



SPORTS LAWYERS ASSOCIATION 35TH ANNUAL CONFERENCE



May 14-16, 2009
Hyatt Regency, Chicago, IL

Co-Sponsored by Tulane Law School



SLA 35TH ANNUAL CONFERENCE

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 1; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2010 Annual Meeting in Phoenix, AZ. 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 Conference 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 CONFERENCE 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.

HYATT REGENCY CHICAGO

The Hyatt Regency Chicago hotel is ideally situated within the Magnificent Mile, an American version of the Champs Elysees. Immerse yourself in the "city within a city." Downtown Chicago links you to Blues, Jazz, irresistible cuisine, Grant and Millennium Parks, Lake Michigan beaches, Navy Pier and Michigan Ave. To make your reservations at the Hyatt Regency Chicago call 1-888-421-1442. Please indicate you are attending the Sports Lawyers Association Conference (SLA room rate is \$249 single/double). The hotel is located at 151 East Wacker Drive, and the deadline for hotel reservations is **April 21st**.

Reservations may be made on-line at: <https://resweb.passkey.com/go/SportLawyersAssoc>

CONFERENCE ATTIRE

The conference attire will be business casual.

SUPPORTING MATERIALS

This year conference handouts will be distributed to attendees on CD prior to the conference. There will not be a book of handouts on-site, or printed handouts on-site.

ON-SITE CLE QUESTIONS

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

THINGS TO DO IN CHICAGO

For attraction and event information, visit the Chicago Visitors and Convention Bureau at: www.choosechicago.com or call 312-567-8500 to speak with a Convention Bureau representative.

FUTURE SLA ANNUAL CONFERENCES

May 20 - 22, 2010 - JW Marriott Desert Ridge, Phoenix, AZ
May 19 - 21, 2011- Renaissance Hotel, Washington, DC

2009 TENTATIVE AGENDA

Thursday, May 14

9:00am-5:00pm	Registration
12:15-12:25pm	SLA Annual Membership Meeting Gordon I. Kirke , SLA President, Toronto, Ont., Canada
12:25-12:30pm	Opening Remarks and Presiding for Afternoon Sessions Stephanie Vardavas , 2009 Conference Chair, Managing Attorney, NIKE Inc., Beaverton, OR
12:30-2:00pm	An Overview of Recent Legal Developments in Sports Gary R. Roberts , Dean and Professor of Law, Indiana University School of Law, Indianapolis, IN
2:00-3:15pm	Negotiating Sponsorship and Endorsement Agreements
<i>Moderator</i>	Jeff Gewirtz , Senior Vice President and General Counsel, NETS Basketball/Brooklyn Sports & Entertainment, New York, NY
<i>Panelists</i>	Richard L. Brand , Partner, Arent Fox, LLP, Washington, DC Michael Lufrano , Senior Vice President, Community Affairs and General Counsel, Chicago Cubs, Chicago, IL James L. Tanner , Partner, Williams & Connolly, LLP, Washington, DC
3:15-3:30pm	Break
3:30-4:45pm	New Media – Who Owns Which Rights?
<i>Moderator</i>	Bobby Hacker , Vice President of Business and Legal Affairs, Fox Sports, Los Angeles, CA
<i>Panelists</i>	Karen Brodtkin , Senior Vice President Business & Legal Affairs, Fox Sports, Los Angeles, CA T. Derrick Heggans , Dulles, VA Michael J. Mellis , Senior Vice President and General Counsel, MLB Advanced Media, L.P., New York, NY Debbie Spander , Vice President Business and Legal Affairs, Comedy Central / MTV Networks, Los Angeles, CA
4:45-6:15pm	Are Their Days Numbered? – IP Protection for Player Names and Statistics
<i>Moderator</i>	Stephanie Vardavas , Managing Attorney, NIKE Inc., Beaverton, OR
<i>Panelists</i>	Donald Fehr , Executive Director and General Counsel, Major League Baseball Players Association, New York, NY Rudolph A. Telscher, Jr. , Harness, Dickey & Pierce, PLC, St. Louis, MO
6:15-7:15pm	Welcome Reception

SLA 35TH ANNUAL CONFERENCE 2009 AGENDA

Friday, May 15

9:00am-5:00pm

Registration

7:30-8:30am

Continental Breakfast and SLA Orientation for First Time Attendees

8:30-10:30am

Ethics – Agent Regulation

Moderator

Matt Mitten, Professor of Law and Director, National Sports Law Institute, Marquette University Law School, Milwaukee, WI

Panelists

Tom DePaso, Associate General Counsel, National Football League Players Association, Washington, DC

Richard Karcher, Florida Coastal School of Law, Jacksonville, FL

Robert H. Lattinville, Partner, Stinson Morrison Hecker LLP, St. Louis, MO

Mike Powell, Managing Attorney, Texas Secretary of State, Austin, TX

Kenneth L. Shropshire, Wharton School of the University of Pennsylvania, Philadelphia, PA

10:30-10:45am

Break

10:45am-Noon

Legal and Medical Issues Arising from the Care and Treatment of Athletes

Moderators

Rich Wagenheim, Partner, Wagenheim & Wagner P.A., Ft. Lauderdale, FL

Panelists

James R. Andrews, MD, Medical Director, Tampa Bay Rays, Tampa, FL

Medical Director, The American Sports Medicine Institute, Birmingham, AL

Medical Director, The Andrews Institute, Gulf Breeze, FL

Matt Mitten, Professor of Law and Director, National Sports Law Institute, Marquette University Law School, Milwaukee, WI

12:15pm-1:30pm

SLA Luncheon

SLA 2009 Philanthropy Initiative and SLA Award of Excellence
Presentation by SLA President **Gordon Kirke**

Luncheon Address by: **Jerry Reinsdorf**, Chairman, Chicago White Sox

1:45-3:45pm

NFLPA Certified Contract Advisor Session

Concurrent Sessions

Panelists

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

Athelia N. Doggette, Assistant Director of Salary Cap and Agent Administration, NFLPA, Washington, DC

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

OR 1:45-2:45pm

Antitrust Law and the Sports Industry: How Recent Antitrust Developments May Have a Significant Impact on U.S. Sports

Moderator

Gabe Feldman, Associate Professor, Director of Tulane Sports Law Program, Tulane Law School, New Orleans, LA

Panelists

Shepard Goldfein, Partner, Skadden, Arps, Slate, Meagher & Flom LLP & Associates, New York, NY

Mark S. Levinstein, Partner, Williams & Connolly LLP, Washington, DC

Gary R. Roberts, Dean and Professor of Law, Indiana University School of Law, Indianapolis, IN

Bradley I. Ruskin, Partner, Proskauer Rose LLP, New York, NY

2:45–3:45pm

Regulating Professional Combat Sports

Moderator

Jeffrey G. Benz, CAS Arbitrator, Law Offices of Jeffrey G. Benz, Los Angeles, CA

Panelists

Michael Mersch, Assistant General Counsel, Zuffa, LLC dba Ultimate Fighting Championship, Las Vegas, NV

Ron Puccillo, Director, Illinois Boxing Commission, Chicago, IL

Steven Thompson, Ungaretti & Harris, Chicago, IL

3:45–4:00pm

Break

4:00–4:55pm

Breakout Session I

A) Fan Behavior Issues

Co-moderators

Allison Rich, Deputy Director of Athletics/SWA, California State University, Fullerton, Fullerton, CA

Vicky Neumeyer, Vice President and General Counsel, New Orleans Saints, Metairie, LA

B) Immigration Traps and Ways to Avoid Them

Co-moderators

Jessica Berman, Associate Counsel, NHL, New York, NY

Steven M. Ladik, Partner, Berry, Appleman & Leiden LLP, Dallas, TX

C) Teaching Sports Law

Co-moderators

Glenn M. Wong, Professor, Sports Management Program, Isenberg School of Management, University of Massachusetts, Amherst, MA

Theodore R. Curtis, Professor of Sports Management, Lynn University, Boca Raton, FL

D) Agents and Other NCAA Hot Topics

Co-moderators

Naima Stevenson, Assistant General Counsel, National Collegiate Athletic Association, Indianapolis, IN

Hal Biagas, Deputy Counsel, NBPA, New York, NY

E) Gambling at the Pro Levels

Moderator

Ellen M. Zavian, AAA Arbitrator, Adjunct Professor, George Washington University, Washington, DC

F) Arbitrating Olympic Sports Disputes

Co-moderators

Jeffrey G. Benz, CAS Arbitrator, Law Offices of Jeffrey G. Benz, Los Angeles, CA

John W. Ruger, Athlete Ombudsman, United States Olympic Committee, Colorado Springs, CO

Lance K. Tanaka, Vice President, American Arbitration Association, Denver, CO

G) Financial Advisory Issues in a Crumbling Market

Co-moderators

Ash Narayan, RGT Capital Management, Ltd., Irvine, CA

David A. Highmark, Northern Trust, Phoenix, AZ

H) Negotiating Stadium Leases and Concession Agreements

Moderator

Jeff Gewirtz, Senior Vice President and General Counsel, NETS Basketball/Brooklyn Sports & Entertainment, New York, NY

Panelist

Michael T. Perlberg, Senior Vice President & General Counsel, Levy Restaurants, Chicago, IL

SLA 35TH ANNUAL CONFERENCE 2009 AGENDA

5:00–5:55pm

Breakout Session II
(same topics as previous session)

6:00–7:00pm

SLA President's Reception
Sponsored by Akin Gump Strauss Hauer & Feld LLP



Saturday, May 16

8:30am-3:00pm

Registration

8:00-9:00am

Continental Breakfast and Breakfast for Women in SLA

9:00-10:45am

General Counsels' Forum (*invited speakers*)

Moderator

William Y. Webb, Senior Vice President & General Counsel, The Phillies

Panelists

William Daly, Deputy Commissioner, NHL
Richard W. Buchanan, Executive Vice President and General Counsel, NBA
Thomas J. Ostertag, Senior Vice President and General Counsel, MLB
Dennis Curran, Senior Vice President, Labor Litigation and Policy, NFL

10:45-11:00am

Break

11:00am-12:45pm

Executive Directors' Forum (*invited speakers*)

Moderator

Richard A. Berthelsen, General Counsel, NFLPA

Panelists

Donald M. Fehr, Executive Director and General Counsel, MLBPA
Paul Kelly, Executive Director, NHLPA
William "Billy" Hunter, Executive Director, NBPA
DeMaurice F. Smith, Executive Director, NFLPA

12:45-1:30pm

Lunch (attendees on their own)

1:30-3:00pm

Breaking Into the Sports Industry

Moderator

Bobby Sharma, Vice President & General Counsel, NBA Development League, New York, NY

Panelists

Jessica Berman, Associate Counsel, NHL, New York, NY
Vered N. Yakovee, Associate Professor, Sports Law, USC Gould School of Law, Los Angeles, CA
Additional panelists to be determined.

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



May 14 – 16, 2009 Conference Registration Form | SLA 35TH ANNUAL CONFERENCE

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

Complete this form and return with payment (in U.S. funds).

Name _____ First name you want to appear on name badge _____

Firm / Organization _____ Title _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____ E-mail _____

State Bar Memberships (include bar numbers) _____

Conference Registration 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. SLA does not invoice.

Registration fees for the full conference are as follows:

Member Category	Prior to April 23	After April 23		
Regular/Associate	\$525	\$575	Breaking into the Sports Industry:	\$25
Law Educator	\$475	\$525	<i>one session only; included in full registration fee</i>	
Law Student	\$175	\$200	Spouse (social events only; two receptions and one luncheon):	\$115
Non-member	\$770	\$820	Friday Luncheon Only:	\$35

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

Breakout Sessions

Sign-up is necessary for the Friday afternoon breakout sessions:

For the breakout sessions on Friday afternoon, put the appropriate session letter by your first five choices; first-come, first-served and space is limited (see the program agenda for the corresponding letter of each session, i.e. session "a" is Fan Behavior Issues).

Breakout Choices: 4:00 p.m. Session

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

Breakout Choices: 5:00 p.m. Session

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

Conference Payment Information

Total Amount to be Paid/Charged \$ _____

Please indicate method of payment:

Check (enclosed) VISA MasterCard American Express

Name on Credit Card _____ Card No. _____

Exp. Date ____/____/____ Signature (required if using a credit card) _____

3 EASY WAYS TO REGISTER!

BY MAIL
Send Registration and Conference Payment to:
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

ONLINE
www.sportslaw.org

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 Forum on the
Entertainment &
Sports Industries
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SPONSORSHIP AND EXHIBIT OPPORTUNITIES

This is *the* meeting of influential sports lawyers and agents that you should attend in 2009. There are a limited number of sponsorship opportunities and exhibits available at the event. For more information, contact Rick Guggolz at rguggolz@drohanmgmt.com.

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