney For National Football League Players
  - Steve Kronenberg, Workers’ Compensation Attorney For Miami Dolphins

- **6:30 – 7:30 p.m.**
  - President’s Reception
  - (Poolside)

### Friday, March 22, 1991
- **8:30 – 9:00 a.m.**
  - Sports Lawyers Association Annual Meeting

- **9:00 – 9:40 a.m.**
  - Health Risks Through The Decades Of Life: Vital Information For You And Your Client
  - Dr. John Henderson, Director of Primary Care for Sports Medicine at Huntington Orthopedic Clinic

- **9:40 – 10:20 a.m.**
  - Representing The Athletic Interests of Today’s University
  - Paul Dee, Vice President, General Counsel and Acting Intercollegiate Athletic Director, University of Miami

- **10:20 – 10:30 a.m.**
  - Break

- **10:30 – 11:15 a.m.**
  - When The NCAA Comes Calling
  - Don Yaeger, Author of “Undue Process” the NCAA’s Injustice For All

- **11:15 – 12:00 p.m.**
  - A Review and Update On NCAA Legislation
  - Rick Everard, NCAA Director of Legislative Services

- **12:00 – 1:30 p.m.**
  - Lunch (Poolside)
  - Sponsored by HCA/Hughston Sports Medicine Hospital

- **1:30 – 5:00 p.m.**
  - Special Half Day Seminar
  - "Sports Law: Opportunities in the 90’s"
  - See back page for full details.

- **2:50 – 3:00 p.m.**
  - Break

- **3:00 – 4:30 p.m.**
  - Panel Discussion: Motor Sports Legal Issues – Relevance To Sports In General
  - Ted Bendelow, General Counsel, Sports Car Club Of America (SCCA)
  - Russ Dunn, General Counsel, National Hot Rod Association (NHRA)
  - Bob Schmelzor, General Counsel, American Motorcyclists Association (AMA)
  - Steve Hearn, General Counsel, American Power Boat Association (APBA)

- **4:30 – 5:15 p.m.**
  - NFLPA Certification Seminar
  - NFLPA Staff

- **6:00 – 7:00 p.m.**
  - Cocktails
  - (Cash Bar)

### Saturday, March 23, 1991
- **9:00 – 9:30 a.m.**
  - Your Client and The Media – Personal-Presentation Guidelines
  - Harlan Hogan, President, Wordsworth, Inc.

- **9:30 – 10:20 a.m.**
  - Representing The Non-Star Veteran Athlete
  - Jack Mills, Attorney Representing NFL Players

- **10:20 – 10:30 a.m.**
  - Break

- **10:30 – 11:00 a.m.**
  - Operating A Successful Major League Franchise In A Small Economic Market
  - Bernie Mullins, Sports Management Executive

- **11:00 – 11:30 a.m.**
  - Operating A Minor League Baseball Franchise
  - Mike Veeck, President, Miami Miracle Florida State League Baseball Team

- **11:30 – 12:00 p.m.**
  - A New Professional Baseball Agreement
  - John Wendel, President, Sports Lawyers Association

- **1:30 – 5:00 p.m.**
  - Special Half Day Seminar
  - "Sports Law: Opportunities in the 90’s"
  - See back page for full details.

- **7:00 p.m.**
  - Annual SLA Banquet (Ballroom)
  - Featured Speaker:
    - Alan Rothenberg, Attorney Partner, Latham & Watkins; Vice President, Los Angeles Lakers, Los Angeles Kings, The Forum; President, United States Soccer Federation
  - Sponsored by Merrill Lynch
Mark your calendar now to attend the annual SLA National Convention. This will be the most important seminar of the year for sports lawyers. It will feature the following speakers discussing today's vital topics:

### Partial Program

- **Key Legal Issues and Intercollegiate Athletics**
  Paul Dee, Univ. of Miami Vice President & General Counsel

- **Workers Compensation Debate — Does It Apply to College Athletes?**
  For Players: Jerry Herz, Attorney, Washington, D.C.
  For Management: Steve Kornenberg, Attorney, Miami, Fla.

- **Organizing And Operating A Minor League Franchise**
  Mike Veeck, President, Miami Miracles — Florida State League

- **Representing Schools Charged with NCAA Violations**
  Mike Slive, Attorney & former legal counsel with the NCAA

- **Organizing And Obtaining A Major League Expansion Franchise**
  Richard Horrow, Attorney & President, Horrow Sports Ventures

- **Representing The “Non-Star” Veteran**
  Jack Mills, Attorney & Sports Agent, Boulder, Colo.

- **Special Panel Discussion**
  Motor Sports Legal Issues — Relevance To Sports In General
  Tod Bendelow, Russ Dean, Bob Smeltzer, Steve Hearn

- **Your Client and the Media — Personal-Presentation Guidelines**
  Harlan Hogan, Media Voice-over Specialist, President of Wordsworth Incorporated

- **Special Panel Session: NHL Player-Management Relations**
  Brian Burke, Vice President and Director of Hockey Operations, Vancouver Canucks
  Bob Goodenow, NHLPA Attorney-Director
  Joe Weiler, Law Professor at University of British Columbia

PLUS...many other authoritative, informative and helpful seminars presented by today’s finest speakers. Watch your SLA newsletter for complete brochure and information.