Marquette University will begin a National Sports Law Institute -- the first of its kind in the nation.

The institute will receive financial support of $500,000 over a four-year period from the Green Bay Packers, Milwaukee Brewers, Milwaukee Bucks and Milwaukee Admirals.

The Institute will begin classes in Marquette's 1989 fall semester. The Institute's mission is to promote the development of ethical practices in all phases of amateur and professional sports, a release by the university stated.

John F. Wendel, the president of the Sports Lawyers Association and the law firm of Wendel & Christon, Lakeland, Fla., will become the Institute's Acting Director. He has represented various minor leagues and teams for the last 18 years.

Former Marquette coach Al McGuire was the first member to be named to the advisory board, which will be asked to make recommendations regarding topics and issues in the sports law area.

"The concept of the National Sports Law Institute is one that is long overdue," McGuire said. "The possibilities are endless. I'm proud to be associated with it."

United Press International, 2/16/89
Education, ethics are focus of law institute

Sports Lawyers group gets message in Milwaukee

Milwaukee will be a center for the advancement of education and ethics in sports law, thanks to the newly formed National Sports Law Institute at the Marquette University Law School. That is the message the director of the institute, John Wendel, gave to board members of the Sports Lawyers Association, who held their semi-annual meeting here this weekend.

Wendel, who also is head of the lawyers group, said the institute, created earlier this year, would serve a dual purpose: educating law students in the issues that relate to sports law and serving as a resource for the industry. And both roles are aimed at promoting high standards of conduct among lawyers and others involved in the legal aspects of sports.

The lawyers group, founded in 1976, has about 350 members who represent players, teams and leagues. The group fosters ethical standards in negotiations and promotes dialog on issues such as collegiate eligibility standards, drug testing, labor-management relations and the impact of broadcasting contracts.

The lawyers group does not promote specific proposals on these issues, Wendel said, because to do so would "polarize our membership." Instead, he said, "What we want is to provide the opportunity for lawyers to talk, to become better representatives for their clients, and to maintain high standards of ethical conduct."

The new institute at Marquette will be publishing its first journal in December and will begin next year to sponsor seminars on sports-law issues. The institute, which was the idea of Wendel and Martin Greenberg, the assistant director, was founded last spring.

Marquette has announced that its law school will be the home for a national sports law institute with funding to come from professional sports teams in Wisconsin. The Green Bay Packers, Milwaukee Brewers, Milwaukee Bucks and Milwaukee Admirals have pledged support for approximately $500,000 over a four-year period.

Chicago Tribune, 2/16/89, p 2
Institute strives to level the playing field

Athletes should be on court, not in it, sports group says

By PETER KENDALL

To the sports fan, the name has an ominous ring to it: the National Sports Law Institute. An institution dedicated to upgrading the level of amateur and professional sports information available to lawyers and sports industry personnel.

Armchair quarterbacks can call this one from a mile away. It can only mean one thing — more lawyers. In other words, more holdouts, more antitrust suits, more strikes and more instant replays.

But when the organization was founded at Marquette University Law School last year, sports industry lawyers proclaimed their intention to clarify rather than cloud the legal and business issues that gradually have come to dominate the sports world.

The objective of the body is to keep the best athletes on the court rather than in it.

As a former coach, Al McGuire, a commentator for CBS Sports with NBC, can resonate to the lesson of the average fan.

"I’m not a lawyer," said McGuire, who recalls Marquette University’s basketball coach in 1977. "It seems like everybody has an opinion on the rulebook. Here we go again, some guy wants to renegotiate. But I didn’t think it went that way.

There has been such an exodus of sports over the last 10 years.

He cited the National Collegiate Athletic Association’s new seven-year contract with CBS Sports. The $1 billion constant gives CBS the right to oversell the NCAA basketball tournament. Those seven years run through the 1990-91 season.

"I think it’s fair to say that it’s the biggest sports contract ever," said McGuire. "That doesn’t even include admissions or radio or anything else, you think it’s going to come out to another $400 million. That’s the biggest contract ever, but there’s also a legal end to product liability, accidents, fire authority... There’s whole world out there that needs direction.

It’s a total waste.

According to James Griv, manager of the National Sports Law Institute, it was the fans, not the lawyers, who touched off the whole thing.

"It’s easy to think, ‘If it wasn’t for lawyers, we wouldn’t have to pay so much for tickets.’" said Griv. "But it’s not the lawyers. It’s the high salaries and the boom in sports marketing that has this running out.

It’s only easy to blame the lawyers for the tickets on the law, he said. The law has been out to tax the law. It’s out to tax the money. Where the taxpayer steps in is a matter of justice and that’s where the resources are going to be divided.

The institute was founded with a $3 million endowment from seven industry figures and the Marquette University School of Law.

Martin Greenberg

"Having better informed and more qualified people on both sides of the bargaining table will make it easier. Players have short careers. The best place for them on the field, not watching their fellow players on television."

There has been a proliferation of unqualified people representing athletes as the business has grown.

There are more leagues, more teams, more athletes and more money.

— John Steinmiller

Robert Harlan, president of the Green Bay Packers.

Marquette will earn about $1.8 million this year. Activities in other sports are doing even better. The average NCAA basketball association contract pays a player $600,000 a year.

When asked whether the Brewers’ contribution to the Sports Law Institute will come back to the team by putting more polished player representatives on the bargaining table, Seitz said "no.

"In baseball, players are doing very well already," said Seitz. "That’s the understand of the century.

John Seinmiller, co-founder of the Professional Football Players Association, has been around the table from the start. He said, "We are willing to take that risk because we don’t want a higher class of people in the industry. There’s been a paucification of unqualified people representing athletes as the business has grown.

There are more leagues, more teams, more athletes and more money.

"Any time the money comes in, the thieves come in. I don’t care if it’s pharmaceutical or supermarket. It’s just common sense. Whether you’ve got a million dollars, you know it’s going to happen.

According to lawyer Greenberg, the sports industry is now the 22nd-largest industry in the country. It generates revenues of $50 billion a year. The New York Times’s Griv adds that there are 3,000 professional athletes and more than 5,000 registered player agents.

"If you look at what’s going on in the NFL, it’s clear that the market is not on the playing field, it’s in the courts," said Griv. "An adverse court decision could endanger the status of the league.

John Seinmiller said that the league should be as important as whether Dick Majkowski throws for 300 yards on Sunday.

"Players want freedom or free agency," he said. "They want to be the players, not the TV stars. They want the best price from the teams they want to play. But there has to be some restriction to ensure the viability of the league. It’s a balancing technique between the freedom of the players and the economic well-being of the league."

When Robert ‘Butch’ Young was negotiating last year, they had to deal with one serious issue, said Griv. "It’s the football, there is no negotiation.

The football establishedness has an essential role for a team. It’s a key to the sport. It won’t be good enough to just do it because it’s a team. It won’t be good enough to play it better.

His main aim is to say that, Greenberg is convinced it will promote and present a precious national resource — our professional and amateur sports — and help make us a living environment.

Effectively, the institute can do that, Griffen said. The institute will promote and present a precious national resource — our professional and amateur sports — and help make us a living environment.
Sports law takes over at bar

Legal course building up steam

By Brian Hanley
Staff Writer

MILWAUKEE, Wis.—Even though this is the beer capital of the world, there is an unusual sports bar here where folks—rather than pretzels—accompany most any discussion among the patrons.

Welcome to the National Sports Law Institute—established two years ago by Marquette University as the first forum of its kind in the United States.

"In the past years, it has become apparent that the lawyers off the field have become more important than the managers on the field," said Martin Greenberg, a practicing attorney, professor of law at Marquette and the Institute's associate director.

"So we felt a need to offer courses in sports law to students to better upgrade the industry with an emphasis on ethical practices," he said.

The idea for the NSLI began 12 years ago, according to Greenberg, who came back from a NFL players conference in Florida.

"After attending those meetings, I realized that the minimum we should have is a course in sports law at Marquette," Greenberg said.

However, some conservative faculty members saw a sports course in a law school as some would see an underwater basket-weaving class for athletes.

"At the time sports law was the equivalent of spaceship law," Greenberg said. "So we called the class Personal Services Contracts."

As those personal services contracts have grown to some $5 million for pitchers such as Boston's Roger Clemens, that one class has grown into a field of study in many law schools.

"It's amazing the number of inquiries we get from prospective students, just because of the presence of the Institute at Marquette," Greenberg said. "Because we were the first law school to take it to its ultimate conclusion."

With $500,000 in funding provided by the Milwaukee Brewers, the Milwaukee Bucks, the Milwaukee Admirals and the Green Bay Packers, Greenberg was able to get the Institute up and running.

"We started in 1989, but it took us a year to get all the administrative operations together," Greenberg said. "So we really got started last June. And in the last year, we've really taken a step out."

In that time, the Institute has become a "resource center for sports case law," Greenberg said. "Before there really was nowhere to turn to for attorneys, journalists or academic administrators to get sports law information."

Now, with a membership topping 200, and a board of directors which includes Bob and Sox owner Jerry Reinsdorf, former Marquette coach Al McGuire, Brewers owner Alan "Bud" Selig, Los Angeles Dodgers pitcher Orel Hershiser, Richard A. Berthelsen, the general counsel for the NFL Players Association, and Judy Sweet, president of the NCAAs, the National Sports Law Institute has amassed what Greenberg called a "wide variety" of all areas of athletics.

Besides producing a bimonthly newsletter on current industry issues, and an annual national journal addressing issues in sports law, the Institute's "resource clearing house," which contains a collection of briefs, pleadings and legal research for "academics and practitioners," is available to members.

But aside from its work producing manuals that deal with such topics as the legalities and ethics in agent-client relationships, even more important is the work the Institute is doing at the secondary and university level.

Greenberg said his organization has put an emphasis on educating coaches, athletic directors and administrators at those levels as to the responsibilities involved in their respective jobs.

In other words, Greenberg's group wants to make sure coaches don't end up exchanging their sweat suits for suits.

"There's a crisis in amateur athletics, especially at the high school level," Greenberg said.

For more information on the Institute, phone (414) 248-8415.
February 15, 1989
Release: 2:30 p.m.
Contact: Betsy Van Sickle, Sports Information Director
Marquette University (414) 224-5287

(NATIONAL SPORTS LAW INSTITUTE)

Milwaukee, Wis. --- The formation of a National Sports Law Institute at Marquette University was announced today (Feb. 15) by Frank C. DeGuire, Dean of MU's Law School. The announcement was made at a news conference in Marquette's Law School which will be the home of the Institute, the first of its kind in the nation.

The Institute is being created with the financial support of the following founding sponsors: the Green Bay Packers of the National Football League, the Milwaukee Admirals of the International Hockey League, the Milwaukee Brewers of the American League and the Milwaukee Bucks of the National Basketball Association. These professional sports organizations have committed support of approximately a half a million dollars over a four-year period to help fund the National Sports Law Institute.

Dean DeGuire also announced that the Acting Director of the National Sports Law Institute at Marquette will be John F. Wendel, the president of the Sports Lawyers Association. Wendel is also president of the law firm of Wendel & Chritton, Chartered, Lakeland, Fla., and has practiced in the area of sports law for the last 18 years, representing various minor leagues and teams.

Prof. Martin J. Greenberg will serve as Associate Director of the Institute, according to DeGuire. Greenberg is an adjunct professor at Marquette where he specializes in sports law, real estate practice and taxation. He is also a partner in the law firm of Martin J. Greenberg & Associates.

An Institute advisory board will be appointed and will be asked to make pertinent recommendations regarding topics and issues in the sports law area. The first member to be named to the advisory board was Al McGuire, former coach of the Marquette Warriors and presently a commentator with NBC Sports. The faculty representative on the board will be Prof. John J. Kircher of the Law School.
The Institute will be in operation July 1, with sports law classes beginning in Marquette's fall semester in August.

The principal mission of Marquette’s National Sports Law Institute will be to promote the development of ethical practices in all phases of amateur and professional sports. The Institute will seek to educate competent professionals to recognize and deal with the increasingly complex issues involving athletes, coaches, owners and other interested parties at all levels of organized sports, including the public, and to develop a repository of sports-related resource materials.

This unique educational program is expected to have an impact on the legal community and the sports world. The Institute has the support of the Sports Lawyers Association and other sports industry representatives.

Marquette will offer an integrated approach to the study of sports law, offering a complete curriculum of courses necessary to receive a thorough understanding of this complex and growing field. In addition to offering a sports law curriculum, the Institute will develop and disseminate the first sports law casebook and publish a national newsletter and a sports law journal. The Institute will host national and international seminars, workshops and conferences for sports lawyers, sports officials, legislators, faculty and law students, the media, as well as the general public.

The Institute anticipates that it will be able to attract the finest law students throughout the country who are interested in the study of sports law; focus national attention on the Marquette Law School and Milwaukee as the center for the integrated study of sports law; serve as a role model for other law schools; provide national—previously unavailable—resources, including casebooks and journals; and, through conventions and other meetings, create a significant economic impact on the community.

Since sports law is a multi-faceted study of various legal areas such as contracts, agency, torts, antitrust, labor, taxation, criminal law, etc., the Marquette National Sports Law Institute will coordinate its program with the present law school curriculum.

National Sports Law Institute
Principal Mission:
Ethics in Sports
by M.S. Greenberg, J.T. Gray

The National Sports Law Institute (NSLI) of Marquette University Law School welcomes you to the 1990-91 academic year. The NSLI’s principal mission is to promote the development of ethical practices in all phases of amateur and professional sports. In addition, NSLI aims to upgrade the level of information and education available to lawyers and sports industry personnel.

Over the last few months, NSLI has developed various sports law seminars and conferences. One such seminar applies the principles of risk management to high school and college athletic programs. In August of 1990 the NSLI presented this risk management seminar to approximately 250 high school administrators, athletic directors, and coaches from the Braveland Conference located in Waukesha and Waterloo High School District. Presently, the NSLI is in the process of obtaining grants from insurance company foundations so that an entire risk management seminar, complete with NSLI instruction and a practical risk management guide, will be provided free of charge to the Milwaukee Public Schools system. After successful completion of the Milwaukee program, NSLI hopes this risk management program will be expanded to include every high school and university on a nationwide basis.

In addition, the NSLI is planning to sponsor a conference for sports law academics and practitioners to be held between April 18th and 20th, 1991 at the Law School. The goal of this NSLI conference is to improve the quality and increase the quantity of sports law information across the United States. After completion of this conference, each participant will be able to structure and organize a sports law course in law schools, undergraduate and graduate sports management or physical education degree programs.

In order to offer practical legal insights involving the sports industry, national guest speakers such as National Football League Players’ Association arbitration consultant, W. Buckley “Buck” Briggs, and NSLI Board of Advisor members Melvin S. Narol and Ulice Payne, Jr., have spoken at the NSLI on league/player arbitration proceedings and the representation of officials and players respectively. On January 10, 1991, Jerry Reinsdorf, owner of the Chicago Bulls and White Sox and NSLI Board of Advisor member, will address the inaugural meeting of the NSLI Sports Business Forum. This organization is a group of approximately seventy-five sports executives which meets on a quarterly basis to discuss current legal and business issues facing the sports industry.

Furthermore, the NSLI is currently working on a book to be published by The Michie Company, a national legal publisher. This two volume set will discuss the legal aspects of amateur and professional athletics. Volume one will, for example, provide commentary on such legal issues as the negotiation, formation, and enforcement of coaches, officials, and players’ contracts. Volume two will provide many of the forms a practitioner in this field will need in order to provide competent and effective representation.

In order to attract and host sports events on the national and international levels in Wisconsin, the NSLI helped the state of Wisconsin create its own sports authority. This quasi-public sports organization, known as the Wisconsin Sports Authority, Inc. (WSA) will market Wisconsin’s sports assets to organizers of amateur and professional sports events.

Besides the obvious economic impact, the WSA in its articles of incorporation, allow for the implementation of broad educational, sponsorship and outreach functions. These functions will permit the WSA to develop programs and activities specifically for Wisconsin’s senior, disabled and disadvantaged citizens.

As a further way to update you on recent NSLI activities and developments, the inaugural issues of the Marquette Sports Law Journal, the NSLI newsletter For The Record as well as a copy of the NSLI brochure and membership flyer will be distributed to the Law School faculty, staff, and students sometime in mid-November.

Finally, every faculty and staff member as well as each law student is invited to participate in any NSLI program or event. In addition, everyone will receive a timely update from us as the NSLI develops its programs and events. If anyone would like further information regarding the NSLI and its activities, NSLI can be contacted at 288-5815. We look forward to hearing from you.