



# Sports Lawyers Association

## 29th Annual Conference

May 29–31, 2003

CO-SPONSORED BY

**Tulane**  
LAW SCHOOL

NEUBERGER BERMAN



Westin Harbour Castle  
Toronto, Ontario, Canada



# GENERAL INFORMATION

## 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, individuals, companies and leagues involved with Olympic and amateur sports, students and professors of sports law, 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 social events 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 15; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2004 Annual Meeting in Baltimore. All registration fees must be paid before the meeting. On-site registrants are expected to pay all fees on-site; SLA will not invoice.

## What If I'm Only Attending the NFL Certified Contract Advisor Session?

Registration for the SLA Annual Meeting covers all educational sessions, as well as the NFL Certified Contract Advisor Session. There is no separate, single fee for this specific session. Questions regarding your individual NFLPA requirements should be directed to the NFLPA office in Washington, DC.

## Is This Meeting 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.

## Toronto and The Westin Harbour Castle

The Westin Harbour Castle is situated on the edge of a vibrant harbour front. Toronto is a city alive with commerce, culture and entertainment. It has grown from being the financial and commercial center of Canada to a city globally recognized within the world of business. No wonder Toronto has been called "the city that works." Toronto offers a rich blend of cosmopolitan ideas, art and cuisine. With a reputation as the world's most ethnically diverse city, you'll want to explore the unique cafés and eclectic shops along the streets of its many multicultural neighborhoods. Home to the world's third largest theatre scene, it's the perfect place to take in a Broadway musical. Or visit the world-renowned Metro Zoo. Or take a leisurely stroll along Lake Ontario or in one of Toronto's lavish public gardens. Toronto offers something for everyone. Special conference rates for the Sports Lawyers Association Conference have been established at

\$230 per night (Canadian funds) for single and double accommodations. These rates will be offered up to two days prior to and two days following the meeting dates, provided reservations are made by May 7, 2003. To make your reservations at the Westin, call 416-869-1600. Please indicate that you are attending the Sports Lawyers Association Conference. The hotel is located at One Harbour Square.

## Conference Attire

The conference attire is business casual.

## On-site CLE Questions

A representative from Tulane Law School will be present to answer specific CLE questions.

## Save on Air Travel with United Airlines

The Sports Lawyers Association has selected United Airlines as the official airline for this year's annual conference in Toronto. If you or your travel agent call United's Specialized Meeting Reservations Center, (800) 521-4041, to book your reservations, you will receive a 5% discount off the lowest applicable discount fare, including first class, or a 10% discount off full-fare, unrestricted coach fares purchased seven days in advance. An additional 5% discount will apply when tickets are purchased at least 60 days in advance of your travel date. Discounts also apply on Shuttles by United and United Express. Make sure you refer to Meeting ID Number 557XD. Reservation agents are on duty seven days a week from 7:00 a.m. to 12:00 midnight EST.

## Car Rental

Call Avis Worldwide Discount (AWD) at 1-800-331-1600 to receive your discounted rental rate. Give them the AWD ID # J868025 and they will give you the discounted rate ranging from 5% to 30%, good for both one week before and one week after the conference.

## Future SLA Annual Conferences

**May 20-22, 2004**

Hyatt Regency, Baltimore, MD

**May 19-21, 2005**

Arizona Biltmore Resort, Phoenix, AZ

## Thursday, May 29

8:30-11:00 a.m. **Sports Lawyers Association Board of Director's Meeting**

9:00 a.m.-5:00 p.m. **Registration**

12:15-12:25 p.m. **SLA Annual Membership Meeting**  
**Pamela R. Lester**, SLA President;  
 President, Lester Sports and Entertainment, Inc., Skillman, NJ

### Presiding for Afternoon Sessions: Jill Pilgrim, 2003 Conference Chair

12:25-12:30 p.m. **Opening Remarks**  
**Jill Pilgrim**, 2003 Conference Chair;  
 General Counsel/Director of Business Affairs, USA Track & Field, Inc., Indianapolis, IN

12:30-1:30 p.m. **An Overview of Recent Legal Developments in Sports**  
*Speaker:* **Gary R. Roberts**, Professor of Law, Tulane Law School, New Orleans, LA

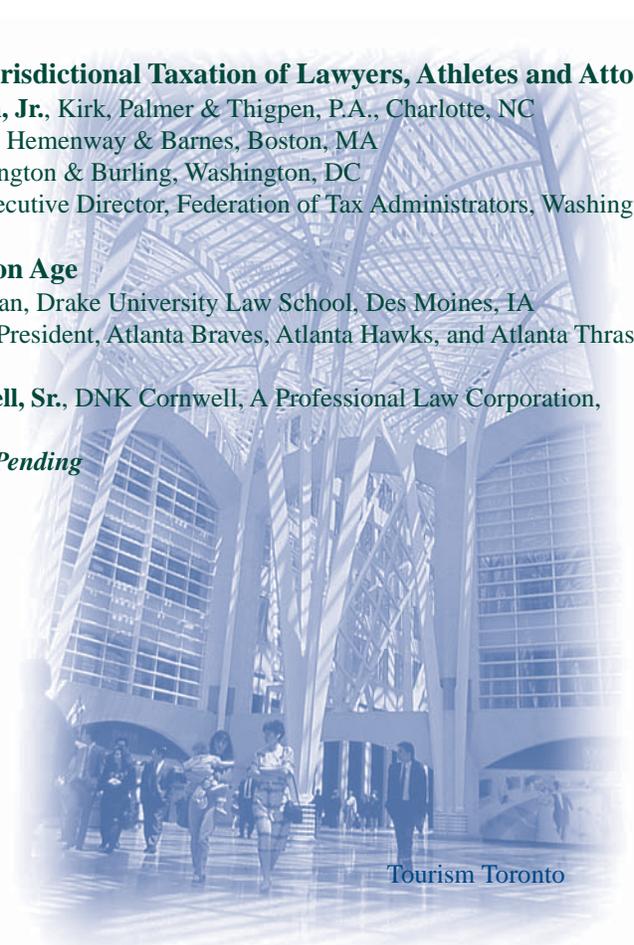
1:30-2:45 p.m. **Protection of Athlete Publicity Rights: Player, League and Organization Perspectives**  
*Moderator:* **Matthew J. Mitten**, Marquette University Law School, Milwaukee, WI  
*Panelists:* **Robert Lattinville**, Stinson Morrison Hecker LLP, St. Louis, MO  
**Paul Loving**, Davis Wright Tremaine, LLP, Portland, OR  
**John S. Black**, General Counsel, National Federation of State High School Associations, Indianapolis, IN  
**Scott Bearby**, Associate Legal Counsel, NCAA, Indianapolis, IN

2:45-3:00 p.m. **Break**

3:00-4:15 p.m. **Legal Considerations in Cross Jurisdictional Taxation of Lawyers, Athletes and Attorneys**  
*Moderator:* **Richard E. Thigpen, Jr.**, Kirk, Palmer & Thigpen, P.A., Charlotte, NC  
*Panelists:* **Stephen W. Kidder**, Hemenway & Barnes, Boston, MA  
**Jeffrey White**, Covington & Burling, Washington, DC  
**Harley Duncan**, Executive Director, Federation of Tax Administrators, Washington, DC

4:15-5:45 p.m. **Sports Lawyers Ethics in an Enron Age**  
*Moderator:* **Peter Goplerud**, Dean, Drake University Law School, Des Moines, IA  
*Panelists:* **Stanley H. Kasten**, President, Atlanta Braves, Atlanta Hawks, and Atlanta Thrashers, Atlanta, GA  
**Wm. David Cornwell, Sr.**, DNK Cornwell, A Professional Law Corporation, Newport Beach, CA  
*Additional Panelist Pending*

5:45-7:00 p.m. **Opening Reception**



Tourism Toronto

## Friday, May 30

**Presiding: Gordon Kirke, Conference Vice Chair**

- 7:30 a.m.-5:00 p.m.     **Registration**
- 7:30-8:15 a.m.         **Continental Breakfast**
- 8:15-9:30 a.m.         **Legal Considerations in Negotiating Athlete Endorsement and Sponsorship Agreements**  
*Moderator:*         **Jill Pilgrim**, General Counsel/Director of Business Affairs, USA Track & Field, Inc., Indianapolis, IN  
*Panelists:*         **Stephanie J. Vardavas**, NIKE, Inc., Beaverton, OR  
                           **Keven Davis**, Garvey Shubert & Baer, New York, NY  
                           **Sheila Lehr**, Managing Counsel of Intellectual Property Group, McDonalds Corporation, Oak Brook, IL  
                           **Jeffrey B. Gewirtz**, Global Marketing Counsel, The Coca-Cola Company, Atlanta, GA
- 9:30-10:45 a.m.         **Legal and Risk Management Aspects of the Physician/Athlete Relationship**  
*Moderator:*         **Gordon Kirke**, Goodman & Carr LLP, Toronto, Ont., Canada  
*Panelists:*         **Matthew J. Mitten**, Marquette University Law School, Milwaukee, WI  
                           **Barry Z. Aframe**, Senior Vice President, Legal Affairs, ASU International, Inc., Woburn, MA  
                           **Patrick T. D'Arcy**, D'Arcy Law Firm, Galloway, NJ  
                           *Additional Panelist Pending*
- 10:45-11:00 a.m.       **Break**
- 11:00 a.m.-12:30 p.m.   **Legal Challenges for Failure to Hire Minority Coaches**  
*Moderator:*         **Kenneth L. Shropshire**, Professor, Wharton School, University of Pennsylvania, Philadelphia, PA  
*Panelists:*         **Raymond E. Anderson**, Executive Vice President and Chief Administrative Officer, Atlanta Falcons, Flowery Branch, GA  
                           **Cyrus Mehri**, Mehri & Skalet, PLLC, Washington, DC  
                           **Janice Fanning Madden**, Professor of Regional Science, Sociology, Urban Studies and Real Estate, University of Pennsylvania, Philadelphia, PA  
                           **Harold R. Henderson**, Executive Vice President for Labor Relations, Chairman of NFL Management Council, NFL, New York, NY
- 12:30-1:45 p.m.         **SLA Luncheon**  
*Sponsored by Neuberger Berman, LLC*
- 1:00-1:10 p.m.         **SLA 2003 Philanthropy Initiative**  
*Presentation by:*   **Pamela R. Lester**, SLA President, to Special Olympics
- 1:10-1:30 p.m.         **Address by: (To Be Announced)**
- 1:45-3:45 p.m.         **Concurrent Sessions**  
**NFLPA Certified Contract Advisor Session**  
*Moderator:*         **Joseph Naha**, Director of Salary Cap and Agent Administration, NFLPA, Washington, DC  
*Panelists:*         **Michael Duberstein**, Director of Research, NFLPA, Washington, DC  
                           **Richard A. Berthelsen**, General Counsel, NFLPA, Washington, DC  
                           **Athelia N. Doggette**, Assistant Director of Salary Cap and Agent Administration, NFLPA, Washington, DC
- OR
- 1:45-3:15 p.m.         **Negotiating Sports Broadcast Agreements**  
*Moderator:*         **Deborah L. Spander**, Vice President Business and Legal Affairs, FOX Cable Networks and FOX Sports Net, Los Angeles, CA

# PROGRAM

## Friday, May 30

*Panelists:* **Robert A. Hacker**, Vice President, Legal Affairs, Fox Broadcasting Company, Los Angeles, CA  
**T. Derrick Heggans**, Assistant Counsel for Broadcast Operations and Policy, NFL, New York, NY  
**Maidie E. Oliveau**, Founder, LawSports, Los Angeles, CA  
**Marivonne Basten**, Senior Vice President, Legal and Business Affairs, IMG, New York, NY

3:15-3:45 p.m.

### Break

3:45-4:45 p.m.

### Roundtable Session I Roundtable Discussions:

These two one-hour sessions will give attendees an opportunity for small group discussion with sports legal practitioners regarding legal issues relevant to all sports lawyers, managers, administrators, player union personnel, league personnel, team personnel, law professors and others employed in or interested in the sports business marketplace. Topics to be discussed include:

#### a) Legal Aspects of Financial Planning in a Volatile Investment Environment

*Moderators:* **Ash Narayan**, RGT Capital Management, Inc., Irvine, CA  
**Anthony J. Agnone**, Eastern Athletic Service, Timonium, MD

#### b) Trends in International Sports Law

*Moderators:* **Herbert L. Rudoy**, Herbert L. Rudoy, Ltd., Chicago, IL  
**Stephen M. Townley**, Hammond Suddards Edge, London, UK  
**Jean-Jacques Bertrand**, Bertrand & Associates, Paris, France

#### c) Liability for Sports Injuries, On and Off the Field of Play

*Moderators:* **Ronald E. Hurst**, Montgomery, McCracken, Walker & Rhoads, LLP, Philadelphia, PA  
**Brian Burke**, General Manager, Vancouver Canucks, Vancouver, BC, Canada

#### d) Legal Considerations in Negotiation of Event Contracts

*Moderators:* **M. Alex Natt**, General Counsel, U.S. Ski and Snowboard Association, Park City, UT  
**T. Derrick Heggans**, Assistant Counsel for Broadcast Operations and Policies, NFL, New York, NY

#### e) Current Legal Issues of the NCAA and its Member Institutions

*Moderators:* **Elsa Cole**, General Counsel, NCAA, Indianapolis, IN  
**John S. Black**, General Counsel, National Federation of State High School Associations, Indianapolis, IN

#### f) Acting as In-House Counsel to Major League Sports Organizations

*Moderator:* **Richard M. Thigpen**, Carolina Panthers, Charlotte, NC

#### g) Dispute Resolution within the Olympic Movement

*Moderators:* **Jeffrey Benz**, General Counsel and Managing Director, USOC, Colorado Springs, CO  
**Peter Alkalay**, McLaughlin & Stern, LLP, New York, NY  
**Richard McLaren**, Innovative Dispute Resolution, Ltd., London, Ontario, Canada

#### h) Teaching Sports Law

*Moderators:* **Glenn Wong**, University of Massachusetts, Amherst, MA  
**Matthew J. Mitten**, Marquette University Law School, Milwaukee, WI  
**Kenneth L. Shropshire**, Wharton School, University of Pennsylvania, Philadelphia, PA

Note: CLE credit is not being offered for the "Teaching Sports Law" roundtable session.

5:00-6:00 p.m.

### Roundtable Session II (same topics as previous session)

6:00-7:00 p.m.

### SLA President's Reception *Sponsored by American Specialty Underwriters*

# PROGRAM

## Saturday, May 31

Presiding: Pamela R. Lester, SLA President

8:30 a.m.-3:00 p.m.     **Registration**

8:00-9:00 a.m.         **Continental Breakfast**

9:00-10:45 a.m.       **General Counsels Forum**

*Moderator:*       **William Y. Webb**, Vice President, General Counsel, and Secretary of The Phillies

*Panelists (inv.):*   **Joel Litvin**, Executive Vice President, Legal and Business Affairs, NBA

**Gary Gertzog**, Senior Vice President, Legal Affairs, NFL

**Thomas J. Ostertag**, Senior Vice President and General Counsel, MLB

**William Daly**, Senior Vice President, Legal Affairs, NHL

10:45-11:00 a.m.       **Break**

11:00 a.m.-12:45 p.m.   **Executive Directors Forum**

*Moderator:*       **Richard A. Berthelsen**, General Counsel, NFLPA

*Panelists (inv.):*   **Donald M. Fehr**, Executive Director and General Counsel, MLBPA

**Robert W. Goodenow**, Executive Director, NHLPA

**Eugene Upshaw**, Executive Director, NFLPA

**William "Billy" Hunter**, Executive Director, NBPA

12:45-1:30 p.m.       **Lunch**  
(attendees on their own)

1:30-3:00 p.m.         **Breaking Into the Sports Industry**

*Moderator:*       **Pamela R. Lester**, President, Lester Sports and Entertainment, Inc., Skillman, NJ

*Panelists:*        **Paul Loving**, Davis Wright Tremaine, LLP, Portland, OR

**David Pasti**, Law Office of David Pasti, Gaithersburg, MD

**Todd Sharinn**, Greenburg Traurig, LLP, New York, NY

**Marivonne Basten**, Senior Vice President, Legal and Business Affairs, IMG, New York, NY

**Lawana L. Bryant**, Business Manager, North Charleston Lowgators, National Basketball Development League, North Charleston, SC

This session will discuss the practical, legal, and ethical issues relating to getting a job in the sports industry.

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





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