

REGISTRATION INFORMATION

WHO SHOULD ATTEND?

This conference program is designed for attorneys, agents, and representatives of professional athletes, attorneys for professional sport teams and leagues, attorneys for players associations, attorneys for stadium and area authorities, attorneys for numerous companies tangentially involved with amateur sports, students and professors of sports law, educators and all others generally interested in the field.

Although the program will be primarily directed toward those with experience, a tailored portion of the program will be meaningful to and directed toward the novice or those just considering entering the field.

FORMAT

You will have plenty of time to ask questions after the individual presentations or panel discussions. There will be breaks and other opportunities to meet speakers, SLA Board members and other registrants, as well as learn about the Sports Lawyers Association.

THE SCOTTSDALE PRINCESS RESORT

Special Conference rates for the Sports Lawyers Conference have been established at \$145.00 per night for single/double accommodations.

These rates will be offered to guests arriving up to three days prior to and three days following the meeting dates, for a maximum of nine consecutive nights. These rates will be available until April 18, 1994. To make your reservations at the Scottsdale Princess call (800)344-4758. Please indicate that you are with the Sports Lawyers Conference.

SAVE ON AIR TRAVEL & CAR RENTAL

Discounted air fares and car rentals are being offered to attendees this year through Veltra Travel Company. Veltra Travel issues tickets on all major airlines and offers the lowest air fares available. Call 1-800-548-7719 to make your travel arrangements.

SUBSTITUTIONS AND CANCELLATIONS

Substitutions may be made at any time. Written cancellations must be received in writing by May 3, in which event 75% of registration fees will be refunded. All registration fees must be paid before the first session.

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, 203 F 2d 307 subject to the tax reform act of 1986.

REGISTRATION FEES

Registration fees for the conference are as follows:

Regular/Assoc. Member	\$345.00
Non-Member	\$445.00
Law Educator	\$295.00
Law Student	\$175.00
Spouse	\$195.00

(The above fees include all seminars, receptions, annual luncheon banquet and Saturdays special afternoon session.)

Social Events Only	\$115.00
Luncheon Banquet Only	\$ 45.00
Saturday Afternoon Session	\$ 45.00

Please send payment to:

Sports Lawyers Association
2017 Lathrop Avenue
Racine, WI 53405
Phone: 414/632-4040
Fax: 414/632-5460

THE MOST IMPORTANT SPORTS LAW CONFERENCE OF THE YEAR



20th Annual

Sports Lawyers Conference

Scottsdale Princess Resort
May 19 - 21, 1994

Presented by the Sports Lawyers Association

Tulane Law School - Continuing Legal Education

Sponsored by:

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PNC BANK
Where Performance CountsSM

HCA/Hughston Sports Medicine Center

PRESENTING THE 20TH ANNUAL SPORTS LAWYERS CONFERENCE

SPORTS LAW'S PREMIER EVENT

Year after year, sports lawyers acclaim this as the most important conference. This year will be no different — the program is blue ribbon quality. By joining your colleagues and other key influentials, you can expect to:

Gain valuable insights and make helpful contacts

... as you interact with top agents, executive directors of the players' associations, league counsels, university professors, team physicians and management attorneys. They each bring years of practical experience. The result — stimulating, hard-hitting forums covering more topics than ever before.

Get authoritative information on the most consequential issues in sports

Thursday

Investigate the marketing of professional athletes and teams, the pitfalls of disability insurance and the ever-changing world of television and sports. In a special extra session, you'll obtain the most current status on tax and other critical financial concerns involved in athlete representation.

Friday

This power-packed day features sessions on the negotiation of player contracts under the NBA and NFL salary caps, the marketing of Shaquille O'Neal and the determination of legal responsibility for athletic injuries.

Saturday

Rounding out the program are two intensive forums spotlighting the executive directors and league counsels of the professional leagues, two special panels for educators and students and a practical discussion of ethics in sports.

Earn Continuing Law Education (CLE) credit

... by attending the conference. Approved through Tulane University, the program provides 21 hours for 50-minute states and 17.5 hours for 60-minute states — both include one hour of ethics credit.

Enjoy your stay at a resort listed among the world's best

... the Scottsdale Princess Resort. Rated #9 by *Conde Nast* magazine, this resort makes a productive trip even more satisfying. With recreational facilities including heated outdoor pools, a fitness trail and two 18-hole golf courses, one being the site of the Phoenix Open. Join your colleagues for a round of golf Sunday morning. To participate, check the box on the registration form and send it in today.

THURSDAY, MAY 19

8:00 am - 5:00 pm

Hospitality & Registration

8:30 am - 11:30 pm

Sports Lawyers Association Annual Board of Directors Meeting

12:30 pm - 1:00 pm

Opening Remarks and Annual Meeting of The Sports Lawyers Association
A. Jackson Mills, A.J. Mills, Jr., P.C.

1:00 pm - 2:00 pm

Marketing of Professional Athletes and Teams
Moderator: Peter S. Roisman, Advantage International Management
Panelists: David Cornwell, Senior Corporate Counsel, Upper Deck Company
David Falk, Chairman/CEO, Falk Associates
Shawn Hunter, Executive Vice-President, Denver Nuggets
Stanley H. Kasten, President, Atlanta Hawks/Atlanta Braves

2:00 pm - 2:50 pm

Tax and Financial Matters in Athlete Representation
Panelists: Mark D. Feldman, Ash Narayanan & R. Steve Stevens
Arthur Andersen & Co., SC

2:50 pm - 3:00 pm

Break

3:00 pm - 4:00 pm

Disability Insurance: What Teams and Athletes Need To Know
Moderator: Richard L. Wagenheim, Korman, Schorr & Wagenheim
Panelists: Brian D. Burns, Chairman, Pro Financial Services
Ted Dipple, President, American Sports Underwriters

4:00 p.m. - 5:00 p.m.

Television and Sports: The Changing Marketplace
Moderator: Robert H. Ruxin, Vice President/General Counsel, Kazmaier Associates, Inc.
Panelists: John Ertmann, Vice President-Negotiations, NBC
Pamela R. Lester, Vice President of Business Affairs/ General Counsel, Time Warner Sports
Michael Shapiro, Senior Counsel, TBS Sports

5:00 p.m. - 5:30 p.m.

Second Careers for Athletes
Moderator: John F. Wendel, Wendel Chritton & Parks Chtd.
Panelist: Lloyd E. Shefsky, Shefsky & Froelich Ltd.

6:30 p.m. - 7:30 p.m.

Sports Lawyers Association Annual Ice Breaker Reception
Sponsored by Arthur Andersen & Co., SC

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FRIDAY, MAY 20

8:00 a.m. - 5:00 p.m.

8:30 a.m. - 9:45 a.m.

9:45 a.m. - 10:35 a.m.

10:35 a.m. - 10:45 a.m.

10:45 a.m. - Noon

Noon - 2:00 p.m.

2:00 p.m. - 2:50 p.m.

2:50 p.m. - 3:50 p.m.

3:50 p.m. - 4:00 p.m.

4:00 p.m. - 5:00 p.m.

CLE Credit Approved

21 credit hours for 50-minute states and 17.5 credit hours for 60-minute states. Both include one hour of ethics credit. Attendance at the entire program is required in order to earn credit. Application for credit should be made directly to the appropriate state bar association. Tulane School offers reporting assistance.

Hospitality and Registration

Negotiating Player Contracts Under the NBA Salary Cap

Moderator: Gary R. Roberts, Vice Dean, Tulane Law School
Panelists: Charles Grantham, Executive Director, NBAPA
Irwin Mandel, Vice President Financial/Legal, Chicago Bulls
Jeff Mishkin, Senior Vice President/Legal and Business Affairs, NBA
Herbert L. Rudoy, President, Herbert L. Rudoy Ltd.

The Shaq Attaq: The Marketing of Shaquille O'Neal

Moderator: Gary R. Uberstine, President/ Football Operations, Management Plus Enterprises, Inc.
Panelist: Leonard Armato, President, Management Plus Enterprises, Inc.

Break

Negotiating Player Contracts Under the NFL Salary Cap

Moderator: Robert E. Wallace, Jr., Assistant to the President/General Counsel, Philadelphia Eagles
Panelists: Anthony J. Agnone, President, Eastern Athletic Service
John E. Beake, General Manager, Denver Broncos Football Club
Lal Heneghan, Labor Relations Counsel, NFL Management Council
A. Jackson Mills, A.J. Mills, Jr., P.C.

Annual Award of Excellence Luncheon

Sponsored by PNC Bank **PNC BANK**
Where Performance CountsSM

Financial Freedom: You Can Bank On It

by the Investment Management & Research Group of PNC Bank

Team Physicians and Competitive Athletes: Allocating Legal Responsibility for Athletic Injuries

Moderator: Kimarie R. Stratos, Shutts & Bowen
Panelists: Champ Baker, M.D., Hughston Sports Medicine Center
Russell P. Chick, M.D., Team Physician, Phoenix Cardinals
Charles S. Harris, Athletic Director, Arizona State University
Matthew J. Mitten, Associate Professor of Law, South Texas College of Law
Mark Tingstad, Deloitte & Touche, former football player, Arizona State University

Break

Professional Team Sports — The Declining American Influence Down Under

Moderator: Robert H. Ruxin, Vice President/General Counsel, Kazmaier Associates, Inc.
Panelists: Hayden Opie, Senior Lecturer, Melbourne University
Malcolm Speed, Executive Chairman, National Basketball League
Brian D. Ward, Senior Partner, Brian Ward & Partners, Solicitors

4:00 p.m. - 5:50 p.m.

7:00 p.m. - 8:00 p.m.

SATURDAY, MAY 21

8:00 a.m. - 4:00 p.m.

8:30 a.m. - 9:30 a.m.

9:30 a.m. - 10:55 a.m.

10:55 a.m. - 11:05 a.m.

11:05 a.m. - 12:30 p.m.

12:30 p.m. - 2:00 p.m.

2:00 p.m. - 5:00 p.m.

2:00 p.m. - 5:00 p.m.

NFLPA Contract Advisor Session

President's Reception

Sponsored by Hughston Sports Medicine



Hospitality and Registration

Ethics in Sports

Moderator: Richard M. Moss, Moss, Fleisher & Associates
Panelists: Randal Hendricks, President, Hendricks Sports Management
Eugene Orza, Associate General Counsel, MLBPA

Executive Directors Forum

Moderator: Richard A. Berthelsen, General Counsel, NFLPA
Panelists: Don M. Fehr, Executive Director, MLBPA
Robert Goodenow, Executive Director, NHLPA
Charles Grantham, Executive Director, NBAPA
Eugene Upshaw, Executive Director, NFLPA

Break

League Counsel Forum

Moderator: Brian Burke, Senior Vice President & Director of Hockey Operations, NHL
Panelists: Jeff Mishkin, Senior Vice President/Legal and Business Affairs, NBA
Jay E. Moyer, Executive Vice President/Counsel, NFL
Thomas J. Ostertag, General Counsel, MLB
Jeff Pash, Vice President/General Counsel, NHL

Lunch on your own

Teaching Sports Law and Academics

Moderator: Ethan Lock, Professor, Arizona State University
Panelists: William Buckley Briggs, Sports Law Professor, Cornell University
Martin J. Greenberg, Director of Marquette University's National Sports Law Institute
Gary R. Roberts, Vice Dean, Tulane Law School
Dr. David K. Stotlar, Director/Sports Administration Program, University of Northern Colorado

Opportunities for Lawyers and Law Students

Moderator: Craig E. Fenech, President, Sparta Pro Rep, Inc.
Panelists: Anthony J. Agnone, President, Eastern Athletic Service
Brian Burke, Senior Vice President & Director of Hockey Operations, NHL
Robert Goodenow, Executive Director, NHLPA
Peter S. Roisman, Advantage International Management
Michael Shapiro, Senior Counsel, TBS Sports

Registration Form

Mail to:
Sports Lawyers Association
2017 Lathrop Avenue
Racine, WI 53405

Sports Lawyers Conference

MAY 19 - 21, 1994

Complete this form and return with payment in enclosed envelope to SLA.

Name _____

First Name You Want To Appear On Badge _____

Spouse Name (if attending) _____

Firm/Organization _____

Title _____

Address _____

City/State/Zip _____

Phone: Work () _____ Fax () _____

State Bar Memberships (w/bar numbers): _____

REGISTRATION FEES

Full Registration Fee Includes: 3 days of seminars, Thursday's Reception, Friday's Reception, Annual SLA Luncheon, the course materials handbook and CLE Credit, sponsored by Tulane Law School.

- Regular & Associate Members (Full Registration) _____ \$345
- Non-Members (Full Registration) _____ \$445
- Law Educators (Full Registration) _____ \$295
- Law Students (Full Registration) _____ \$175
- Spouse (Full Registration) _____ \$195
- Social Events Only (Includes Thursday's Reception, Friday's Reception and Luncheon) _____ \$115
- Saturday Afternoon Session Only (for Educators and Students) _____ \$ 45
- Luncheon Only (Friday) _____ \$ 45

Total Amount Enclosed _____



If you plan on participating in Sunday's golf outing, please indicate here and check in at the registration desk for tee times. Green fees additional.

SPECIAL CONFERENCE RATES FOR AIR TRAVEL

Veltra Travel Service is offering discounted fares to Scottsdale, Arizona. Please phone (800)548-7719 during regular business hours and ask for the convention desk.

DON'T DELAY

In order to get the special conference rates you must reserve your room(s) no later than April 18, 1994. Call the Scottsdale Princess at (800) 344-4758 Or Fax the hotel reservation form to (602)585-9895

REGISTER BY PHONE, MAIL OR FAX

Please indicate method of payment:

- Check Money Order VISA MasterCard

Account No. _____ Exp. Date _____

Signature _____

Required If Using A Credit Card

Phone (414)632-4040 or FAX (414)632-5460

