

MARQUETTE LAW SCHOOL SPORTS LAW



MARQUETTE
UNIVERSITY

LAW SCHOOL



S P O R T S L A W

Marquette University Law School's Sports Law program provides the nation's most comprehensive offering of sports law courses and student internships with sports organizations as well as opportunities to become a member of the *Marquette Sports Law Review*, and various national teams including the Baseball Arbitration, Basketball Negotiation, Game Day Case Competition, Sports Law Negotiation, and Sports Law Moot Court teams, as well as the Intramural Sports Law Negotiation competition. Our broad, well-rounded curriculum is designed to provide law students with both a theoretical and practical education concerning legal regulation of the United States amateur and professional sports industries as well as an understanding of Olympic, international, and comparative sports law issues.

The primary purpose of the Sports Law program is to enhance our students' legal education. Sports law students learn about many specialized areas of law with general application outside the sports industry (e.g. antitrust, labor, intellectual property, federal disability discrimination laws, etc.) and develop contract negotiation and drafting, alternative dispute resolution, business planning, and transactional skills. They also learn how several related areas of law combine to govern a complex industry and how courts resolve competing policy concerns when different bodies of law intersect and conflict. Virtually all of the knowledge and skills developed by students in sports law courses and internships are readily transferable and useful in serving clients in other industries. Most Sports Law program alumni practice law and have a variety of clients, including some in the sports industry.

Recently, our sports law students have also gained valuable internship experience with the NCAA, the United States Olympic Committee, NIKE, Inc., Major League Baseball, the Oakland Raiders, the Atlantic 10 Conference, and the Charlotte Bobcats, as well as local sports clubs and organizations, and university and high school athletic departments. Some of our recent alumni are employed by Major League Baseball, the Marquette University Athletic Department, the Milwaukee Brewers, the Milwaukee Bucks, the Atlanta Braves, the Orlando Magic, the NCAA, the University of Notre Dame, the University of Nebraska-Lincoln, the University of Miami, and the Big Ten Conference, among other organizations.

Founded in 1989, the National Sports Law Institute (NSLI) is affiliated with Marquette's Sports Law program. Its mission is to be the leading national educational and research institute for the study of legal, ethical, and business issues affecting amateur and professional sports from both an academic and practical perspective. It provides educational opportunities for law students as well as current and future leaders in the sports industry. The NSLI provides a national forum for discussion and consideration of American and international sports issues and encourages input by persons and organizations with a wide range of viewpoints. The NSLI seeks to promote a legal environment in which sports at all levels of competition will flourish. In an effort to achieve these goals, the NSLI sponsors high quality national conferences and symposia and disseminates knowledge through publication of thoughtful scholarship in the *Marquette Sports Law Review*. It also serves as a resource for the media and public. As a part of Marquette University, a Catholic Jesuit university, the NSLI is committed to searching for truth, discovering and sharing knowledge, fostering professional excellence, developing leaders, and serving those in the sports industry. Although the NSLI does not espouse any particular ideological viewpoint, it does seek to promote ethical and moral practices within the sports industry as a means of furthering Marquette University's mission.

NSLI SPORTS LAW CERTIFICATE

Only students graduating from Marquette University Law School who fulfill each of the following requirements (including attending all required meetings), are eligible to earn the National Sports Law Institute's Sports Law Certificate. The Certificate is presented to each student after his or her law school graduation.

1. Both introductory sports law survey courses (3 credits): Amateur Sports Law and Professional Sports Law.
2. One sports law workshop (2 credits): Legal and Business Issues In Collegiate Athletics; Legal Issues in Youth, High School, and Recreational Sports; Representing Professional Athletes and Coaches; Sports Industry Governance; Sports Sponsorship - Legal and Business Issues; or Sports Venues.
3. A Sports Law Seminar, or a research paper on a sports law topic in another Law School seminar (2 credits).
4. Topics in Advanced Legal Research - Sports Law (2 credits).
5. Alternative Dispute Resolution or another approved ADR course.
6. One or more of the following substantive law courses that significantly impact the sports industry:
 - Antitrust Law
 - Business Associations
 - Disability Law
 - Education Law
 - Federal Income Taxation of Individuals
 - Intellectual Property Law
 - Labor Law
7. *Marquette Sports Law Review* staff position for a full academic year.
8. A sports law practice/research internship of at least one semester in length.

Lauren McCoy
Visiting Assistant Professor,
Western Kentucky University,
Bowling Green, Kentucky
(Class of 2009)



Aaron Hernandez
Assistant Director of
Enforcement (Football),
NCAA, Indianapolis, Indiana
(Class of 2013)



Marquette Sports Law Review

Established in 1990, the *Marquette Sports Law Review* is the first United States scholarly publication to focus on legal, ethical, and business issues related to professional and amateur athletics. The *Sports Law Review* is produced and edited by Marquette law students, who earn academic credit for their work. It publishes articles and essays submitted by sports lawyers, sports industry professionals, law professors, and law students on a broad range of sports-related topics. Recently published articles have discussed the Court of Arbitration for Sport, revising the "baseball rule," the college football playoff, regulating student-athlete social media usage, Title IX gender equity for minority girls, illegal streaming of sports events, role transition for retired NFL players, and many other subjects of current interest. Detailed information about the *Sports Law Review* is at <http://scholarship.law.marquette.edu/sportslaw>.

J.D./M.B.A. in Sports Business Program

The J.D./M.B.A. in the Sports Business program is offered by Marquette University's Law School and College of Business Administration. The program generally enables students to earn both the J.D. and M.B.A. degrees in less time than if each degree was pursued separately. By also earning the National Sports Law Institute's Sports Law Certificate, students have the opportunity to combine their knowledge of sports law with a graduate business education that will provide them with a unique package of educational credentials that promises to be attractive to sports industry employers. Graduates will acquire knowledge and understanding of the theoretical and practical legal and business issues likely to be encountered by sport organizations in the 21st century. The hallmark of this degree program is the readily transferable legal and business knowledge and skills that can be applied to a wide range of employment opportunities outside the sports industry. Detailed information on the joint degree program is at <https://law.marquette.edu/programs-degrees/joint-degrees-jdmba-sports-business>.

LL.M. in Sports Law for Foreign Lawyers

The Masters of Laws (LL.M.) in Sports Law program offers foreign-educated lawyers a unique opportunity to engage in the in-depth study of sports law, including United States, Olympic, international, and comparative sports law issues. LL.M. students take the same courses as J.D. students (which provides a forum for U.S. and foreign students to learn from each other) and must complete an LL.M. Directed Research Project on an international or comparative sports law topic. Detailed information on the LL.M. in Sports Law program is at <https://law.marquette.edu/programs-degrees/llm-sports-law-0>.

M.A. in Sports Leadership

Marquette University Law School students may take up to six credits of approved courses offered as part of the College of Business Administration's Masters in Leadership Studies - Sports Leadership Specialization. Detailed information on this program is at <http://business.marquette.edu/academics/ma-in-leadership-studies>.

C U R R I C U L U M

AMATEUR SPORTS LAW (3 CREDITS)

This course covers various amateur sports law issues and focuses on legal regulation of interscholastic, intercollegiate, and Olympic sports. Topics covered may include constitutional law, tort law, contract law, Title IX gender discrimination, federal disability discrimination laws, the legal relationship between a university and its student athletes, regulatory authority of the National Collegiate Athletic Association, United States Olympic Committee, high school athletic associations, antitrust law, resolution of disputes affecting Olympic sports (including the jurisdiction and operation of the Court of Arbitration for Sport), and regulation of private educational institutions and sports associations.

PROFESSIONAL SPORTS LAW (3 CREDITS)

This course covers various legal issues affecting the professional sports industries and focuses on antitrust, labor, contracts, regulation of private associations, regulation of athlete agents and their ethical duties, and intellectual property and sports broadcasting issues.

SEMINAR: SELECTED TOPICS IN SPORTS LAW (2 CREDITS)

This seminar explores selected topics pertaining to professional and amateur sports. Topics may vary from semester to semester. The seminar features presentations by members of the Marquette faculty pertaining to sports law issues in their fields of study. Each student in the seminar will write a substantial research paper on a specific topic chosen in consultation with the instructor. Either Amateur Sports Law or Professional Sports Law is a prerequisite for this seminar.

SEMINAR: SELECTED TOPICS IN SPORTS LAW – THE LEGAL HISTORY OF THE SPORTS INDUSTRY (2 CREDITS)

This seminar explores the ways in which the structure of the North American sports industry has been shaped by its intersection with the legal system since the birth of modern spectator sports in the final third of the nineteenth century. Topics explored include the regulation of prize-fighting in the nineteenth century, the impact of contract law on early baseball's labor relations, the application of the antitrust laws to professional team sports, intellectual property law and sports broadcasting, the interaction between modern labor and antitrust in sports labor relations, and the recent efforts to limit franchise relocation and the use of performance-enhancing drugs in sports. Students in the seminar will be expected to participate in class discussions and to prepare a substantial research paper on a topic appropriate to the course.

SPORTS AS A SOCIAL INSTITUTION (3 CREDITS)

This course explores the way in which sports law and culture shape and construct our ideas, perceptions, and assumptions about race, gender, and sexual orientation and how race, gender, and sexual orientation influence sports law and culture. This course will draw upon cases, film, and legal, historical, and sociological scholarship to consider these relationships and connections.

SPORTS INDUSTRY TAXATION ISSUES (2 CREDITS)

This course will introduce students to a range of tax law, policy, and practice issues arising in the amateur and professional sports industries, including the construction and financing of sports facilities, college athletics, the compensation of professional athletes (including federal, state, and international tax issues), and the structure and operation of professional sports leagues and franchises (including choice of entity, day-to-day operations and business sale). Federal Income Taxation of Individuals is a prerequisite.

WORKSHOP: LEGAL AND BUSINESS ISSUES IN COLLEGIATE ATHLETICS (2 CREDITS)

A practical workshop applying the legal doctrines and theories covered in Amateur Sports Law to current legal and business issues affecting the regulation and governance of intercollegiate athletics. Topics covered and practical skills developed may relate to challenges to intercollegiate eligibility and amateurism rules, academic progress and graduation rates; the NCAA's Legislative Services Database (LSDBi), and enforcement of NCAA rules (including proceedings before the Committee on Infractions and Infractions Appeals Committee); athlete privacy (e.g., FERPA and HIPAA regulations); gender equity compliance; prevention of sexual and racial harassment; application of the Equal Pay Act, Title VII and collegiate coaching contract disputes; legal rights of former student-athletes (e.g., exploitation of right of publicity); the economics of collegiate athletics; and critiques of the collegiate model of athletics. Amateur Sports Law is a prerequisite.

WORKSHOP: LEGAL ISSUES IN YOUTH, HIGH SCHOOL, AND RECREATIONAL SPORTS (2 CREDITS)

A practical workshop applying the legal doctrines and theories covered in Amateur Sports Law to current legal issues affecting the regulation and governance of youth, high school and recreational sports. Topics covered and practical skills developed may relate to the application of the Federal Volunteer Protection Act; review of constitution/bylaws of youth sports organizations for legal compliance; comparative analysis of high school athletic associations and their status as state actors; constitutional rights in high school athletics; student-athlete prayer; gender equity compliance and concerns in high school athletic programs; prevention of sexual and racial harassment and hazing of student-athletes; waivers and releases of tort liability for injuries; premises liability; recreational safety and user statutes; legal duties of care and risk management; and participation rights of homeschooled students. Amateur Sports Law is a prerequisite.

WORKSHOP: REPRESENTING PROFESSIONAL ATHLETES AND COACHES (2 CREDITS)

A study of the formation, interpretation, negotiation, drafting, and enforcement of employment contracts for college coaches, professional athletes, and athletic directors. Topics covered include the agent's role in representing professional athletes; representation agreements between athletes, coaches, and contract advisors; the ethical responsibilities of attorney agents; financial planning for the athlete; marketing the athlete; collective bargaining agreements affecting athletes contracts; and the art of negotiation. Professional Sports Law is a prerequisite.

WORKSHOP: SPORTS INDUSTRY GOVERNANCE (2 CREDITS)

This course will focus on the intersection of legal and business issues that professional sports leagues and their member clubs encounter on a regular basis and their practical implications. Using the National Football League's organization, business operations, and litigation experience as a point of reference, the course will examine the tensions between the business objectives of the league, its clubs, players, sponsors and fans as well as the developing legal precedents that govern these relationships.

WORKSHOP: SPORTS SPONSORSHIP - LEGAL AND BUSINESS ISSUES (2 CREDITS)

This course will introduce students to a variety of sports sponsorship and marketing legal and business issues, particularly contract and intellectual property laws as applied to sports marketing arrangements and sports sponsorship agreements as well as their underlying business objectives and risks. It will focus on the development of practical legal skills, including how to effectively negotiate and draft sports sponsorship and marketing contracts and to protect a client's contract and intellectual property rights in connection with sports sponsorship agreements and marketing arrangements. Professional Sports Law or Intellectual Property Law is a prerequisite for this course.

WORKSHOP: SPORTS VENUES (2 CREDITS)

The course is dedicated to the study of the legal, financial, developmental, and political creation of sports facilities in the United States. The course will examine the reasons for the stadium boom and proliferation of sports facilities in our country; the current debate relative to the desirability of public tax dollars underwriting sports venues; the ways in which sports facilities are financed and funded; the creation of governmental bodies known as stadium or taxing authorities; the development process and the real estate implications of stadium creation; the development of a long-term leasehold arrangement between landlord and tenant; litigation challenging government participation in financing and referendums; the creation of public-private partnerships and the risks, financial requirements, and nature of the partnership; the creation of contractually obligated income and the ways in which revenue generation meets the bottom line needs of all interested parties; construction implications relative to the creation of facilities including issues of cost overruns, insurance, and the ADA; relocation and retention issues relative to utilization of facilities for keeping the team at home; a review of the so-called facilities arms race in our universities and the nature of this race; litigation affecting sports facility development; a definition of a green facility; stadium technology; and trends for the future of stadium development.

TOPICS IN ADVANCED LEGAL RESEARCH: SPORTS LAW (2 CREDITS)

This workshop focuses on advanced legal research methods and sources related to amateur and professional sports. Sources include administrative materials, treatises, practice materials, association regulations, commercial databases, and the Internet. Students will prepare a research plan that will describe and document their particular research methods used concerning a topic approved by the instructor. This workshop may be used to satisfy the Law School's advanced legal research requirement.

Courtney Hall
General Counsel,
Freedom Ventures, LLC,
Louisville, Kentucky
(Class of 2013)



Andre Salhab
Business Affairs
Contract Manager,
Disney Sports Attractions,
Orlando, Florida
(Class of 2012)



NSLI Sponsored Sports Law Internships

Under the supervision of the National Sports Law Institute's directors, Marquette J.D. students have the opportunity to gain valuable legal and business experience by participating in local one semester volunteer sports law-related internships, which vary from year to year. Internship sponsors may include GameBreakers, LLC, the Marquette University Athletic Department, the Milwaukee Brewers, the Milwaukee Bucks, the Northern Illinois University Athletic Department, the Southeast Wisconsin Professional Baseball Park District, South Milwaukee High School, the University of Wisconsin - Madison, the University of Wisconsin - Milwaukee, and the University of Wisconsin - Parkside, and possibly others.

NIKE Legal Department Externship

Students participating in Marquette's Sports Law program are eligible to be selected for a unique externship program with the NIKE Legal Department at the company's world headquarters in Beaverton, Oregon. Each year, a third year J.D. student is selected to extern for a semester with NIKE's Sports Law Practice Group on a variety of sports-related legal matters, while taking courses as a visiting student at Lewis & Clark Law School.

Intramural Sports Law Negotiation Competition

Created in 2013, the *Intramural Sports Law Negotiation Competition* develops Sports Law program students' skills and creates more competitive, better prepared teams for national competitions by exposing competitors to different competition formats. Students who participate in the intramural competition are eligible to be placed on a national competition team.

National Competitions

Sports Law program J.D. students are eligible to be selected to participate in one of several different competitions:

- *The Game Day Sports Case Competition* brings together teams of J.D. and M.B.A. students from top universities around the country to analyze, present and negotiate a real world solution to a sport business problem, rotating each year between Los Angeles and Villanova, Pennsylvania.
- *The National Baseball Arbitration Competition* is a simulated salary arbitration competition modeled closely on the procedures used by Major League Baseball (MLB), held in New Orleans each spring.
- *The National Basketball Negotiation Competition*, in which students are given different negotiation scenarios that a National Basketball Association agent, coach, general manager, owner or franchise may encounter, held in New York City each spring.
- *The National Sports Law Negotiation Competition*, in which students are given fact patterns focusing on real-world sports issues, such as contract negotiation and intellectual property issues affecting individual athletes, leagues, teams, and licensing companies, held in San Diego each fall.

Sports Law Moot Court Team (2 Credits)

J.D. students interested in developing their oral argument and brief-writing skills are eligible to be selected for Marquette's Sports Law Moot Court Team if they successfully complete the Law School's Appellate Writing and Advocacy course. The team participates in the Mardi Gras Invitational National Sports Law Competition held in New Orleans each year.

F A C U L T Y



Matthew J. Mitten is Professor of Law and Director of the National Sports Law Institute and the LL.M. in Sports Law program for foreign lawyers. Professor Mitten earned a B.A. in economics from The Ohio State University and his J.D., *magna cum laude*, from the University of Toledo College of Law. He teaches Amateur Sports Law, and co-teaches Professional Sports Law (with Major League Baseball Commissioner Bud Selig), and co-teaches the Sports Sponsorship – Legal and Business Issues Workshop, as well as US Sports Law at the University of Melbourne in Australia. A leading sports law scholar, he authored *Sports Law in the United States* (2d. ed.) (Wolters Kluwer 2014) and co-authored *Sports Law and Regulation: Cases, Materials, and Problems* (3d ed.) (Aspen 2013) and *Sports Law: Governance and Regulation* (2013). He is president-elect of the Sports Lawyers Association and is a member of its Board of Directors as well as the Court of Arbitration for Sport (Lausanne, Switzerland). He formerly chaired the Association of American Law Schools' Section on Law and Sports and practiced antitrust and intellectual property law with Kilpatrick Stockton, LLP in Atlanta, Georgia.



Paul M. Anderson is the Associate Director of the National Sports Law Institute and Sports Law program and an Adjunct Professor of Law. He earned his B.A. in economics and philosophy, *cum laude* and *Phi Beta Kappa*, from Marquette University, is a graduate of the Law School, and received the first Joseph E. O'Neill scholarship for sports ethics. Professor Anderson teaches the Topics in Advanced Legal Research - Sports Law, Legal and Business Issues in Collegiate Athletics, Legal Issues in Youth, High School and Recreational Sports, the Selected Topics in Sports Law Seminar, and Entertainment Law. He is the founder and chair of the Sports Law Alumni Association and received the 2003 Sports Law Alumnus of the Year Award. Professor Anderson is former Editor-in-Chief and current faculty co-advisor to the *Marquette Sports Law Review*. He is the author of numerous articles and books including *Introduction to Sports Law* (2009) (with Spengler, Connaughton and Baker). A former Editor of the *Journal of Legal Aspects of Sport* and former Managing Editor of the *Journal of Sport and Social Issues*, he is editor of several sports law publications, including *Sports Betting and the Law* (ASSER International Sports Law Series 2011) (with Blackshaw, Siekmann, and Soek). A member of the Case-law Committee of the International Association of Sports Law, and an Observer for the Uniform Law Commission's Drafting Committee on the Uniform Athlete Agents Act, he is Past Chair of the Sports and Entertainment Law Section of the State Bar of Wisconsin.



J. Gordon Hylton, Professor of Law, is a specialist in the legal history of sport. He currently teaches a Selected Topics in Sports Law seminar focusing on the historical development of the sports industry, and in the past he has taught Professional Sports Law, Comparative Sports Law, and sports history courses in the Marquette History Department and the College of Professional Studies. He has also taught Sports Law as a visiting professor at Washington and Lee University and in summer programs at the University of Giessen (Germany) and Murdoch University (Australia). He is the author of *Sports Law and Regulation* (1999) (with Paul Anderson), and a series of law review articles focusing on the legal history of American sport. Professor Hylton joined the Marquette University Law faculty in 1995. In 1997, he was co-chair of the committee that helped design the current structure of the Marquette Sports Law program and National Sports Law Institute, and from 1997 to 1999, he served as Interim Director of the National Sports Law Institute. He has twice been the chair of the Association of American Law Schools Section on Law and Sports, and he is a former Fulbright Scholar. He also played varsity baseball at Oberlin College from 1971 to 1974.



Matthew J. Parlow is the Associate Dean for Academic Affairs and a Professor of Law. Among other classes, Dean Parlow teaches Professional Sports Law with Major League Baseball Commissioner Bud Selig. In 2010-11, the students voted Dean Parlow as the winner of the James D. Ghiardi Award for Outstanding Teaching, Student Body Support, and Scholarship. He previously taught for three years on the faculty of Chapman University School of Law, where he was voted Professor of the Year in 2007-08, and one year at Whittier Law School. Dean Parlow's sports law scholarship focuses on publicly financed sports facilities, the power of professional sports league commissioners to punish players for misbehavior committed off of the court or field, and the changing economics of the NBA and its impact on the league's collective bargaining agreement. His articles have appeared in the *Temple Law Review*, the *Oklahoma Law Review*, and the *Texas Review of Entertainment and Sports Law*, among other journals. Dean Parlow serves on the Board of Directors of the BMO Harris Bradley Center, the home to the Milwaukee Bucks and the Marquette Golden Eagles. Prior to his academic career, Dean Parlow was an associate with the Los Angeles firm of Manatt, Phelps & Phillips, LLP. He also served as a law clerk for the Honorable Pamela Ann Rymmer of the United States Court of Appeals for the Ninth Circuit. Dean Parlow holds a J.D. from Yale Law School, where he was an editor of the *Yale Law and Policy Review* and the *Yale Journal on Regulation*, and a B.A. from Loyola Marymount University.



Mary K. Braza is a partner with Foley & Lardner LLP and a former member of the firm's management committee. As chair of the Sports Industry Team, she advises stakeholders in significant sports franchise acquisitions and valuations; colleges and universities on conference realignment and NCAA compliance issues; and issues surrounding league and team operations, such as broadcast television and radio deals, regional sports networks, new media, social media, mobile rights, sponsorship agreements, naming rights, concession and merchandising agreements, and revenue sharing. She works with leagues and teams across professional sports, including Major League Baseball, the Chicago Cubs, the Detroit Pistons, the Texas Rangers and the Milwaukee Brewers. Braza received her B.A. and J.D., *magna cum laude* and Order of the Coif, from Cornell University, where she was note editor for the *Cornell International Law Journal*. Braza is Vice Chair of the National Sports Law Institute's Board of Advisors and is on the board of the Sports Lawyers Association. Since 2006, Braza has served as an adjunct professor at Marquette University Law School and John Marshall Law School, where she teaches courses on Sports Law. Braza is a frequent lecturer on sports legal issues, including at symposia sponsored by Harvard Law School, Northwestern Law School and Stanford Law School. She is the 2012 recipient of the Joseph A. O'Neill Award which recognizes an individual with a significant contribution to the sports industry while exemplifying the highest ethical standards. In 2010 and 2014, *The Legal 500* recognized her for her work in sports law. She is also recognized nationally as one of America's Leading Lawyers in the area of sports law by *Chambers USA*, 2006-2014. Braza is included in *The Best Lawyers in America* in the area of sports law.



Martin J. Greenberg is the managing member of the Law Office of Martin J. Greenberg, LLC, concentrating in the areas of real estate and sports law. He is the former Chair of the Wisconsin State Fair Park Board and the Wisconsin Sports Development Corporation, and served on the Board of the Southeast Wisconsin Professional Baseball Park District (Miller Park). He is an Adjunct Professor of Law at Marquette University Law School where he has taught real estate and sports law courses for over 40 years. He currently teaches the Representing Professional Athletes and Coaches Workshop and Sports Venues: From Election Day to Game Day. He is the founder of the National Sports Law Institute and served as its Director from 1989 to 1997. He is also the former Chair and a current member of the NSLI's Board of Directors. The Institute has established the Martin J. Greenberg Award for Excellence in the Study of Sports Law in honor of his many contributions. Greenberg was awarded the 2001 Joseph O'Neill Award and the 2007 Charles W. Mentkowski Sports Law Alumnus of the Year Award by the NSLI. He is also the recipient of the Milwaukee Bar Association Lawyer of the Year Legal Scholar Award (1988), the Wisconsin Bar Foundation Donald O'Melia Local Service Award (2009), the Wisconsin Law Journal Leaders in the Law (2009), and the prestigious "Master of the Game" Award from Marquette University Law School-National Sports Law Institute for his contributions in the Sports Industry. He is noted in the publication "Best Lawyers in America-Sports Law." Greenberg has authored or co-authored several books, including *Sports Law Practice* (1993 & 1998), *SportsBiz* (1989), and *The Stadium Game, Second Edition* (2001), and the National Sports Law Institute maintains a website called "Greenberg's Coaching Corner," which is a collection of over 20 years' worth of articles on college coaching contracts and college athletics.



Jim McKeown is a partner at Foley & Lardner LLP and a member of its Sports Industry Team and Antitrust Practice Group. An experienced trial lawyer, McKeown has represented clients in a number of high profile antitrust and sports cases. McKeown was involved in Major League Baseball's successful consolidation of League and Club interactive media rights and the formation of MLB Advanced Media, L.P. He has served as a source on sports antitrust issues for various national media, and has two recent publications in the *Marquette Sports Law Review*, "2008 Antitrust Developments in Professional Sports: To the Single Entity and Beyond" (Spring, 2009), and "The Economics of Competitive Balance: Sports Antitrust Claims After *American Needle*" (Spring 2011). He is an Adjunct Professor of Law co-teaching the Sports Industry Governance Workshop, and is a member of the NSLI's Board of Advisors. Prior to joining Foley & Lardner, McKeown served as a law clerk to the Honorable Harlington Wood, Jr. of the United States Court of Appeals for the Seventh Circuit. McKeown has been listed in *The Best Lawyers in America*, *Legal 500*, and *Wisconsin Super Lawyers*.



Richard Reider, President of RaR Consulting, LLC, has 33 years of sales and marketing experience, most of which was obtained at the Miller Brewing Company. He was Manager of Sports and Event Marketing for 16 years. In that role he was responsible for managing a variety of local and national properties including regional sports teams (e.g. Milwaukee Brewers, Milwaukee Bucks, Chicago White Sox, Green Bay Packers, Minnesota Vikings, Detroit Red Wings) and many special events (including the NFL Super Bowl). He also has extensive

experience in boxing, golf, professional beach volleyball, and college sports. His expertise lies in strategic planning and brand management, as well as project planning, negotiations and execution. He is a member of the NSLI's Board of Advisors, and beginning in 2010, an Adjunct Professor at Marquette. He co-teaches the Sports Sponsorship and Marketing Workshop, and is an Adjunct Professor in Marquette's Graduate School of Management where he teaches a graduate course titled Sports Communication. Reider is also a sports and entertainment marketing trainer leading seminars for such organizations as the Association of National Advertisers. In addition to open enrollment seminars he has led classes for such groups as the PGA, LPGA, Major League Soccer and others. Within the last few years Reider has led long term strategic planning and other marketing efforts for Partnership Resources, Inc. a non-profit organization in the Twin Cities serving adults with developmental disabilities. He received his B.A. from the State University of NY-Buffalo and an M.A. from the University of Southern California.



Allan H. (Bud) Selig, the ninth Commissioner in the history of Major League Baseball, is a Distinguished Lecturer in Sports Law and Policy and co-teaches Professional Sports Law. He was elected Commissioner on July 9, 1998 by a unanimous vote of the 30 MLB club owners. Prior to his election, Selig served as Chairman of the Executive Council, making him the central figure in MLB's organizational structure since September 1992. Selig implemented many of the game's structural changes, including Interleague Play, the Wild Card, the expanded Postseason and instant replay. He has engineered three historic labor agreements with the MLB Players Association. By the end of the current agreement, MLB will have gone 21 years without a strike or a lockout, its longest period of uninterrupted play ever. Under Selig's guidance, MLB has achieved unprecedented competitive balance, industry revenues and social responsibility, as well as record attendance each year from 2004-2007. Selig has led MLB to the most comprehensive drug testing program in American professional sports and has expanded the game's reach through the creations of MLB Advanced Media, MLB Network and the World Baseball Classic.



Joseph E. Tierney III is a shareholder with the Milwaukee law firm of Meissner Tierney Fisher & Nichols S.C., where his primary areas of practice include estate and trust planning, corporate and partnership tax planning, and business acquisitions and sales. Tierney received his B.S. degree from Marquette University. He is a graduate of Marquette University Law School where he was Editor-in-Chief for the *Marquette Law Review*. He is also a graduate of New York University Law School with a Masters Degree in the law of taxation. He has authored and spoken for various professional organizations, including the State Bar of Wisconsin, Wisconsin Institute of CPAs, Corporate Practice Institute, and the Professional Institute of Tax Study. He is listed in *The Best Lawyers in America*® and *Wisconsin Super Lawyers*® and has a Martindale-Hubbell AV® peer review rating. He has authored numerous articles in various tax journals, including *Tax Notes* and the *Journal of Passthrough Entities*.



Marti Wronski graduated *summa cum laude* from St. Norbert College and from the University of Wisconsin Law School with High Honors. Wronski was an associate with Foley & Lardner LLP and an Assistant Professor of Law at Marquette University Law School before joining the Milwaukee Brewers Baseball Club where she is now Vice President & General Counsel. She oversees all legal and contract work, including negotiating player and coaches' contracts, sponsorship contracts, overseeing legal designs for trademark and fan entertainment as well as managing compliance matters. In June 2006, she was named a Woman of Influence by the *Business Journal*, an honor for women who make a difference in the Milwaukee Community and positively influence the people they work with daily, in 2010 she was named to the *Business Journal's* 40 Under 40 list, and in 2012 she was named Top Corporate Counsel by the *Business Journal*. Wronski has numerous memberships and affiliations with local and national legal, charitable and professional organizations and communities and has been recognized by various organizations of her peers over the past several years.

Craig Pintens
Senior Associate
Athletic Director/
Marketing & Public
Relations, University of
Oregon, Eugene, Oregon
(Class of 2001)



Sarah Padove
Legal Coordinator, Major
League Baseball Properties,
New York, New York
(Class of 2012)



NSLI Board of Advisors

This is a distinguished group of sports industry professionals and academics who participate in the governance of the NSLI, contribute to the advancement of knowledge regarding legal, ethical, and business issues affecting the sports industries, and provide advice and guidance regarding Marquette's Sports Law program and the NSLI's educational programs and activities.

Sports Law Alumni Association

All Law School alumni who participated in the Sports Law program are invited to join the Sports Law Alumni Association. Members raise funds for the Alumni Scholarship Fund, participate in career panels that provide guidance and advice to sports law students, speak at NSLI conferences and seminars, and support the NSLI and Sports Law Program in many other ways.

Sports Law Society

The Sports Law Society is the Law School's largest student organization. It provides students with a built-in network of fellow students with similar interests. It also hosts guest speakers, sponsors various social events, and its members participate in various service activities.

NSLI Awards and Scholarships

Professional Achievement Awards

- Master of the Game Award
- Joseph E. O'Neill Award
- Charles W. Mentkowski Sports Law Alumnus of the Year Award

Sports Law Student Scholarships and Achievement Awards

- Anne Wall Brand Protection Award
- Francis D. & Jane Keogh Kelly Scholarship
- Joseph E. O'Neill Prize for Student Writing
- Joseph E. Tierney, Jr. Award
- Joseph E. Tierney Memorial Scholarship
- Marquette Sports Law Review Comment Competition Award
- Martin J. Greenberg Award for Excellence in the Study of Sports Law
- Martin J. Greenberg Venue Excellence Award
- National Sports Law Student Writing Competition
- Sports Law Alumni Scholarship
- Sports Law Alumni Achievement Award

NATIONAL SPORTS LAW INSTITUTE

DIRECTOR: **Matthew J. Mitten**, Professor of Law and Director, National Sports Law Institute and LL.M. in Sports Law Program for Foreign Lawyers
ASSOCIATE DIRECTOR: **Paul M. Anderson**, Adjunct Professor of Law and Founder, Sports Law Alumni Association

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