

## How to Register



### Who should attend?

This conference program is designed for attorneys, agents, and representatives of professional athletes, professional sports teams and leagues, players' associations, stadium and arena authorities, companies tangentially involved with amateur sports, and 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.

### What's the 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 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 5; 75% of the registration fee will be refunded. All registration fees must be paid before the first session.

### Is this 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 2d 307 subject to the tax reform act of 1986.

#### THE MARRIOTT COPLEY PLACE

Special Conference rates for the Sports Lawyers Conference have been established at \$149 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 26, 1995. To make your reservations at the Marriott Copley Place call 1-800-228-9290. Please indicate that you are with the Sports Lawyers Conference.

#### SAVE ON AIR TRAVEL & CAR RENTAL

Discounted air fares are available from Delta Airlines. To take advantage of Delta's quality service, convenient schedules and special fares, call the Delta Meeting Reservation Desk at 1-800-241-6760. Refer to File #I6458.

Avis is offering discounted rates for car rentals during the conference. Call Avis at 1-800-331-1600 to make your reservations. The Avis Worldwide Discount (AWD) number is #D657381.

#### REGISTRATION FEES

Registration fees for the conference are as follows:

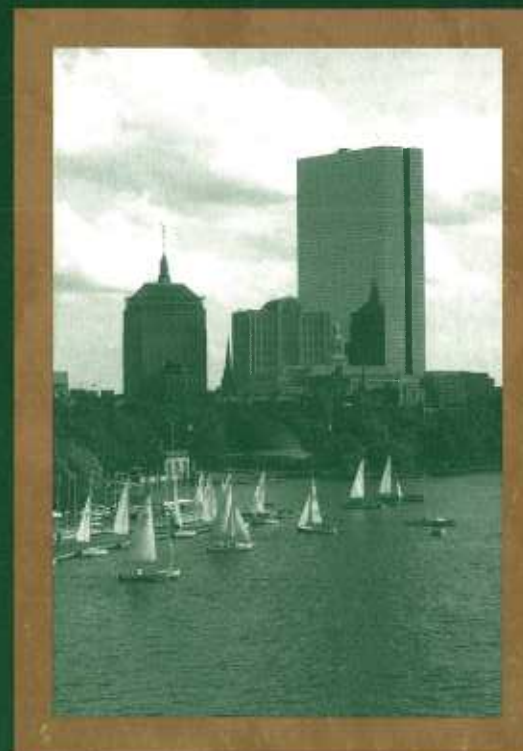
<u>Member</u>	
Regular/Assoc.	\$345
Law Educator	\$295
Law Student	\$175
Non-Member	\$445
Spouse	\$195

*(The above fees include all seminars, receptions, annual luncheon and Saturday's special afternoon sessions.)*

Social Events Only	\$115
Saturday Afternoon Session Only	\$45
Luncheon Only	\$45

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

## The Preeminent Sports Law Conference of the Year



## The 21st Annual Sports Lawyers Conference

Marriott Copley Place  
Boston, Massachusetts

May 18-20, 1995



**PNCBANK**  
Where Performance Counts<sup>SM</sup>

Hughston Sports  
Medical Hospital

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American Specialty Underwriters Inc.



# Schedule of Events

## Thursday, May 18

- 8:00 a.m. - 5:00 p.m. Hospitality & Registration
- 8:30 - 11:30 a.m. Sports Lawyers Association Annual Board of Directors Meeting
- 12:30 - 12:45 p.m. Opening Remarks and Annual Meeting
- 12:45 - 1:30 p.m. Recent Legal Developments in Sports  
Speaker: Gary R. Roberts, Vice Dean and Professor of Law, Tulane Law School
- 1:30 - 3:00 p.m. Representing a Client Through a Crisis: Protecting Client's Legal Rights, Maintaining the Client's Sports Career, Contractual Relationships, Income Opportunities, Rehabilitating the Client's Image  
Moderator: Stephanie J. Vardavas, Vice President of Legal and Business Affairs, ProServ, Inc.  
Panelists: Robert S. Bennett, Partner, Skadden, Arps, Slate, Meagher & Flom  
Reuven Katz, Partner, Katz, Teller, Brand & Hild  
Mark Levinstein, Partner, Williams & Connelly
- 3:00 - 3:15 p.m. Break
- 3:15 - 3:45 p.m. The Role of Affirmative Action in Sports Front Offices  
Speaker: Kenneth L. Shropshire, Associate Professor of Legal Studies & Real Estate, Wharton Real Estate Center, University of Pennsylvania
- 3:45 - 5:30 p.m. Marketing and Sponsorships: Marketing the Athlete, Endorsement Contracts, and Drafting and Negotiating Event Sponsorship Agreements  
Panelists: Tom George, Vice President, Athlete Marketing, Advantage International, Inc.  
Jeffrey L. Orridge, Counsel for Worldwide Marketing & Advertising, Reebok International, Ltd.  
Mary Hutchings Reed, Author, *The IEG Legal Guide to Sponsorships*  
Jackie Woodward, Director of Sports Marketing, McDonald's Corporation (invited)
- 6:00 - 7:30 p.m. Sports Lawyers Association Annual Ice Breaker Reception at Fenway Park  
(Tickets for Red Sox vs. Indians game available - see registration form for details)

Sponsored by  
**ARTHUR ANDERSEN**  
ARTHUR ANDERSEN, LLP

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

## Friday, May 19

- 8:00 a.m. - 5:00 p.m. Hospitality, Registration & Continental Breakfast  
Sponsored by **ASU** American Specialty Underwriters Inc.
- 8:30 - 9:30 a.m. Ethical Representation of Athletes: Registration Requirements, Canons of Ethics, Disciplinary Actions  
Panelists: Robert C. Berry, Professor of Law, Boston College Law School  
J. Mark Rodgers, General Counsel, Stephens Sports Management, Inc.  
George Cohen, Esq., Senior Partner, Bredhoff and Kaiser, Counsel to NBPA Committee on Agent Regulation, Special Counsel to MLBPA Committee on Agent Regulation
- 9:30 - 10:30 a.m. Negotiating Contracts Under the New NHL Collective Bargaining Agreement  
Moderator: Brian P. Burke, Senior Vice President & Director of Hockey Operations, NHL  
Panelists: Neil F. Abbott, Attorney, Abbott Sports Management  
George A. McPhee, Director of Hockey Operations, Vancouver Canucks
- 10:30 - 10:45 a.m. Break
- 10:45 a.m. - 12:15 p.m. Issues in Intercollegiate Athletics: Title IX Compliance, Representing College Coaches, and Disability Insurance  
Panelists: Glenn M. Wong, Professor and Department Head, University of Massachusetts, Department of Sport Studies  
Melissa L. Conboy, Associate Athletic Director, University of Notre Dame  
Dennis M. Coleman, Partner, Ropes & Gray  
Peter S. Roisman, Division Head, Advantage International, Inc.  
Edward A. Dipple, President, American Specialty Underwriters, Inc. (Invited)
- 12:15 - 2:00 p.m. Annual Award of Excellence Luncheon  
Speaker: Peter Gammons, Commentator, ESPN, Columnist, Boston Globe  
Sponsored by **PNCBANK**
- 2:00 - 3:00 p.m. Player Safety Issues  
Panelists: F. Lal Heneghan, Labor Relations Counsel, NFL  
John Kerr, Assistant to the Executive Director, NFLPA  
Dr. Glenn C. Terry, Orthopaedic Surgeon, The Hughston Clinic, P.C.

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

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

## 10:30 - 10:45 a.m.

## 10:45 a.m. - 12:15 p.m.

## 12:15 - 2:00 p.m.

## 2:00 - 3:00 p.m.

## PRESENTING THE PREEMINENT SPORTS LAWYERS CONFERENCE OF THE YEAR

The conference that has received accolades for its superior program, presented by the most influential people in the industry, will take place May 18-20, 1995, in Boston, Massachusetts. Your attendance at the 21st Annual Sports Lawyers Conference provides you with:

### EXCLUSIVE INSIGHT AND INSTRUMENTAL CONTACTS —

Join in on sessions led by league counsels, executive directors of players' associations, top agents, team physicians, university professors and management attorneys. Expect incisive, hard-hitting forums with a wide range of perspectives found nowhere else — all at one event!

### AUTHORITATIVE COVERAGE OF VITAL SPORTS LAW ISSUES TODAY —

#### Thursday

Examine athlete endorsements, ambush marketing and rights of termination in the marketing and sponsorship session. Also, learn about the role of affirmative action in sports front offices and look at some key issues surrounding the representation of a client through a legal/public relations crisis.

#### Friday

Sessions cover registration requirements and ethical consideration in representing athletes, player safety issues, plus leases and financing issues regarding athletic facilities, and negotiating NHL contracts under the new NHL collective bargaining agreement.

#### Saturday

Rounding out the program will be an exploration of current legal issues and their ramifications for major league sports and the major league players' associations. Plus, other panels will address opportunities for sports lawyers, law students, and those who teach sports law.

### CONTINUING LEGAL EDUCATION (CLE) CREDIT —

Approved through Tulane University, the program provides 21.9 hours for 50-minute states and 18.25 hours for 60-minute states. Both include a minimum of one hour of ethics credit.

### A SUPERB HOTEL IN A DYNAMIC CITY —

Our meeting place — the Marriott Copley Place — puts you where the past meets the future. Set in the heart of Boston's exclusive Back Bay, the hotel offers first-class accommodations, a state-of-the-art health club, superb restaurants and lounges, and contemporary meeting facilities. Adjacent to the Copley Place Shopping Galleries, you'll be just minutes from the finest Boston has to offer. From Boston Commons to the elegant restaurants of Boylston and Newbury Streets, the Marriott Copley Place will be your connection to Boston.



**3:00 - 3:30 p.m.** **Sports-Related Compliance with the Americans With Disabilities Act**  
**Speaker:** Edmund D. Cooke, Jr., Esq., *Partner, Winston & Strawn*

**3:30 - 3:45 p.m.** **Break**

**3:45 - 4:15 p.m.** **Financial Planning Issues**  
**Speaker:** Ed Arbaugh, *Senior Vice President, Investment Management and Trust Services, PNC Bank*

**4:15 - 5:30 p.m.** **Athletic Facilities Operational and Legal Issues: Leases, Financing, and Dealing with Municipalities**  
**Moderator:** William Y. Webb, Esq., *Partner, Ballard, Spahr, Andrews, & Ingersoll, Secretary and General Counsel, Philadelphia Phillies*  
**Panelists:** Robert L. Caporale, *Partner, Eckert, Seamans, Cherin & Mellott*  
 Lawrence M. Dale, *Vice President, Business Development, and General Counsel, Skydome Corporation*  
 Richard E. Thigpen, Jr., *General Counsel, Charlotte Panthers*

**3:45 - 5:30 p.m.** **NFLPA Contract Advisor Session**

**6:00 - 7:00 p.m.** **President's Reception**  
*Sponsored by*  **Hughston Sports Medical Hospital**

**Saturday, May 20**

**8:00 a.m. - 2:00 p.m.** **Hospitality, Registration & Continental Breakfast**  
*Sponsored by*  **ASU American Specialty Underwriters Inc.**

**8:30 - 9:45 a.m.** **U.S. and Canadian Tax Compliance Update and Criminal Tax Implications of Not Reporting Cash Payments**  
**Moderator:** Ash Narayanan, *Tax Manager, Arthur Andersen, LLP*  
**Panelists:** Neil H. Harris, *Attorney, Goodman, Phillips & Vineberg*  
 Craig A. Sharon, *Associate Caplin & Drysdale*  
 Brenda G. Ames, *Senior Manager, Arthur Andersen, LLP*  
 Katherine O. Szem, *Senior Manager, Arthur Andersen, LLP*

**9:45 - 11:15 a.m.** **General Counsels Forum**  
**Moderator:** Paul C. Weiler, *The Henry J. Friendly Professor of Law, Harvard Law School*  
**Panelists:** Jeff Mishkin, *Senior Vice President/Legal & Business Affairs, NBA*  
 Jay E. Moyer, *Executive Vice President/Counsel, NFL*  
 Thomas J. Ostertag, *General Counsel, MLB*  
 Jeffrey Pash, *Senior Vice President & General Counsel, NHL*

**11:15 - 11:30 a.m.** **Break**  
*Sponsored by John B. Hynes Convention Center*

**11:30 a.m. - 1:00 p.m.** **Executive Directors Forum**  
**Moderator:** Lonn A. Trost, *Partner, Herrick, Feinstein, LLP*  
**Panelists:** Donald M. Fehr, *Executive Director, MLBPA*  
 Robert W. Goodenow, *Executive Director, NHLPA*  
 Charles Grantham, *Executive Director, NBPA*  
 Eugene Upshaw, *Executive Director, NFLPA*

**1:00 - 2:00 p.m.** **Lunch on your own**

**2:00 - 4:00 p.m.** **Tour of Boston Garden & the new Shawmut Center**

**2:00 - 5:00 p.m.** **Teaching Sports Law**  
**Moderator:** Jan Stiglitz, *Professor, California Western, School of Law*  
**Panelists:** William D. Henslee, *Assistant Professor of Law, Pepperdine University, School of Law*  
 Lisa Pike Masteralexis, *Assistant Professor, University of Massachusetts, Department of Sport Studies*  
 C. Peter Goplerud, III, *Co-Author, Sports Law Cases and Materials, Dean & Professor of Law, University of Oklahoma, College of Law*  
 Robert N. Davis, *University of Mississippi, School of Law*

**2:00 - 5:00 p.m.** **Opportunities for Lawyers and Law Students**  
**Moderator:** Glenn M. Wong, *Professor and Department Head, University of Massachusetts, Department of Sport Studies*  
**Panelists:** Nerisa Gibert, *Contracts Manager, Reebok International, Ltd.*  
 Richard J. Ensor, *Commissioner, Metro Atlantic Athletic Conference*  
 Tim English, *Staff Counsel, NFLPA (invited)*  
 Philip R. Hochberg, *Partner, Baraff, Koerner, Olender & Hochberg*  
 Louis Melendez, *Associate Counsel, MLB Player Relations Committee (invited)*  
 Gregg E. Clifton, *CEO, Bob Woolf Associates*

*Special thanks to the Greater Boston Convention & Visitors Bureau, Inc. for their generous assistance with this conference.*



**Registration Form**



**Sports Lawyers Conference MAY 18 - 20, 1995**







ARTHUR ANDERSEN & CO. SC

Complete this form and return with payment in enclosed envelope.

Name \_\_\_\_\_  
 First name you want to appear on I.D. badge \_\_\_\_\_  
 Spouse Name (if attending) \_\_\_\_\_  
 Firm/Organization \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone: Home ( ) \_\_\_\_\_ Work ( ) \_\_\_\_\_  
 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, Saturday Afternoon Session and CLE Credit, sponsored by Tulane Law School.

Members

<input type="checkbox"/> Regular/Assoc. (Full Registration)	_____	\$345
<input type="checkbox"/> Law Educator (Full Registration)	_____	\$295
<input type="checkbox"/> Law Student (Full Registration)	_____	\$175
<input type="checkbox"/> Non-Member (Full Registration)	_____	\$445
<input type="checkbox"/> Spouse (Full Registration)	_____	\$195
<input type="checkbox"/> Social Events Only (Includes Thursday's Reception, Friday's Reception and Luncheon)	_____	\$115
<input type="checkbox"/> Luncheon Only (Friday)	_____	\$ 45
<input type="checkbox"/> Saturday Afternoon Session Only (for educators and students)	_____	\$ 45

**Total Amount Enclosed** \_\_\_\_\_



If you plan on attending Thursday's Red Sox vs. Indians game please indicate.  
 No. of tickets required. Include \$12 per ticket along with your registration fees.

**\$ SAVE \$**

In order to receive the special conference rate of \$149, reserve your room no later than April 26, 1995, by calling the Marriott Copley Place at (800) 228-9290.

The SLA group rate is guaranteed only for reservations made before April 26th.

**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**

Mail to: Sports Lawyers Association • 2017 Lathrop Ave. • Racine, WI 53405