



30th Annual Conference



May 20 – 22, 2004

CO-SPONSORED BY

Tulane
LAW SCHOOL



SPORTS LAWYERS ASSOCIATION



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, 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 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 6; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2005 Annual Meeting in Phoenix. **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 2nd 307, and subject to the tax reform act of 1986.

Baltimore and The Hyatt Regency

The Hyatt Regency Baltimore is located in the heart of downtown Baltimore on the Inner Harbor. The hotel is located 15 minutes from Baltimore/Washington International Airport and 5 minutes from Penn Landing. The Hyatt has two superb restaurants (Pisces, located at the top of the Hyatt, specializes in seafood cuisine; Bistro 300 in an American Bistro offering breakfast, lunch and dinner), two lounges, two tennis courts, a basketball court, putting green and jogging path. The hotel is within walking distance of the National Aquarium, Harborplace, the Science Center, and all that the Inner Harbor has to offer. Special conference rates for the Sports Lawyers Association Conference have been established at \$199 per night for single rooms and \$224 per night for double accommodations. These rates will be available until **April 28, 2004**. These rates will be offered up to three days prior to and three days following the

meeting dates based on availability. To make your reservations at the Hyatt, call 410-528-1234 or 800-233-1234. Please indicate that you are attending the Sports Lawyers Association Conference. The hotel is located at 300 Light Street.

Conference Attire

The conference attire will be 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 Baltimore. 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.

Future SLA Annual Conferences

May 19-21, 2005

Arizona Biltmore Resort
Phoenix, AZ

June 1 - 3, 2006

Westin Harbour Castle
Toronto, Canada

May 31-June 2, 2007

Westin St. Francis
San Francisco, CA

Program



Thursday, May 20

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**
Richard E. Thigpen, Jr., SLA President

Presiding for Afternoon Sessions: Tony Agnone, 2004 Conference Chair

12:25 -12:30 p.m. **Opening Remarks**
Tony Agnone, 2004 Conference Chair, Eastern Athletic & Media Services, Hunt Valley, MD

12:30 - 2:00 p.m. **An Overview of Recent Legal Developments in Sports**
Speaker: **Gary R. Roberts**, Professor of Law, Tulane Law School, New Orleans, LA

2:00 - 3:00 p.m. **Representing Your Client's Interests in the Media**
Moderator: **Lester Munson**, *Sports Illustrated*, Chicago, IL
Panelists: **Mark Hyman**, Contributing Editor, *Sports Business*, *Business Week*, Baltimore, MD
Additional Panelists To Be Named

3:00 - 3:15 p.m. **Break**

3:15 - 4:15 p.m. **Drug Testing Issues Including Designer Drugs**
Moderator: **Matthew J. Mitten**, Marquette University Law School, Milwaukee, WI
Panelists: **John Collins**, Collins & Collins, Chicago, IL
 Richard McLaren, Innovative Dispute Resolution, Ltd.,
 London, Ontario, Canada

4:15 - 5:45 p.m. **Ethical Considerations for Sports Lawyers Representing Athletes in Potential Criminal Areas**
Moderator: **Len Elmore**, Test U, New York, NY
Panelists: **Edward T. M. Garland**, Garland, Samuel & Loeb, Atlanta, Georgia
 William R. Martin, Blank Rome LLP, Washington, DC;

5:45 - 7:00 p.m. **Opening Reception**
Sponsored by Global Sports Underwriters, Inc.





Program

Friday, May 21

Presiding: Gordon Kirke, 2004 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.

Acquisition of Agent Businesses: Where Are They Now?

Moderator: **Peter Goplerud**, Drake University Law School, Des Moines, IA

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

Kenneth Shropshire, Wharton School, University of Pennsylvania, Philadelphia, PA

Richard A. Berthelsen, General Counsel, NFLPA, Washington, DC

Wm. David Cornwell, Sr., DNK Cornwell, A Professional Law Corporation, Newport Beach, CA

9:30 - 10:45 a.m.

The Art of the Deal: Negotiating for Sports Broadcast Rights

Moderator: **Deborah L. Spander**, Vice President Business and Legal Affairs, FOX CABLE NETWORKS GROUP, Los Angeles, CA

Panelists: **Robert A. Hacker**, Vice President Business and Legal Affairs, FOX Sports, Los Angeles, CA

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

Joseph Pierce, Associate General Counsel, Jacksonville Jaguars, LTD., Jacksonville, FL

10:45 - 11:00 a.m.

Break

11:00 a.m. - 12:30 p.m.

Arbitration in Professional Sports

Moderator: **Richard M. Moss**, Arbitration Advocate; Former General Counsel, MLBPA, Pacific Palisades, CA

Panelists: **Richard R. Bloch**, Arbitrator, Washington, DC

Harold R. Henderson, Executive Vice President for Labor Relations, NFL, New York, NY

Roger Kaplan, Arbitrator, Alexandria, VA

Michael Weiner, Associate General Counsel, MLBPA, New York, NY

12:30 - 1:45 p.m.

SLA Luncheon

Sponsored by Neuberger Berman, LLC

1:00 - 1:10 p.m.

SLA 2004 Philanthropy Initiative and SLA Award of Excellence

Presentation by SLA President Richard E. Thigpen, Jr., Kirk, Palmer & Thigpen, P.A., Charlotte, NC

1:10 - 1:30 p.m.

Address by: Marvin Miller, former Executive Director, MLBPA

1:45 - 3:45 p.m.

Concurrent Sessions

NFLPA Certified Contract Advisor Session

Moderator: **Mark Levin**, 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

Program



OR
1:45 - 3:15 p.m.

Collegiate Realignment of Conferences

Moderator: **Allison Freedman**, Associate Director of Athletics, University of the Pacific, Stockton, CA

Panelists: **Terry Don Phillips**, Athletic Director, Clemson University, Clemson, SC
Richard Chryst, Commissioner, Mid-American Conference, Cleveland, OH
David Rone, Senior Vice President, Network Development and Rights Acquisitions, FOX Sports Networks, Los Angeles, CA

OR
1:45 - 3:15 p.m.

CAS Arbitration Training Session

Moderators: **Jeffrey G. Benz**, General Counsel and Managing Director, USOC, Colorado Springs, CO

3:15-3:45 p.m.

Break

3:45-4:45 p.m.

Roundtable Session I

a) International Issues in Representing Athletes

Moderators: **Herbert L. Rudoy**, Herbert L. Rudoy, Ltd., Chicago, IL
Delphine Verheyden, Partner, Vivien and Associates, Paris, France

b) NHL Issues

Moderator: **Brent Karasiuk**, Vice Chairman & General Counsel, St. Louis Blues, St. Louis, MO

Panelists: **Donald Baizley**, Thompson Dorfman Sweatman, Winnipeg, MB
Canada
Michael D. Gillis, President, MD Gillis and Associates Ltd., Kingston, ON, Canada

c) Olympic Issues

Moderator: **Jeffrey G. Benz**, General Counsel and Managing Director, USOC, Colorado Springs, CO

d) Court of Arbitration in Olympic Sports

Moderator: **Maidie Oliveau**, Founder, LawSports, Los Angeles, CA

e) Teaching Sports Law

Moderator: **Glenn Wong**, University of Massachusetts, Amherst, MA

f) Anatomy of a Sponsorship or Endorsement

Moderator: **Stephanie J. Vardavas**, NIKE, Inc., Beaverton, OR

g) Current NCAA Issues

Moderator: **Scott Bearby**, Associate General Counsel, NCAA, Indianapolis, IN

h) NFL Salary Cap Issues

Moderator: **Mark Levin**, Director of Salary Cap and Agent Administration, NFLPA, Washington, DC

5:00 - 6:00 p.m.

Roundtable Session II

(same topics as previous session)

6:00 - 7:00 p.m.

SLA President's Reception

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



Program

Saturday, May 22

Presiding: Richard E. Thigpen, Jr., 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.

Executive Directors Forum

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

Panelists (inv.): Representative from MLBPA;

Robert W. Goodenow, Executive Director, NHLPA

Eugene Upshaw, Executive Director, NFLPA

William “Billy” Hunter, Executive Director, NBPA

10:45 - 11:00 a.m.

Break

11:00 a.m. - 12:45 p.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

Jeffrey Pash, Executive Vice President and League Counsel, NFL

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

William Daly, Senior Vice President, Legal Affairs, NHL

12:45 - 1:30 p.m.

Lunch (attendees on their own)

1:30 - 3:00 p.m.

Breaking Into the Sports Industry

Moderator: **Jessica Cohen**, Proskauer Rose LLP, New York, NY

Panelists: **Jared F. Bartie**, Chief Legal Officer, United States Tennis Association,
White Plains, NY

Alan Chang, Associate General Counsel, New York Yankees, New York, NY

Kristen Kuliga, Principal, K Sports and Entertainment, Boston, MA



Registration Form

Sports Lawyers Association Annual Conference

May 20-22, 2004



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 (_____) _____
 E-mail address: _____
 State Bar Memberships (w/bar numbers) _____

FEES

The registration fees, except the spouse fee, include all panels and sessions, both receptions, the Friday luncheon, daily coffee breaks and CLE credit, sponsored by Tulane Law School.

NOTE: Attendees for the Friday afternoon NFLPA session are required by the NFLPA to register and pay for the FULL SLA meeting. ALL on-site registrants are required to make payment at the time of registration.

**ALL REGISTRATION FEES ARE TO BE PAID IN U.S. FUNDS.
Registration fees for the full conference are as follows:**

	<u>Prior to May 1</u>	<u>After May 1</u>
Member		
Regular/Associate	\$425	\$475
Law Educator	\$375	\$425
Law Student	\$175	\$200
Non-member	\$670	\$720

(non-member rate includes one year's membership in the SLA! Members receive the SLA electronic newsletter, the SLA journal, the SLA membership directory and have access to the SLA members-only section of the association's web site)

Breaking into the Sports Industry \$ 25 \$ 25
(one session only)

Spouse (social events only; two receptions and one luncheon)..... \$115
Friday Luncheon Only \$35

ROUNDTABLE SESSIONS

Sign-up is necessary for the Friday afternoon roundtable sessions: For the Roundtable Sessions on Friday afternoon, put the appropriate session letter by your **first five choices; first-come, first-served and space is limited to 20 persons at each roundtable** (see the program agenda for the corresponding letter of each session, i.e. session "a" is International Issues in Representing Athletes).

Roundtable Choices: 3:45 p.m. Session

- 1)
- 2)
- 3)
- 4)
- 5)

Roundtable Choices: 5:00 p.m. Session

- 1)
- 2)
- 3)
- 4)
- 5)

Conference Payment Information

**Total Amount Enclosed
or Total Amount to be Charged: \$ _____**

Please indicate method of payment:

- Check Money Order VISA MasterCard

Name on Credit Card _____

Card No. _____

Exp. Date _____

Signature (required if using a credit card) _____

Send Registration and Conference Payment by Mail:

Sports Lawyers Association
c/o Wachovia Bank
Lockbox #4639
P.O. Box 85080
Richmond, VA 23285-4639

by Fax: (credit card payments only)
Fax: 703-435-4390

Questions?

Call: 703-437-4377, Ext. 4071, 4085, or 4070



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