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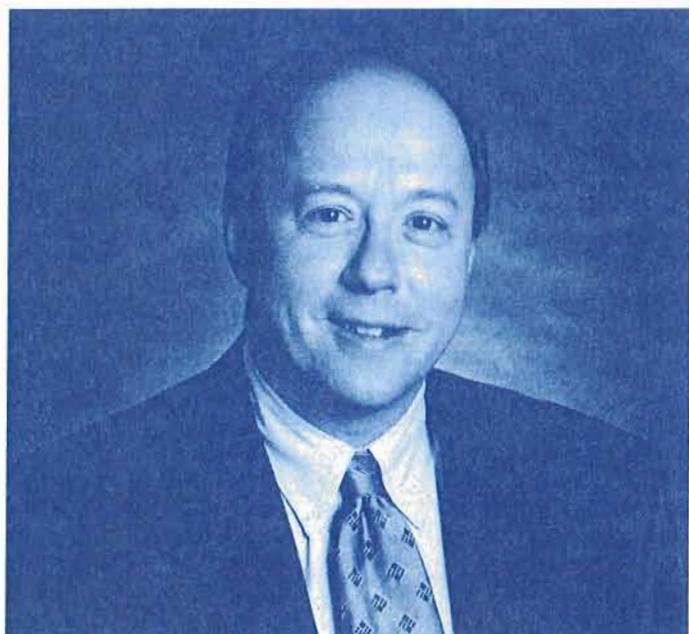
## NSLI BOARD MEMBER PROFILE:

Michael J. Cramer

Michael J. Cramer is the current Vice-Chair of the National Sports Law Institute's Board of Advisors and a member of its Executive Committee. A graduate of the State University of New York at Albany and Marquette University Law School, Mr. Cramer is the Chief Operating Officer of Southwest Sports Group, Inc. (SSG), and Southwest Sports Realty, Inc..

SSG owns and operates the Dallas Stars Hockey Team, the Texas Rangers Baseball Team, Southwest Sports Productions and the Mesquite Championship Rodeo. SSG also holds 50% ownership of the Arena Group that operates Reunion Arena in Dallas and is developing the new American Airlines Center in Dallas. Southwest Sports Realty is the developer of the land surrounding the Ballpark at Arlington and is developing the Victory Project in downtown Dallas.

Prior to joining SSG, Mr. Cramer was a founding partner of C. Dean Metropoulos and Company, a private investment and management group based in Greenwich, Connecticut. In that capacity, he served as Executive Vice President and Assistant Secretary as well as a member of the Board of Directors of International Home Foods, a publicly traded company. Mr. Cramer previously served as Executive Vice President and General Counsel of The Morningstar Group, Inc., Executive Vice President of Administration and General Counsel of Stella Foods, Inc., and was engaged in the private practice of law for several years in Wisconsin.



Michael Cramer

## 2000 NSLI Year in Review

by Paul M. Anderson, Editor

During the past year Marquette University Law School's Sports Law Program and National Sports Law Institute significantly expanded their courses, internships and other opportunities. This was part of a continuing effort to encourage the study of legal issues in amateur and professional sports, to promote informed and ethical practices in the sports industry, and to serve as an educational resource for sports law students, attorneys, and business professionals.

### MISSION STATEMENT

In April of 2000, the NSLI's Board of Advisors adopted the following Mission Statement:

The National Sports Law Institute ("NSLI") strives 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 will not espouse any particular ideological viewpoint, it will seek to promote ethical and moral practices within the sports industry as a means of furthering Marquette University's mission.

YEAR IN REVIEW / continued on page 4 . . .

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## For The Record

FEBRUARY / MARCH 2001 • PAGE 3

### NSLI BOARD OF ADVISORS

The Board of Advisors provides guidance on matters such as the NSLI's future direction, educational programs, fund raising efforts, and award nominations. The Board's current Chair is Martin J. Greenberg, Managing Director, ScheerGame, LLC, in Milwaukee, Wisconsin. Its current Vice-Chair is Michael J. Cramer, Chief Operating Officer, Southwest Sports Group, Inc., Dallas, Texas. New additions to the Board in 2000 include Tom Gausden, General Counsel of the Milwaukee Brewers Baseball Club, Milwaukee, Wisconsin, and Richard Weiss, a partner with the law firm of Foley & Lardner in Milwaukee.

### NSLI ALUMNI BOARD

The NSLI Alumni Board consists of alumni of Marquette University Law School who have participated in Marquette's Sports Law Program and NSLI activities. Board members serve as speakers at NSLI conferences, seminars and workshops, as panelists on the NSLI's annual career panel, and as sponsors of various volunteer internships. The newest members of the Board are Schuyler Baehman (L'00), Senior Staff Writer, Street & Smith's Sports Business Daily, Charlotte, North Carolina; Heather Mager (L'00), an associate with Quarles & Brady, in Milwaukee, Wisconsin; and Laurie Thornton (L'00), an associate with Kirkland & Ellis in Chicago, Illinois.

### SPORTS LAW CURRICULUM ADDITIONS

The Sports Law Program added two new courses in 2000. The first is an Amateur Sports Law Workshop devoted to application of the legal doctrines and theories covered in Amateur Sports Law to current legal and business issues affecting the regulation and governance of intercollegiate athletics and the operation of a university athletic department. Topics covered and practical skills developed relate to NCAA and athletic conference regulation, internal athletic department governance, risk management, Title IX gender equity compliance, athletic event management and sponsorships, contract negotiation and drafting, and trademark licensing. The course is taught by Kathryn Statz (L'00), the Assistant Athletics Director-Compliance, Marquette University, and Shawn Eichorst (L'95), Athletic Director, the University of Wisconsin-Whitewater.

## For The Record

The second new course is Comparative Sports Law. This course was developed by NSLI Director and Professor Matt Mitten as part of Marquette University Law School's summer exchange program with the University of Queensland, Australia. This course will compare how sports and athletic competition (particularly Olympic sports) are governed and regulated by the American and Australian legal systems as well as the study of the Court of Arbitration for Sport. It may also include coverage of laws regulating sports in the European Union and its member countries. Professor Mitten will teach this course for the first time in the summer of 2001.

### SPORTS LAW CERTIFICATE

These new courses can be used to partially fulfill the requirements for the National Sports Law Institute's Sports Law Certificate. The first graduates to receive the Certificate and medallion were Eryn Doherty, Daniele St. Marie, Schuyler Baehman, Jay Peterson, and Laurie Thornton, all graduates in the Spring of 2000. William Boyle received the Certificate and medallion in the Fall 2000 semester. Requirements for the Certificate are fully described online at [www.mu.edu/law/sports/sl\\_cert.html](http://www.mu.edu/law/sports/sl_cert.html). For further information, call NSLI Director Matt Mitten at (414) 288-7494, or NSLI Assistant Director Paul Anderson at (414) 288-5816.

### AWARDS & SCHOLARSHIPS

#### Francis D. & Jane Keogh Kelly Scholarship

The Francis D. & Jane Keogh Kelly Scholarship, was established in 1997 to recognize a student in the Sports Law program at Marquette for his or her excellence in the study of sports law and service to the sports law program. The 1999-00 recipient of the Scholarship was Eryn Doherty. The 2000-01 recipient of the Scholarship is current *Sports Law Review* Editor-in-Chief, Kristi Schoepfer.

#### Joseph E. O'Neill Award

The Joseph E. O'Neill Award was established by the O'Neill family, the Milwaukee law firm of Davis & Kuelthau, S.C. and the NSLI after Mr. O'Neill's untimely death in 1992. The award is given annually to an individual in the sports industry who has made a significant contribution to the field and done so while exemplifying the highest ethical standards. The 2000 recipient of the Award was Wendy Selig-Prieb, who is a member of the NSLI's Board of Advisors, the President and Chief Executive Officer of the Milwaukee Brewers, and a 1988 *magna cum laude* graduate of Marquette University Law School.

#### Joseph E. O'Neill Prize for Student Writing

Each year since 1997, the Joseph E. O'Neill Prize for Student Writing has been awarded to the Marquette University Law School student who authors the best student article published in the *Marquette Sports Law Review* during the previous academic year. In April of 2000, the Prize was presented to former Editor-in-Chief, Eryn Doherty, for her article titled "Winning Isn't Everything. . .It's the Only Thing: A Critique of Teenaged Girls' Participation in Sports" which appeared in the Fall 1999 issue of the *LAW REVIEW*.

#### Martin J. Greenberg Award

The NSLI established this Award in the fall of 1997 in honor of former NSLI Director Martin J. Greenberg. The Award is given annually at graduation to the third year law student who has excelled in the study of sports law and service to the sports law program. The 2000 recipient of this Award was former *Sports Law Review* Lead Articles Editor, Schuyler Bachman.

#### Joseph E. Tierney, Jr. Award

The Award was created in 2000 in recognition of Joseph E. Tierney, Jr., a longstanding member of the NSLI's Board of Advisors and loyal supporter of the NSLI. The Award is given annually to the student in the Sports Law Program who graduates with the highest grade point average in sports law classes taken in partial fulfillment of the requirements for earning a Sports Law Certificate. The first recipient of this award was Eryn Doherty.

#### Master of the Game Award

The Master of the Game Award is given to an individual who has made significant contributions to the sports industry and who exemplifies the highest level of professionalism in his or her field. The 2000 recipient of the Award was Allan H. "Bud" Selig, the Commissioner of Major League Baseball and a member of the NSLI's Board of Advisors.



Bud Selig

## EVENTS

### Conferences

On September 22, 2000, the National Sports Law Institute and the law firm of Foley & Lardner sponsored a **Sports Facilities and Development** conference at Marquette University. Three panels discussed various issues surrounding the sports facility development process from the economic and political ramifications to new innovations and technologies in facility construction. The Sports and Entertainment Law Section of the State Bar of Wisconsin sponsored a luncheon during the conference. The 140 attendees included team and league representatives, developers and architects, lawyers, academics and law students. The conference materials are available from the NSLI by calling (414) 288-5815.

On Friday October 5, 2001, the NSLI and Foley & Lardner will host a conference titled "Intellectual Property Issues in Sports: Trademarks, Unfair Competition, and Athlete's Publicity Rights." Further details are available online at [www.mu.edu/law/sports/ipissues.html](http://www.mu.edu/law/sports/ipissues.html).

### Workshops

In 2000, the NSLI continued hosting informal workshops with experts in the sports industry. Recent speakers include: Eugene "Pepi" Randolph, Assistant General Counsel, Milwaukee Brewers; Michael Duberstein, Director of Research, National Football League Players Association; Dick Davis, A.G. Edwards & Sons, DFS Services, NFLPA Agent and Financial Advisor; Tom Gausden, General Counsel, Milwaukee Brewers Baseball Club; Ron Walter, Vice President, Milwaukee Bucks and Partner, Foley & Lardner; and Laurel Prieb, Vice President-Corporate Affairs, Milwaukee Brewers Baseball Club.

### Career Panel

On March 23, 2000, the NSLI hosted its third annual Career Panel. These panels bring together graduates of Marquette University Law School who discuss how their involvement with the NSLI has helped them in their legal careers. The fourth annual career panel will take place at the law school on Thursday, March 29, 2001.

### Moot Court

Marquette University Law School's 1999-2000 Sports Law Moot Court team of Jim Sullivan, Laurie Thornton, and Scott Jensen advanced to the Final Four of the National Sports Law Moot Court Competition in New

YEAR IN REVIEW / continued on page 6. . .

## For The Record

Orleans. The 2000-01 team of Ryan Bird, Greg Gill, and Scott Schmidtkofer will compete in February of 2001.

Awards Banquet

On April 8, 2000, the NSLI hosted its annual Awards Banquet at the Downtown Milwaukee Hilton Hotel. At this dinner, the NSLI honors the winners of the awards described on page 4 of this newsletter, announces the next group of Sports Law Certificate candidates, and recognizes the work done by the members of the *Marquette Sports Law Review*. The next banquet will take place at the Marquette University Alumni Memorial Union on Friday, April 20, 2001.

Master of the Game Award Dinner

On September 22, 2000, 370 guests, including 22 table sponsors, came together to pay tribute to MLB Commissioner Bud Selig, the 2000 Master of the Game Award winner. The dinner included several speaker tributes and a Time Warner video tribute to Commissioner Selig.

**INTERNSHIPS**

The NSLI's internship program offers one semester opportunities for students in the Law School's Sports Law Program to intern with entities in various aspects of the sports industry. With the addition of its newest internship sponsor, the Wisconsin Sports Development Corporation, the NSLI now offers internships with 11 different organizations at various levels of sport, including: Conference USA, the Marquette University Athletic Department, Miller Brewing Company, the Milwaukee Brewers, the Milwaukee Bucks, the Milwaukee Public Schools Sports and Athletics Department, the Milwaukee Rampage, the Milwaukee Tennis Classic Foundation, ScheerGame, LLC, and the University of Wisconsin-Whitewater Athletic Department.

**PUBLICATIONS**

Marquette Sports Law Review

With the publication of Volume 11, Number 1, the *Marquette Sports Law Journal* became the *Marquette Sports Law Review*. This name change reflects the consistent quality of scholarship published in the *Sports Law Review* and distinguishes it as the leading academic publication devoted to the sports law field.

Under the direction of former Editor-in-Chief Eryn

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Doherty, the Spring 2000 issue of the *Sports Law Review* presented a symposium devoted to sports facilities and development that became part of the materials distributed to attendees at the NSLI's September 2001 conference.

Under the direction of current Editor-in-Chief Kristi Schoepfer, Volume 11, Number 1 was recently published. This volume includes articles on topics such as sports broadcasting and virtual advertising, antitrust law and the NCAA, and drafting a sponsorship management agreement.

The Spring 2001 issue of the *Sports Law Review* will be published in May of 2001 and will include a symposium of perspectives on the John Rucker arbitration as well as articles on topics such as the right of publicity in sports and legal protections against cybersquatters.

Further information about the *Sports Law Review*, including an index of articles and ordering instructions, are available online at [www.mu.edu/law/sports/slj.html](http://www.mu.edu/law/sports/slj.html).

For The Record

During the past year Volume 11 (Numbers 1-6) of FOR THE RECORD: THE OFFICIAL NEWSLETTER OF THE NATIONAL SPORTS LAW INSTITUTE was published. Topics covered include the Jake Powell incident, alternative dispute resolution in sports in Canada, and negotiation of college coaching contracts. A complete index of this newsletter can be found on the NSLI website at [www.mu.edu/law/sports/indexfr.html](http://www.mu.edu/law/sports/indexfr.html)

You Make The Call...

In the past year the NSLI published several issues of its online newsletter YOU MAKE THE CALL... The newsletter provides synopses of recent cases in the sports law field and is accessible online at [www.mu.edu/law/sports/call.html](http://www.mu.edu/law/sports/call.html).

Sports Facility Reports

In the Spring of 2000, the NSLI introduced a new web based newsletter devoted to sports facility issues. **Sports Facility Reports** provides information concerning the ever growing sports facilities and development field including bi-annually updated Facility Update Charts and various commentaries from experts in the field. **SFR** is available on the web at [www.mu.edu/law/sports/sfr/sfr.html](http://www.mu.edu/law/sports/sfr/sfr.html).

**NSLI DIRECTOR'S PUBLICATIONS & PRESENTATIONS**

The Directors of the NSLI have published various articles and made various presentations.

NSLI Director and Professor Matt Mitten's publications include the following:

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**For The Record**

*The Law and Sports Medicine*, Ch. 5, in *PRINCIPLES AND PRACTICE OF PRIMARY CARE SPORTS MEDICINE* (Garrett, Kirkendall, & Squire eds.), Lippincott Williams & Wilkins (2001)

- *Applying Antitrust Law to NCAA Regulation of "Big Time" College Athletics: The Need to Shift From Nostalgic 19th and 20th Century Ideals of Amateurism to the Economic Realities of the 21st Century*, 11 *MARQ. SPORTS L. REV.* 1 (Fall 2000).
- *Legal Issues Affecting Medical Clearance to Resume Play After Mild Brain Injury*, *CLINICAL JOURNAL OF SPORTS MEDICINE* \_\_ (\_\_\_\_) [in press]

Professor Mitten also spoke on "NCAA Regulation of Amateurism: Deserving of 'Hands Off' Deference or 'Hand Cuffing' Because of Illegal Cartel Behavior" at the Joint Meeting of the Madison and Milwaukee Inns of Court in Nashota, Wisconsin on April 13, 2000; he was part of a panel on "Ethics for Sports Lawyers-Ethical Considerations for Agents, Athletes, Owners, Sponsors, and Others" at the 26th Annual Sports Lawyers Association Conference in San Francisco on May 19, 2000; and he presented welcoming remarks and was a moderator for the NSLI's **Sports Facilities and Development Conference** in September of 2000.

NSLI Assistant Director and Adjunct Assistant Professor Paul Anderson's year 2000 publications include:

- *The Sports Facility Boom*, 1 *SPORTS FACILITY REP.*, [www.mu.edu/law/sports/sfr/sfr.html](http://www.mu.edu/law/sports/sfr/sfr.html) (Spring 2000).
- *Third Circuit Upholds NCAA's Initial Eligibility Rules*, 18 *THE SPORTS LAWYER* 1 (Jan./Feb. 2000).
- *Violence in Professional Team Sports in the United States: Systems for Regulating the Problem*, 3 *CONTEMPORARY ISSUES IN LAW* 239 (2000).

Prof. Anderson also presented a paper titled "From Erving to Sheffield to Yashin: Season Ticket Holder Disputes in Sports," at the Society for the Study of the Legal Aspects of Sports and Physical Education's Thirteenth Annual Sport, Physical Activity, Recreation and Law Conference on March 9, 2000; spoke on "Economics and Law," to the Marquette University Economics Department in March of 2000; and was a moderator for the State Bar of Wisconsin's Sports and Entertainment Law Section panel titled "Issues Related to Internet-Related Transactions and Negotiations When Representing Sports and Entertainment Clients."

## SPORTS LAW MEDIA COMMENTARY

During the past year Director Matthew Mitten and Assistant Director Paul Anderson have offered commentary and research to various media including the CBS Early Show, ESPN Radio, the Associated Press, THE CHICAGO TRIBUNE, THE SPORTS BUSINESS JOURNAL, National Public Radio, Wisconsin Public Radio, THE MILWAUKEE JOURNAL SENTINEL, THE MINNEAPOLIS STAR, Court TV, and many others. Media inquiries can be addressed directly to the NSLI office at (414) 288-5815.

## SPORTS LAW WEBSITE

The NSLI and Marquette University Law School Sports Law Program websites have been significantly revamped. Interested students, lawyers, academics, and industry professionals can find incredible amounts of useful information at these sites. In addition to the pages mentioned throughout this newsletter, other useful pages include:

- National Sports Law Institute - [www.mu.edu/law/sports/nsli.html](http://www.mu.edu/law/sports/nsli.html)
- Sports Law Program - [www.mu.edu/law/sports/sports.htm](http://www.mu.edu/law/sports/sports.htm)
- Sports Law Publications & Memberships - [www.mu.edu/law/sports/pubs.html](http://www.mu.edu/law/sports/pubs.html)
- Sports Law Calendar of Events - [www.mu.edu/law/sports/events.html](http://www.mu.edu/law/sports/events.html)
- Useful Sports Links - [www.mu.edu/law/sports/links.html](http://www.mu.edu/law/sports/links.html)



# For The Record