37th Annual Conference

May 19 – 21, 2011
Renaissance Hotel
Washington, DC

CO-SPONSORED BY
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 5; 75 percent of the registration fee will be refunded or the paid fee can be applied to the 2012 Annual Meeting in San Diego. All registration fees must be paid before the meeting. On-site registrants are expected to pay all fees on-site; SLA will not invoice.

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 Renaissance Washington, D.C. Hotel
Located between Capitol Hill and the White House, the Renaissance Washington is located in the heart of Washington, only blocks from the Verizon Center, the Spy Museum, the National Portrait Gallery, and the world-famous Mall monuments. The luxurious Vida Fitness Center and Aura Spa is complementary for hotel guests. The hotel is located at 999 Ninth Street NW in Washington (with access to three Metro stops) and the hotel website is www.marriott.com/wasrb. The special room rate for SLA attendees is $269 per night single or double room, plus applicable taxes. Reservations can be made online by following the link on the SLA website at www.sportslaw.org, or call 800-468-3571 or 202-898-9000 and identify yourself as attending the Sports Lawyers Association Conference. The hotel reservation cut-off is April 20, 2011. 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. This year’s CD is being sponsored by Nixon Peabody LLP.

On-site CLE Questions
A representative from Tulane Law School will be present to answer specific CLE questions.

Future SLA Annual Conferences
May 10 – 12, 2012, Hilton Bayfront, San Diego, CA
May 16 – 18, 2013, Intercontinental, Buckhead, GA
May 15 – 17, 2014, Fairmont, Chicago, IL
2011 TENTATIVE AGENDA

THURSDAY | MAY 19

9:00am–6:15pm REGISTRATION

12:15–12:25pm SLA ANNUAL MEMBERSHIP MEETING
Robert Wallace, Jr., General Counsel, St. Louis Rams, St. Louis, MO; SLA President

12:25–12:30pm OPENING REMARKS & PRESIDING FOR SESSIONS
Jeff Gewirtz, Executive Vice President & Chief Legal Officer, Brooklyn Sports & Entertainment/NETS Basketball, New York, NY; 2011 Annual Conference Chair

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 MEDIA, PUBLICITY, FANTASY SPORTS & PRIVACY RIGHTS FOR ATHLETES
Moderator Robert Hacker, Vice President Business and Legal Affairs, FOX Sports, Los Angeles, CA; 2011 Annual Conference Vice Chair
Panelists
Ronald S. Katz, Partner, Manatt, Phelps & Phillips, LLP, Palo Alto, CA
Thomas Knapp, Vice President of Business and Legal Affairs, CBS Interactive, Ft. Lauderdale, FL
Rudolph A. Telscher, Principal, Harness Dickey, St. Louis, MO

3:15–3:30pm BREAK

3:30–4:45pm LEGAL IMPACT OF AGENT INTERFERENCE IN INTERCOLLEGIATE ATHLETICS
Moderators
Roger Kaplan, Arbitrator, Alexandria, VA
Allison Rich, Sr. Associate Athletic Director, Florida State University, Tallahassee, FL
Panelists
Anthony J. Agnone, President, Eastern Athletic Services, Inc., Hunt Valley, MD
Rachel Newman Baker, Director of Agent, Gambling & Amateurism Activities, NCAA, Indianapolis, IN
Michael J. Powell, Managing Attorney, Office of the Secretary of State, Austin, TX

4:45–6:15pm TOWN HALL DEBATE: THE CURRENT STATE & LEGALITY OF THE COLLEGE BCS SYSTEM
Moderator Gabe Feldman, Associate Professor of Law and Director, Sports Law Program, Tulane University, New Orleans, LA
Panelists
Alan G. Fishel, Partner, Arent Fox LLP, Washington, DC
Robert Wierenga, Miller Canfield, Washington, DC

6:15 – 7:15 pm OPENING RECEPTION (Sponsored by Arent Fox LLP)

FRIDAY | MAY 20

7:30am–8:00pm REGISTRATION

7:30–8:30am CONTINENTAL BREAKFAST (all attendees) (Sponsored by Arent Fox LLP)
CONTINENTAL BREAKFAST: SLA Orientation for First-Time Attendees & New Members
2011 TENTATIVE AGENDA

FRIDAY | MAY 20

8:30–10:30am  ETHICS FOR SPORTS LAWYERS
Moderator  Robert H. Lattinville, Stinson Morrison Hecker LLP, St. Louis, MO
Panelists  Richard T. Karcher, Professor of Law and Director, Center for Law and Sports, Florida Coastal School of Law, Jacksonville, FL
           Michael J. Powell, Office of the Secretary of State, San Antonio, TX

10:30–10:45am  BREAK

10:45am–Noon  LATEST DEVELOPMENT IN PROFESSIONAL SPORTS COLLECTIVE BARGAINING
Moderator  Gabe Feldman, Associate Professor of Law and Director, Sports Law Program, Tulane University, New Orleans, LA
Panelists  L. Robert Batterman, Partner, Proskauer Rose LLP, New York, NY
           Jeffrey L. Kessler, Partner, Dewey & LeBoeuf LLP, New York, NY
           Gary R. Roberts, Dean and Professor of Law, Indiana University School of Law, Indianapolis, IN

12:15–1:30pm  SLA LUNCHEON
SLA 2011 PHILANTHROPY INITIATIVE & SLA 2011 AWARD OF EXCELLENCE
Presentation by SLA President Robert Wallace, Jr.
LUNCHEON ADDRESS
Ted Leonsis, Owner, Washington Capitals and Washington Wizards, Washington, DC

1:45–2:45pm  STRUCTURING & NEGOTIATING COMPLEX TRANSACTIONS IN PROFESSIONAL SPORTS
Moderator  Elizabeth M. Columbo, Partner, Nixon Peabody LLP, New York, NY
Panelists  Richard L. Brand, Partner, Arent Fox LLP, Washington, DC
           Irwin A. Kishner, Partner, Herrick, Feinstein LLP, New York, NY
           Peter Zern, Partner, Covington & Burling LLP, Washington, DC

2:45–3:45pm  LEGAL RAMIFICATIONS OF HEAD TRAUMA IN SPORTS & PROFESSIONAL SPORTS WORKERS’ COMPENSATION UPDATE
Moderator  Sylvia Krainin, Partner, Ford & Harrison, Miami, FL
Panelists  Shaun H. Crosner, Associate, Dickstein Shapiro LLP, Los Angeles, CA
           Larry Ferazani, Jr., Labor Relations Counsel, NFL Management Council, NFL, New York, NY
           Matthew J. Mitten, Professor of Law and Director, National Sports Law Institute and LLM in Sports Law Program for Foreign Lawyers, Marquette University Law School, Milwaukee, WI

3:45–4:00pm  BREAK

4:00–4:55pm  BREAKOUT SESSION I
Session A  ARBITRATION & MEDIATION UPDATE IN PROFESSIONAL SPORTS
Co-moderators  Josh Javits, Major League Baseball Arbitrator, Washington, DC
               Gordon I. Kirke, QC, Toronto, Ont., Canada
               Matthew J. Mitten, Member, Court of Arbitration for Sport, Lausanne, Switzerland; Professor of Law and Director, National Sports Law Institute and LLM in Sports Law Program for Foreign Lawyers, Marquette University Law School, Milwaukee, WI
Session B  TREATING YOUR FANS WELL WHILE PRESERVING YOUR REVENUE STREAMS!
BLOGS, USER GENERATED CONTENT, FAIR USE, DATA PROTECTION, CONTENT INTEGRATION – LESSONS LEARNED
Co-moderators  Anthony Lupo, Partner, Arent Fox LLP, Washington, DC
Maidie E. Oliveau, Counsel, Arent Fox LLP, Los Angeles, CA
Rachel L. St. Peter, Senior Counsel, Under Armour, Baltimore, MD

Session C  IMMIGRATION & SPORTS – CURRENT LEGAL ISSUES & WHAT YOU NEED TO KNOW
Co-moderators  Jessica Berman, Associate Counsel, NHL, New York, NY
Francis Cissna, Director, Immigration Policy, Office of Policy, U.S. Department of Homeland Security, Washington, DC
John Velie, Velie Law Firm PLLC, Norman, OK

Session D  NCAA HOT TOPICS
Co-moderators  Scott A. Bearby, Interim Vice President of Legal Affairs/General Counsel, National Collegiate Athletic Association, Indianapolis, IN
John Black, General Counsel, NFHS, Indianapolis, IN
Barbara J. Osborne, Associate Professor, Department of Exercise and Sport Science, University of North Carolina – Chapel Hill, Chapel Hill, NC

Session E  NEGOTIATING & DRAFTING COACHES CONTRACTS
Co-moderators  C. Peter Goplerud, Dean and Professor of Law, Florida Coastal School of Law, Jacksonville, FL
Joseph E. Landrum, Vice President & General Counsel, Athletic Resource Management, Inc., Memphis, TN

Session F  ENFORCEMENT OF NON-COMPETE & NON-SOLICITATION CLAUSES
Co-moderators  Martin D. Edel, Partner, Miller & Wrubel P.C., New York, NY
Jeffrey A. Rosenthal, Partner, Cleary Gottlieb Steen & Hamilton LLP
Jonathan J. Spitz, Partner, Jackson Lewis LLP, Atlanta, GA

Session G  TEACHING SPORTS LAW
Co-moderators  Libba A. Galloway, Ormond Beach, FL
Paul Haagen, Professor of Law, Duke University School of Law, Durham, NC
Glenn Wong, University of Massachusetts at Amherst, Amherst, MA

Session H  IMPORTANT TAX CONSIDERATIONS & PLANNING OPPORTUNITIES WHEN REPRESENTING SPORTS FIGURES
Co-moderators  Mitchell Halpern, O’Connor & Drew, Braintree, MA
Gary Harden, Eastman & Smith, Toledo, OH
Ash Narayan, RGT Capital Management, Ltd., Irvine, CA
Bennett Speyer, Eastman & Smith, Toledo, OH

Session I  MOTOR SPORTS LAW 2011
Co–moderators  Stokely G. Caldwell, Jr., Robinson Bradshaw and Hinson PA, Charlotte, NC
Karen B. Leetzow, Deputy General Counsel, NASCAR, Inc., Daytona Beach, FL
John M. Rogers, Counsel, Hunton & Williams LLP, New York, NY

Session J  REGULATED GAMBLING & SPORTS BETTING – LITIGATION, LEGISLATION & THE IMPACT OF TECHNOLOGY
Moderator  Anastasios Kaburakis, Assistant Professor of Management & Sports Business, Department of Management, John Cook School of Business, St. Louis University, St. Louis, MO
Panelists  Joe Brennan, Chairman, Interactive Media Entertainment & Gaming Association, Herndon, VA
Michael Fries, Vice President, Legal Affairs, Isle of Capri Casinos, Inc., St. Louis, MO
Christopher W. Hinckley, Legal Counsel, Missouri Gaming Commission, St. Louis, MO
Ryan Rodenberg, JD/PhD, Assistant Professor, The Florida State, Tallahassee, FL
FRIDAY | MAY 20

Session K  COUNSELING YOUR CLIENTS IN A CRISIS SITUATION
Co–moderators
Gregg E. Clifton, Partner, Jackson Lewis LLP, Phoenix, AZ
Douglas N. Masters, Partner and Co-Chair, Intellectual Property Protection Practice Group, Loeb & Loeb, LLP, Chicago, IL

5:00–6:55pm  BREAKOUT SESSION II (same topics and rooms as previous sessions)
6:00–7:00pm  SLA PRESIDENT’S RECEPTION
(Sponsored by Akin Gump Strauss Hauer & Feld LLP)

SATURDAY | MAY 21

8:00am–3:00pm  REGISTRATION
8:00–9:00am  CONTINENTAL BREAKFAST (all attendees)
7:30 – 9:00 am  CONTINENTAL BREAKFAST: Women in SLA
(Sponsored by Nixon Peabody LLP)
9:00–10:45am  GENERAL COUNSEL’S FORUM (invited speakers)
Moderator
Dennis Curran, Senior Vice President / Labor Litigation and Policy, NFL
Panelists
Richard W. Buchanan, Executive Vice President and General Counsel, NBA
William Daly, Deputy Commissioner, NHL
Gary Gertzog, Senior Vice President–Business Affairs and General Counsel, NFL
Dan Halem, Senior Vice President and General Counsel, Labor, MLB

10:45–11:00am  BREAK
11:00am–12:45pm  EXECUTIVE DIRECTORS’ FORUM (invited speakers)
Moderator
Richard A. Berthelsen, General Counsel, NFLPA
Panelists
William “Billy” Hunter, Executive Director, NBPA
DeMaurice F. Smith, Executive Director, NFLPA
Michael Weiner, Executive Director and General Counsel, MLBPA
Donald M. Fehr, Executive Director, NHLPA

12:45–1:30pm  LUNCH (attendees on their own)
1:30–3:00pm  BREAKING INTO THE SPORTS LAW INDUSTRY
Moderator
Jessica Berman, Associate Counsel, NHL, New York, NY
Panelists
Don Fishman, Director of Legal Affairs & Assistant G.M., Washington Capitals, Washington, DC
Jamaal Lesane, Vice President, Legal & Business Affairs, Madison Square Garden, New York, NY
Amy Minniti, Assistant Counsel, Washington Nationals, Washington, DC
Rishi Sehgal, Director of Business & Legal Affairs, North American Soccer League, Miami, FL

The views expressed by speakers are not necessarily the views of the Sports Lawyers Association. Speakers, times and topics are subject to change.
Complete this form and return with payment (in U.S. funds).

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**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 the Tulane University Law School.

Registration fees for the full conference are as follows:

| MEMBER CATEGORY | BEFORE APRIL 21 | AFTER APRIL 21 ||
|------------------|-----------------|----------------|
| Regular / Associate | $575 | $625 |
| Law Educator | $475 | $525 |
| Law Student | $175 | $200 |
| Non-member* | $820 | $870 |

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*non-member rate includes one year’s membership in the SLA. Members receive the SLA monthly electronic newsletter, a subscription to the Sports Business Daily, the SLA annual journal, the SLA annual membership directory, Sports Law Weekly and access to the SLA members-only section of the association’s website.

**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 breakout session (see the program agenda for the corresponding letter of each session, i.e. session “A” is Arbitration & Mediation Update in Professional Sports).

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**CONFERENCE PAYMENT INFORMATION**

Please indicate method of payment:  

Total Amount to be Paid/Charged $__________

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**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
SPONSORSHIP & EXHIBIT OPPORTUNITIES

This is the meeting of influential sports lawyers and agents that you should attend in 2011. There are a limited number of sponsorship opportunities and exhibits available at the event.

For more information, contact Executive Director, Rick Guggolz at rguggolz@drohanmgmt.com.

FUTURE SLA ANNUAL CONFERENCES

May 10 – 12, 2012, Hilton Bayfront, San Diego, CA
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