



SPORTS LAWYERS ASSOCIATION 36TH ANNUAL CONFERENCE



MAY 20-22, 2010 | J.W. MARRIOTT DESERT RIDGE | PHOENIX, AZ

CO-SPONSORED BY TULANE LAW SCHOOL

AG AKIN GUMP
STRAUSS HAUER & FELD LLP
Attorneys at Law



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 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 10; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2011 Annual Meeting in Washington, DC. 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.

THE J.W. MARRIOTT DESERT RIDGE: WHERE ALL THE ELEMENTS MEET

Fire. Water. Earth. Sky. All are woven into the Sonoran Desert where northeast Phoenix meets Scottsdale, 20 minutes from the Phoenix Sky Harbor International Airport, at the J.W. Marriott Desert Ridge, which will serve as the SLA conference site. The resort is located at 5350 E. Marriott Drive in Phoenix. The special rate for SLA attendees is \$265 per night single/double plus applicable taxes. Reservations can be made online by following the link on the SLA website at www.sportslaw.org, or call 800-266-9432 or 480-609-3646 and identify yourself as attending the Sports Lawyers Association Conference. The hotel reservation cut-off is May 6, 2010. After that date, reservations will be accepted on a space and rate availability basis only.

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 PHOENIX

For attraction and event information, visit the Phoenix Convention and Visitors Bureau at: www.visitphoenix.com or call 602-252-5588 to speak with a Convention Bureau representative.

FUTURE SLA ANNUAL CONFERENCES

May 19 – 21, 2011, Renaissance Hotel, Washington, DC
May 10 – 12, 2012, Hilton Bayfront, San Diego, CA
May 16 – 18, 2013, Intercontinental, Buckhead, GA

2010 TENTATIVE AGENDA

Thursday, May 20

- 9:00 am-6:15 pm** **Registration**
- 12:15-12:25 pm** **SLA Annual Membership Meeting**
Robert Wallace, Jr., SLA President
- 12:25-12:30 pm** **Opening Remarks and Presiding for Sessions**
Robert Hacker, Vice President Business and Legal Affairs, FOX Sports, Los Angeles, CA, 2010 Annual Conference Chair
- 12:30-2:00 pm** **An Overview of Recent Legal Developments in Sports**
Gary R. Roberts, Dean and Professor of Law, Indiana University School of Law, Indianapolis, IN
- 2:00-3:15 pm** **Managing Legal Risks, Strategies, and Opportunities For Your Athlete, Brand, and IP in Social Media**
Moderator **Stephanie Vardavas**, Assistant General Counsel, Brand Communication, Advertising, and Intellectual Property, Nike, Inc., Beaverton, OR
Panelists **Suzie White**, Lead Counsel, Transactions, Facebook, Palo Alto, CA
 Christie Grymes, Partner, Kelley Drye & Warren LLP, Washington, DC
- 3:15-3:30 pm** **Break**
- 3:30-4:45 pm** **Counseling Your Client in a Crisis Situation**
Moderator **Wm. David Cornwell, Sr.**, DNK CORNWELL, LLC, Atlanta, GA
Panelists **Keven J. Davis**, Garvey Schubert Barer, New York, NY
 Ann Walker Marchant, CEO, Walker Marchant Group, Washington, DC
 Richard M. Nichols, Principal, Richard M. Nichols, PC, Keller, TX
- 4:45-6:15 pm** **Town Hall Debate**
Moderator **Jeffrey G. Benz**, CAS Arbitrator, Law Offices of Jeffrey G. Benz, Los Angeles, CA
Panelists **Mark S. Levinstein**, Partner, Williams & Connelly LLP, Washington, DC
 Richard W. Pound, Q.C., Partner, Stikeman Elliott, Montreal, Canada
- 6:15-7:15 pm** **Opening Reception**

Friday, May 21



- 7:30 am-5:00 pm** **Registration**
- 7:30-8:30 am** **Continental Breakfast (all attendees)**
SLA Orientation for First Time Attendees and Continental Breakfast
- 8:30-10:30 am** **Ethics: When Is a “Sports Lawyer” Not a Lawyer?**
Moderator **Matt Mitten**, Professor of Law and Director, National Sports Law Institute and LL.M. in Sports Law Program for Foreign Lawyers, Marquette University Law School, Milwaukee, WI
Panelists **Stan Kasten**, President, Washington Nationals, Washington, DC
 Craig E. Fenech, Law Offices of Craig E. Fenech, Fallbrook, CA
 John S. Dzienkowski, Dean John F. Sutton, Jr. Chair in Lawyering and the Legal Process, The University of Texas at Austin
 Jill Pilgrim, Precise Advisory Group, New York, NY
 Naima Stevenson, Assistant General Counsel, NCAA, Indianapolis, IN
- 10:30-10:45 am** **Break**
- 10:45 am-Noon** **Facilities 101: The Negotiation of Stadium and Arena Leases, Naming Rights and Concessionaire Agreements, and the Fundamentals of Facility Financing**
Moderator **Jeffrey B. Gewirtz**, Senior Vice President & General Counsel, NETS Basketball / Brooklyn Sports & Entertainment, New York, NY
Panelists **Richard L. Brand**, Partner, Arent Fox LLP, Washington, DC
 Elizabeth M. Columbo, Partner, Nixon Peabody LLP, New York, NY
 Michael Perlberg, Senior Vice President & General Counsel, Levy Restaurants, Chicago, IL
 Emily N. Roisman, Vice President and Corporate Counsel, Feld Entertainment, Inc., Vienna, VA
- 12:15-1:30 pm** **SLA Luncheon**
SLA 2010 Philanthropy Initiative and SLA 2010 Award of Excellence
Presentation by SLA President: **Robert Wallace, Jr.**
Luncheon Address by: **Jerry Colangelo**, Chairman, Phoenix Suns
- 1:45-3:45 pm** **NFLPA Certified Contract Advisor Session**
Panelists **Richard A. Berthelsen**, General Counsel, NFLPA, Washington, DC
 Mark Levin, Director of Salary Cap and Agent Administration, NFLPA, Washington, DC
 Athelia N. Doggette, Assistant Director of Salary Cap and Agent Administration, NFLPA, Washington, DC
- OR 1:45-2:45 pm** **Motorsports Law 2010**
Moderator **Steven D. Newmark**, Partner, Robinson Bradshaw and Hinson PA, Charlotte, NC
Panelists **Tony Grant**, Partner, HRO Grant Dawe LLP, London, England (counsel for Formula One Team Association)
 Karen B. Leetzow, Deputy General Counsel, Vice-President, NASCAR, Inc., Daytona Beach, FL
- 2:45-3:45 pm** **Flying Solo? Regulation for Individual Athlete Sports**
Moderator Libba Galloway, Ormond Beach, FL
Panelists
- 3:45-4:00 pm** **Break**

4:00-4:55 pm

Breakout Session I

Co-moderators

a) Report From Vancouver: Legal Issues in Olympic Sport

Rana Dershowitz, General Counsel and Chief of Legal & Government Affairs, United States Olympic Committee, Colorado Springs, CO

Maidie E. Oliveau, Counsel, Arent Fox LLP, Los Angeles, CA

Co-moderators

b) Teaching Sports Law

C. Peter Goplerud, Dean and Professor of Law, Florida Coastal School of Law, Jacksonville, FL

Corinne Kaplan, Professor, Cardinal Stritch University, Milwaukee, WI

Co-moderators

c) Financial Advisory Issues in a Recovering Market

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

David A. Highmark, Northern Trust, Phoenix, AZ

Co-moderators

d) The American Needle Case

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

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

Clark C. Griffith, Clark C. Griffith, PA, Minneapolis, MN

Co-moderators

e) The NCAA: Rights, Cameras, Action! "It's Complicated."

Elsa Cole, General Counsel, NCAA, Indianapolis, IN

Scott Bearby, Associate General Counsel, NCAA, Indianapolis, IN

Co-moderators

f) International Risk Management Considerations for the Global Sports Lawyer

Vered N. Yakovee, Lecturer in Law, Sports Law, and Faculty Advisor, Sports Law Society, USC Gould School of Law, Los Angeles, CA

Anastasios Kaburakis, Assistant Professor and Director, Sport Management Graduate Program, Southern Illinois University, Edwardsville, IL

Co-moderators

g) Immigration and Sports – Current Issues and What You Need To Know

Glenn M. Girdharry, Steptoe & Johnson LLP, Washington, DC

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

Jon Velie, Velie Law Firm PLLC, Norman, OK

Co-moderators

h) Cutbacks and Consequences

Allison Rich, J.D., Ed.D., Deputy Director of Athletics/SWA, California State University, Fullerton, Fullerton, CA

Vicky Neumeyer, Executive Vice President/General Counsel, New Orleans Saints, New Orleans, LA

Co-moderators

i) Coaching Contract Carousel

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

Richard T Karcher, Associate Professor of Law, Florida Coastal School of Law, Jacksonville, FL

5:00-5:55 pm

Breakout Session II

(same topics and rooms as previous sessions)

6:00-7:00 pm

SLA President's Reception

Sponsored by Akin Gump Strauss Hauer & Feld LLP





Saturday, May 22



- 8:00 am-3:00 pm** **Registration**
- 8:00-9:00 am** **Continental Breakfast (all attendees)**
Women in SLA Continental Breakfast
- 9:00-10:45 am** **Executive Directors' Forum (invited speakers)**
Moderator **Richard A. Berthelsen**, General Counsel, NFLPA
Panelists **Michael Weiner**, Executive Director and General Counsel, MLBPA
 NHLPA Representative
 William "Billy" Hunter, Executive Director, NBPA
 NFLPA Representative
- 10:45-11:00 am** **Break**
- 11:00 am-12:45 pm** **General Counsels' Forum (invited speakers)**
Moderator **William Y. Webb**, Secretary & 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
 Gary Gertzog, Senior Vice President, Business Affairs and General Counsel, NFL
- 12:45-1:30 pm** **Lunch (attendees on their own)**
- 1:30-3:00 pm** **Breaking Into the Sports Law Industry**
Moderator **Amy Inlander**, Assistant Counsel, Washington Nationals, Washington, DC
Panelists **Meredith B. Wolff**, NHL, New York, NY
 Jason T. Chayut, Partner, Sportstars Inc., New York, NY
 Jennifer Pogoleric O'Sullivan, Contract Attorney, Octagon, Inc., New York, NY

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

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.

Member Category	Prior to May 1	After May 1		
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 at each roundtable (see the program agenda for the corresponding letter of each session, i.e. session “a” is Report From Vancouver: Legal Issues in Olympic Sport).

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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SPONSORSHIP AND EXHIBIT OPPORTUNITIES

This is *the* meeting of influential sports lawyers and agents that you should attend in 2010. 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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