

How to Register

Who Should Attend?

This conference program is designed for attorneys, agents, representatives of professional athletes, professional sports teams and leagues, players associations, stadium and arena authorities, and companies tangentially involved with amateur sports; students and professors of sports law; educators; and all others generally interested in 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 13; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2000 Annual Meeting in San Francisco. All registration fees must be paid before the meeting.

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, and subject to the tax reform act of 1986.

The Grand Hyatt Washington

Special conference rates for the Sports Lawyers Association Conference have been established at \$189 per night for single/\$209 per night for double accommodations. The hotel is located at 1000 H Street, N.W.

These rates will be offered up to three days prior and three days following the meeting dates, for a maximum of nine consecutive nights. These rates will be available **until April 29, 1999**. To make your reservations at the Grand Hyatt, call 202-582-1234. Please indicate you are with the Sports Lawyers Association Conference.

Save on Air Travel

The Sports Lawyers Association has selected Delta Airlines to serve as the official airline for the 1999 Annual Conference in Washington, DC. For information and reservations, call the Delta Meeting Network at 800-241-6760, between 7:30 am-11:00 pm Eastern Time. The SLA File Number is 124553A.

Future SLA Conferences

May 18-20, 2000

Grand Hyatt
San Francisco, CA

May 17-19, 2001

Loews Philadelphia
Philadelphia, PA

Registration Fees

Registration fees for the full conference are as follows:

Member	
Regular/Associate	\$395
Law Educator	\$345
Law Student	\$175
Nonmember	\$495
Spouse	\$195
<i>(The above fees include all panels and sessions, both receptions, the annual luncheon, and daily coffee breaks. Attendees for the Friday morning NFLPA session are required by the NFLPA to register for the full SLA meeting.)</i>	
Social Events Only	\$115
Friday Luncheon Only	\$30
Saturday "Breaking Into" Session Only	\$25

Please Send Payment to:

Sports Lawyers Association
P.O. Box 630766
Baltimore, MD 21263-0766
Phone: 703-437-4377; Fax: 703-435-4390

25th Annual Sports Lawyer Association Conference



May 20-22, 1999
Grand Hyatt
Washington, DC

Schedule of Events

Thursday, May 20

- 8:30–11:30 am **Sports Lawyers Association Annual Board of Directors Meeting**
- 9:00 am–5:00 pm **Registration**
- 12:15–12:30 pm **SLA Annual Membership Meeting**
Richard A. Berthelsen, SLA President
- 12:30–12:35 pm **Opening Remarks**
Craig E. Fenech, The Sparta Group, Inc., 1999 Program Chair
- 12:35–1:45 pm **An Overview of Recent Developments in Sports**
Speaker: *Gary R. Roberts*, Professor of Law, Tulane Law School
- 1:45–4:15 pm **Ethics for Sports Lawyers**
Moderator: *Reuven J. Katz*, Katz Teller Brant & Hild
Panelists: *Roger Kaplan*, Sports Arbitrator; *Richard M. Moss*; *Lester Munson*, Associate Editor, *Sports Illustrated*; *Mark Levinstein*, Partner, Williams & Connolly; *Raymond E. Anderson*, President, AR Sports, Inc.
- 4:15–5:15 pm **Marketing and Intellectual Property Rights in Sports**
Moderator: *Michael D. McCoy*, Partner, Alston & Bird, LLP—"Intellectual Property: Use It or Lose It"
Panelists: *Michael D. Hauser*, Partner, Alston & Bird, LLP—"How Dreams Are Unfulfilled—Marketing Sara Lee and Champion Products During the 1998 Summer Olympics;" *Robert Barker*, Business Affairs Counsel, The Coca-Cola Company—"Major Sponsors' Relationships with Leagues, Teams, and Athletes;" *Gary Gertzog*, General Counsel, NFL Properties—"Ownership, Control, and Exploitation of Sports-related Intellectual Property"
- 5:15–6:30 pm **Opening Reception**
Sponsored by the Grand Hyatt



Friday, May 21

- 8:00 am–5:00 pm **Registration and Continental Breakfast**
- 8:30–10:00 am **Concurrent Sessions**
- NFL Certified Contract Advisors Session**
Moderator: *Richard A. Berthelsen*, General Counsel, National Football League Players Association
Panelists: *Michael Duberstein*, Director of Research, National Football League Players Association; *Mark Levin*, Assistant Director of Research, National Football League Players Association
- OR
- Current Issues in the Development and Growth of NASCAR**
Moderator: *Gregory J. Ross*, Partner, Poyner & Spruill, LLP
Panelists: *Guy M. Blynn*, Vice President, Deputy General Counsel, and Secretary, R.J. Reynolds Tobacco Company—"Sponsorships and Marketing NASCAR;" *Martin J. Elgison*, Partner, Alston & Bird, LLP—"Relationships Among NASCAR, Track Owners, Sponsors, Team Owners, and Drivers;" *Tom Cotter*, Founder, Cotter Group—"The Growth of NASCAR as a Business"
- OR
- National Association of College Conference Counsel (NACCC) Annual Roundtable Seminar—Are We Going Bat-ty: An Exploration of the Issues Concerning the Nonwood Baseball Bat Dispute**
Moderator: *Mel Narol*, Legal Counsel to several college conferences and President, National Association of College Conference Counsel, Pellettieri, Rabstein & Altman
The Roundtable will feature *Bynum Hunter*, Legal Counsel, Atlantic Coast Conference, Smith Helms, Mulliss & Moore; and *Chris W. Burford, III*, Legal Counsel, PAC-10 Conference, Burnhill, Morehouse, Burford, Inc.
This seminar is open to all SLA members.

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 20–22, 1999, in Washington, DC. Your attendance at the 25th annual Sports Lawyers Association Conference provides you with:

Exclusive Insights and Instrumental Contacts

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

Authoritative Coverage of Today's Vital Sports Law Issues

Thursday
Sessions feature the popular "Overview of Recent Developments in Sports," as well as a session on ethics for sports lawyers and a session on marketing and intellectual property rights in sports today.

Friday
Sessions will address international sports issues, emerging sports organizations, and consolidation in the sports industry. The National Football League Players Association (NFLPA) will conduct its Certified Contract Advisors Session in the morning, and the National Association of College Conference Counsel (NACCC) roundtable seminar will focus on the nonwood baseball bat dispute. A session on NASCAR will also be featured as well as a panel on consolidation in sports representation.

Saturday

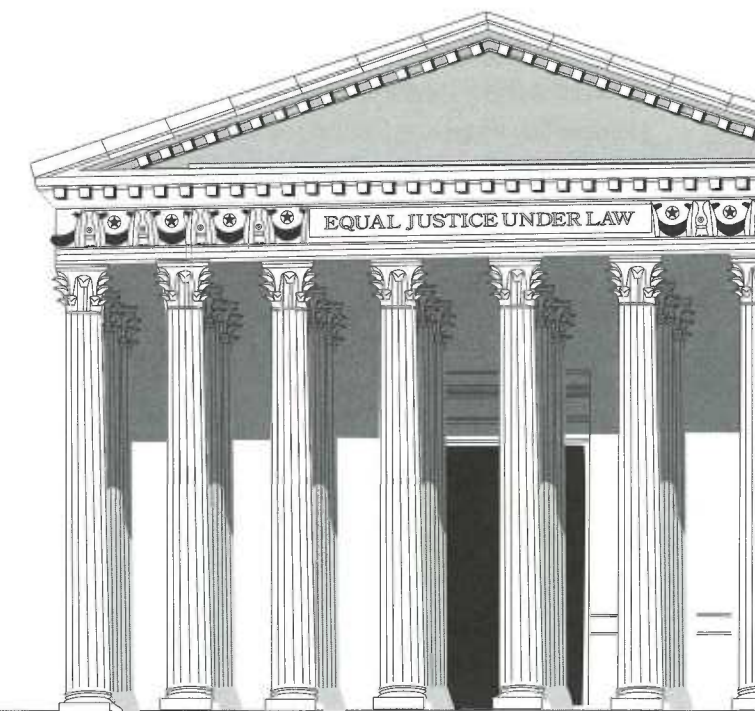
Rounding out the program will be the popular General Counsels Forum and Executive Directors Forum, as well as a session on the new NBA collective bargaining agreement. The meeting concludes with a session for law students on "Breaking Into the Sports Industry."

Continuing Legal Education (CLE) Credit

The conference will be approved in all states through Tulane Law School's CLE Office.

A Landmark Hotel Central to DC Attractions

The Grand Hyatt Washington is located across from the Washington Convention Center and is within walking distance of the White House, Ford's Theater and Lincoln Museum, the National Portrait Gallery, and Chinatown. The hotel features an extensive two-story health club facility, the Grand Slam Sports Bar, and Butler's Cigar Bar. Nearby are the U.S. Capitol, the Smithsonian Museum, the Vietnam Memorial, the Washington Monument, the National Theater, and the National Air and Space Museum.



10:00-11:15 am

Emerging Sports Organizations

Leagues

Moderator: **Pamela R. Lester**, Senior Vice President Business Affairs and General Counsel, Time Warner Sports

Panelists: **David A. Payne**, Vice President, Legal and Business Affairs, Turner Sports; **John Ertmann**, Executive Vice President, Business Affairs and Chief Legal Officer, Major League Soccer; **Richard M. Nichols, Esq.**, Former Vice President of Corporate Affairs and General Counsel, American Basketball League

Employees

Moderator: **Richard A. Berthelsen**, General Counsel, National Football League Players Association
Panelists: **Dennis Coleman**, Partner, Ropes & Gray; **John Kerr**, Executive Director, Major League Soccer Players Association; **Larry Kennan**, Executive Director, National Football League Coaches Association

11:15-11:35 am

Break

11:35 am-1:00 pm

Emerging Sports Organizations (continued)

1:00-2:15 pm

SLA-sponsored Luncheon

Speaker: To be announced

2:15-3:50 pm

Consolidation in Sports Representation: Where Do We Go from Here?

Moderator: **Craig E. Fenech**, President, The Sparta Group, Inc.

Panelists: **Josh Gotthelf**, Staff Writer, *Sports Business Journal*; additional panelists pending

3:50-4:10 pm

Break

4:10-5:35 pm

Medaling, Metaling, and Meddling in 21st Century International Sports: The Sydney Olympics and Beyond

Moderator: **Robert H. Ruxin**, Managing Director, S/R Associates

Panelists: **Donald M. Fehr**, Executive Director, Major League Baseball Players Association; **Sarah Kenny**, Freehill, Hollingdale & Page (Australia)

5:45-7:15 pm

President's Reception

Sponsored by American Specialty Underwriters, Inc. (ASU).



American Specialty Underwriters Inc.

Saturday, May 22

8:00 am-12:00 pm

Registration and Continental Breakfast

8:30-9:45 am

Update on the NBA Collective Bargaining Agreement

Moderator: **Herbert L. Rudoy**
Panelists: **Ronald Klempner**, General Counsel, NBAPA; **Daniel Schoor-Rube**, Associate Counsel, National Basketball Association

9:45-11:00 am

General Counsels Forum

Moderator: **William Y. Webb**, Ballard Spahr Andrews & Ingersoll, LLP
Panelists: **Jeffrey A. Mishkin**, Executive Vice President and Chief Legal Officer, National Basketball Association; **Jeffrey Pash**, Executive Vice President and League Counsel, National Football League; **Thomas J. Ostertag**, General Counsel, Major League Baseball; **William Daly**, Senior Vice President, Legal Affairs, National Hockey League

11:00-11:20 am

Break

11:20 am-12:35 pm

Executive Directors Forum

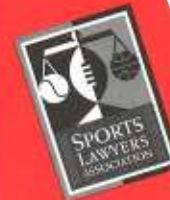
Moderator: **Robert E. Wallace, Jr.**, Senior Vice President Administration, and General Counsel, St. Louis Rams

Panelists: **Donald M. Fehr**, Executive Director, Major League Baseball Players Association; **Robert W. Goodenow**, Executive Director, National Hockey League Players Association; **Ronald Klempner**, General Counsel, National Basketball Association Players Association; **Eugene Upshaw**, Executive Director, National Football League Players Association

12:35-1:35 pm

Breaking Into the Sports Industry

Moderator: **Tony Agnone**, Eastern Athletic Service
Panelists: **Jeffrey Gewirtz**, General Counsel, LPGA Tour; **Michael Tannenbaum**, Director of Player Contract Negotiations, New York Jets; additional panelist pending



Registration Form
Sports Lawyers Association Conference
May 20-22, 1999 • Washington, DC

Save on Hotel Reservations

To receive the special conference rate of \$189 single/\$209 double, reserve your room no later than April 29, 1999, by calling the Grand Hyatt at 202-582-1234. The SLA group rate is guaranteed only for reservations made before April 29.

Complete this form and return with payment.

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: three days of seminars; Thursday reception; Friday reception; conference luncheon; coffee breaks; and CLE credit, sponsored by Tulane Law School.

Members

- Regular/Associate (full registration) \$395
- Law Educator (full registration) \$345
- Law Student (full registration) \$175
- Nonmember (full registration) \$495
- Spouse (full registration) \$195
- Social Events Only (includes Thursday and Friday receptions and luncheon) \$115
- Luncheon Only (Friday) \$30
- Saturday "Breaking Into" Session Only (for educators and students) \$25

Total Amount Enclosed \$ _____

Payment Information

Please indicate method of payment Check Money Order VISA MasterCard

Card No. _____ Exp. Date _____

Signature (required if using a credit card) _____

Send Your Registration by

Fax
703-435-4390

or

Mail
Sports Lawyers Association
P.O. Box 630766
Baltimore, MD 21263-0766

The views expressed by any speaker are not necessarily the views of the Sports Lawyers Association. Speakers, times, and topics are subject to change.