

# SPORTS LAWYERS ASSOCIATION

## 32<sup>nd</sup> Annual Conference



**June 1-3, 2006**

**The Westin Harbour Castle  
Toronto, Canada**

*CO-SPONSORED BY*



**Tulane  
LAW SCHOOL**



# 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 22; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2007 Annual Meeting in San Francisco. 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.

## The Westin Harbour Castle Hotel

The Westin Harbour Castle Hotel is located on the shores of scenic Lake Ontario, in the heart of downtown Toronto, close to theatres, museums and galleries. Toronto is Canada's largest and most diverse city; home to more than 100 cultures, it is the most multicultural city in the world. Special conference room rates for the Sports Lawyers Association Conference have been established at \$234 per night (Canadian) for single and double accommodations. These rates will be offered up to three days prior to and three days following the meeting dates. These rates will be available until May 9, 2006. To make your reservations at the Westin, call 416-869-1600. You may also reserve your room on-line by going to <http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0603090119&key=C414E>. Please indicate you are attending the Sports Lawyers Association

Conference. The hotel is located at One Harbour Square and is 30 minutes from the Lester B. Pearson International Airport, 10 minutes from the Toronto City Centre Airport.

## 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

United is offering special meeting discounts for attendees of **Sports Lawyers Association's 32nd Annual Conference**. Simply call (or have your travel agent call) our Special Meeting Desk at 1-800-521-4041 and refer to Meeting ID Number **557XD** to receive a 2 – 10% discount off applicable fares, including First Class. If you purchase your ticket at least 30 days prior to travel, you will receive an additional 5% discount. This special offer applies to travel on domestic segments of all United Airlines, United Express, TED and United code share flights (UA\*) operated by US Airways, US Airways Express and Air Canada. There are no fees to book through the Special Meeting Desk.

**-OR-**

Purchase your ticket online at [www.united.com](http://www.united.com) and receive a 10% discount off the lowest applicable fares. After you link to [www.united.com](http://www.united.com), enter your origin and destination, travel dates and your promotion code number, **557XD**; then we will display the available flights. When you select an electronic certificate eligible flight, we will automatically calculate and present your discounted fare. There are no fees to book at [united.com](http://www.united.com) plus you earn 1,000 bonus miles.

To check schedules and to take advantage of this offer, please visit [www.united.com](http://www.united.com).

## Future SLA Annual Conferences

**May 31 – June 2, 2007**  
Westin St. Francis  
San Francisco, CA

**May 15 – 17, 2008**  
Westin Copley Plaza  
Boston, MA

**May 14 – 16, 2009**  
Hyatt Regency  
Chicago, IL

**May 20-22, 2010**  
JW Marriott Desert Ridge  
Phoenix, AZ



# Program

## Thursday, June 1

Presiding: Gordon Kirke, Toronto, Ontario, Canada; 2006 Conference Chairman

- 9:00 a.m. – 5:00 p.m.**            **Registration**
- 12:15 – 12:25 p.m.**            **SLA Annual Membership Meeting**  
**Kenneth Shropshire**, SLA President, Wharton School, University of Pennsylvania, Philadelphia, PA
- 12:25 – 12:30 p.m.**            **Opening Remarks and Presider**  
**Gordon Kirke**, 2006 Conference Chair, Toronto, Ontario, Canada
- 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 – 3:00 p.m.**            **Ethics Session: Players Association Agent Discipline Issues and Procedures**  
*Moderator:* **Peter Goplerud**, Dean and Professor of Law, Florida Coastal School of Law, Jacksonville, FL  
*Panelists:* **Doyle Pryor**, Assistant General Counsel, MLBPA, New York, NY; **Richard A. Berthelsen**, General Counsel, NFLPA, Washington, DC; **Gary Hall**, General Counsel, NBPA, New York, NY
- 3:00 – 3:15 p.m.**            **Break**
- 3:15 – 4:15 p.m.**            **An Overview of Recent Legal Developments in Sports**  
(continued from 12:30 p.m. session)
- 4:30 – 5:45 p.m.**            **Disaster Scenarios: What Happens When a Katrina Hits? Legal Implications of Disasters on Sports, Leagues and Franchises**  
*Moderator:* **Allison Rich**, Senior Associate Athletic Director/SWA, California State University, Fullerton, CA  
*Panelists:* **Vicky G. Neumeyer**, Vice President / General Counsel, New Orleans Saints, Metairie, LA; **Britton Banowsky**, Commissioner, Conference USA, Irving, TX; **James E. Grundy**, CA, former Senior Vice President, Business Operations and Treasurer, Canadian Football League, Toronto, Ont., Canada
- 6:00 – 7:15 p.m.**            **Opening Reception**



# Program

## Friday, June 2

Presiding: Peter Goplerud, Dean and Professor of Law, Florida Coastal School of Law, Jacksonville, FL;  
2006 Conference Vice Chair

7:30 a.m. – 5:00 p.m.

Registration

7:30 – 8:15 a.m.

Continental Breakfast & Orientation for First Time Attendees

8:15 – 9:45 am

**Impact of the NHL Lockout: Current Developments in Sports Collective Bargaining**

*Moderator:* **Robert Berry**, Tampa, FL

*Panelists:* **William Gould, IV**, Stanford University Law School, Stanford, CA;

**Jeffrey A. Citron**, Goodmans LLP, Toronto, Ontario, Canada

9:45 – 10:45 a.m.

**Arbitrating and Litigating Disciplinary Issues and Penalties in Professional Sports**

*Moderator:* **Ellen M. Zavian**, George Washington University Department of Sport Management, Washington, DC

*Panelists:* **Roger P. Kaplan**, Arbitrator, Alexandria, VA; **Jeffrey L. Kessler**, Dewey Ballantine LLP, New York, NY; **Jeffrey A. Mishkin**, Skadden, Arps, Slate, Meagher & Flom LLP, New York, NY; **Maidie Oliveau**, LawSports, Los Angeles, CA

10:45 – 11:00 a.m.

Break

Sponsored by Greenberg Traurig

**Greenberg  
Traurig**

11:00 a.m. – 12:30 p.m.

**What Happens When Your Product Isn't So Exclusive: Current Issues in Sponsorship and Naming Rights**

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

*Panelists:* **George K. H. Schell**, Marketing Counsel, Trademarks, Marketing and Licensing, The Coca-Cola Company, Atlanta, GA; **Keven J. Davis**, Garvey, Shubert & Barer, New York, NY;

**Pamela Lester**, Lester Sports and Entertainment, Inc., Hopewell, NJ

12:30 – 1:45 p.m.

**SLA Luncheon**

Sponsored by Akin Gump Strauss  
Hauer & Feld LLP



**SLA 2006 Philanthropy Initiative and SLA Award of Excellence**

Presentation by SLA President **Kenneth Shropshire**, Wharton School, University of Philadelphia, Philadelphia, PA

**Address by: Paul Tagliabue, Commissioner  
National Football League**

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:* **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 – 2:45 p.m.

**100 Years... Then and Now: A Retrospective of NCAA Legal Issues and Other "Hot Topics"**

*Moderator:* **Elsa K. Cole**, Legal Counsel, NCAA, Indianapolis, IN

*Panelists:* **Deana Y. Garner**, Associate Director of Agent, Gambling, and Amateurism Activities, NCAA, Indianapolis, IN; **Wendy A. Walters**, Director of Membership Services, NCAA, Indianapolis, IN; **Richard J. Evrard**, Bond, Schoeneck & King, LLP, Overland Park, KS



# Program

2:45 – 3:45 p.m.

**From Stripes vs. Swooshes to Jail Time: Current Issues in International Sports Law**

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

*Panelists:* **Stephen R. Townley**, Active Rights Management Ltd., Hereford, UK;

**Jean-Jacques Bertrand**, Bertrand and Associates, Paris, France; **Jolan Storch**, Macleod Dixon LLP, Calgary, AB, Canada

3:45 – 4:00 p.m.

**Break**

Sponsored by Greenberg Traurig

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4:00 – 4:55 p.m.

**Roundtable Session I**

**a) The Role of Governments in the Regulation of Drugs in Sports**

*Moderator:* **Jill Pilgrim**, General Counsel / Director of Business Affairs, USA Track and Field, Indianapolis, IN

*Panelists:* **Delphine Verheyden**, Vivien & Juvigny, Paris, France; **Adolpho A. Birch, III**, NFL, New York, NY; **Gary Hall**, General Counsel, NBPA, New York, NY; **Anne Marie Turner**, Counsel, Committee on Government Reform, Chairman Tom Davis, United States House of Representatives, Washington, D.C.

**b) Impact of New Media on Sports Rights**

*Moderator:* **Debbie L. Spander**, Vice President Business and Legal Affairs, Comedy Central / MTV Networks, Los Angeles, CA

*Panelists:* **Derrick Heggans**, Counsel, AOL, Dulles, VA; **Jon Smelzer**, Senior Vice President, Business Development, FOX Interactive Media, Beverly Hills, CA

**c) Current Issues in Canadian Sports Law**

*Moderator:* **Stephen F. Ross**, University of Illinois, Champaign, IL

*Panelists:* **Joseph Weiler**, University of British Columbia, Vancouver, BC, Canada

**d) Teaching Sports Law**

*Moderator:* **Jay Moyer**, NFL, New York, NY

*Panelists:* **Robert Berry**, Tampa, FL

**e) Current Legal Issues in Motor Sports**

*Panelists:* **Stokely G. Caldwell**, Robinson Bradshaw and Hinson PA, Charlotte, NC;

**Brook A. Beyer, Jr.**, Marketing Counsel, NASCAR, Inc., New York, NY

**f) Torino 2006: Overview of Court of Arbitration Cases**

*Moderator:* **Allan Erbsen**, Associate Professor, University of Minnesota Law School, Minneapolis, MN

*Panelists:* **Maidie Oliveau**, LawSports, Los Angeles, CA; **Richard McLaren**, President, Innovative Dispute Resolution Ltd.; Professor, Law Faculty, The University of Western Ontario; Counsel, McKenzie Lake LLP, London, Ontario, Canada

**g) Franchise Acquisitions: Major and Minor Leagues**

*Moderator:* **Kevin F. Warren**, Vice President of Operations and Legal Counsel, Minnesota Vikings, Eden Prairie, MN

*Panelists:* **Mary K. Braza**, Foley & Lardner LLP, Milwaukee, WI

**h) From Mulligans to Sponsorship: The Law of Golf**

*Moderator:* **Elizabeth A. Galloway**, Executive Vice President, LPGA, Daytona Beach, FL

*Panelists:* **Jeffrey B. Gewirtz**, Global Sports and Entertainment Counsel, The Coca-Cola Company, Atlanta, GA

**i) Professional Coaching Contracts**

*Moderator:* **Robert H. Lattinville**, Stinson Morrison Hecker LLP, St. Louis, MO

*Panelists:* **Robert A. Boland**, Professor of Sports Management and Sports Law, Preston Robert Tisch Center, New York University, New York, NY; **Trevor Whiffen**, Aylesworth LLP, Toronto, Ontario, Canada



# Program

- 5:05 – 6:00 p.m.            **Roundtable Session II**  
(same topics as previous session)
- 6:00 – 7:00 p.m.            **SLA President’s Reception**  
Sponsored by Global Sports Underwriters



## Saturday, June 3

Presiding: **Kenneth Shropshire**, SLA President, Wharton School, University of Pennsylvania, Philadelphia, PA

- 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 (invited)**  
*Moderator:* **Richard A. Berthelsen**, General Counsel, NFLPA  
*Panelists:* **Donald M. Fehr**, Executive Director and General Counsel, MLBPA; Representative from 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 (invited)**  
*Moderator:* **William Y. Webb**, Vice President, General Counsel, and Secretary of The Phillies  
*Panelists:* **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**, Deputy Commissioner, NHL
- 12:45 – 1:30 p.m.                **Lunch (attendees on their own)**
- 1:30 – 3:00 p.m.                **Breaking Into the Sports Industry**  
*Moderator:* **Leonard Glickman**, Cassels Brock & Blackwell LLP, Toronto, Ontario, Canada  
*Panelists:* **Allison M. Villafane**, Assistant Counsel, National Football League, New York, NY; **Michael T. Sneathern**, Legal Associate, Milwaukee Bucks, Milwaukee, WI

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



# Registration Form

## Sports Lawyers Association Annual Conference

### June 1 – 3, 2006

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:

Member	Prior to May 12	After May 12
Regular/Associate	\$ 425	\$ 475
Law Educator	\$ 375	\$ 425
Law Student	\$ 175	\$ 200
<b>Non-member</b>	\$ 620	\$ 670

*(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. SLA members also set a subscription to the Sports Business Daily and a reduced subscription rate to the Sports Business Journal.)*

Breaking into the Sports Industry	\$ 25	\$ 25
(if registration for one session only)		
Spouse (social events only; two receptions and one luncheon)....	\$ 100	
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 25 persons at each roundtable** (see the program agenda for the corresponding letter of each session, i.e. session "a" is "The Role of Governments in the Regulation of Drugs in Sports")

Roundtable Choices: 4:00 p.m. Session

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

Roundtable Choices: 5:05 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  
 American Express     VISA     MasterCard

Name on Credit Card \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature (required if using a credit card)

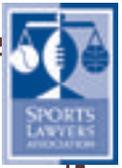
### Send Registration and Conference Payment

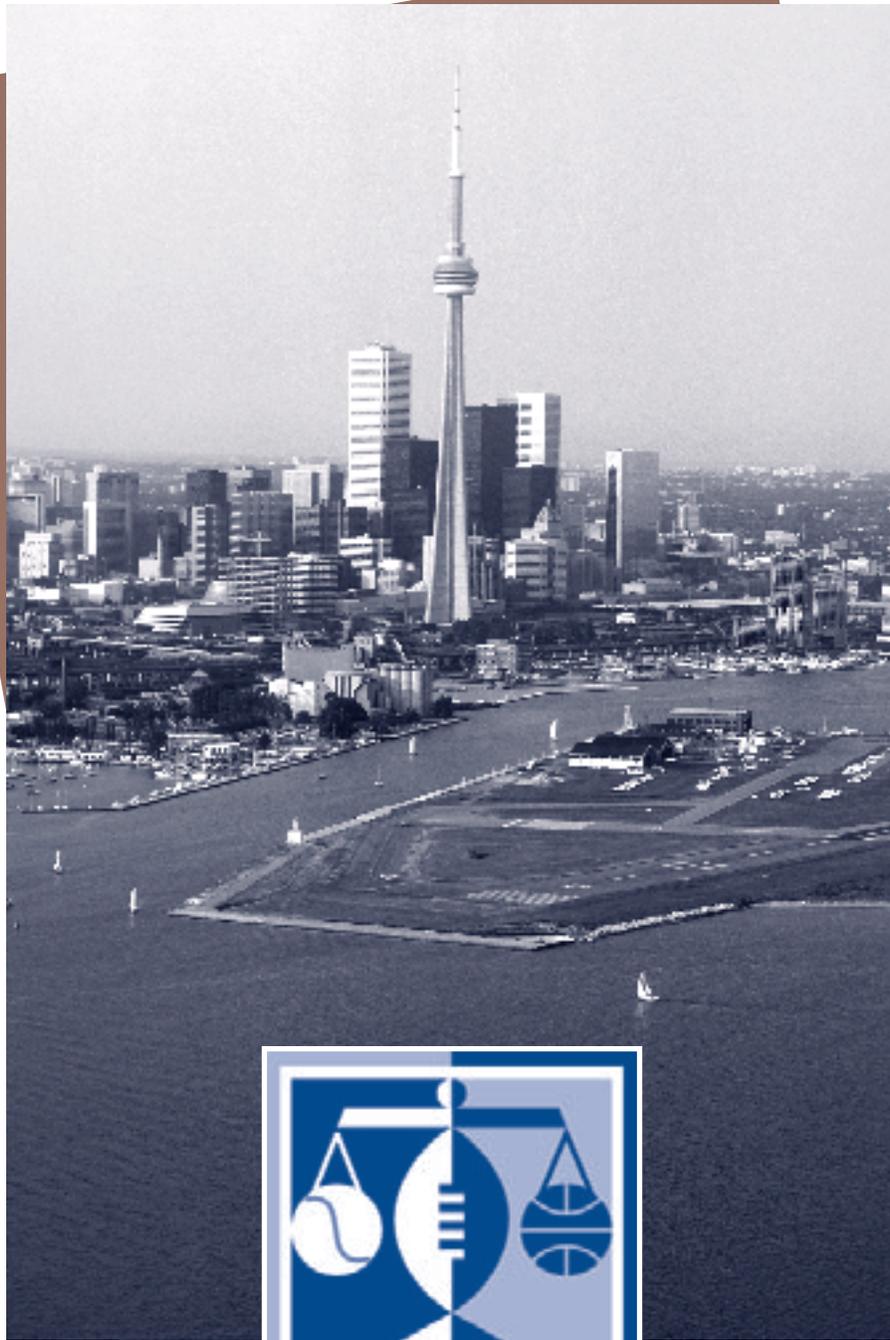
**by Mail:** Sports Lawyers Association  
c/o Wachovia Bank  
P.O. Box 758922  
Baltimore, MD 21275-8922

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

**OR Register On-Line at**  
[www.sportslaw.org](http://www.sportslaw.org) (NEW this year!)

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





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