

For The Record

The Official Newsletter of the National Sports Law Institute

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Volume 17, Numbers 1 & 2

January—June 2006

Student-Athletes and Steroid Testing

by Mark F. Vetter & Daniel J. Chanen, Davis & Kuelthau, S.C.

The problem of steroid use among high school athletes is an issue of growing concern. This new focus on steroid use has been fueled by the recent flurry of media attention over steroid use among professional athletes, and congressional hearings into the use of steroids in Major League Baseball and its subsequent commitment to a new regime of steroid testing. Now, secondary school officials are beginning to ask whether it is time to test student-athletes for steroids.

In December of 2005, Governor Richard Codey of New Jersey signed a new executive order mandating that the State's Department of Education and the New Jersey Interscholastic Athletics Association develop a policy for random steroid testing of student-athletes who participate in post-season championship play. The question facing school board members, state legislatures, and other policy makers is whether and how to institute a steroid testing program for student-athletes. This article discusses the legal underpinnings of instituting a steroid testing program.

Drug testing in our nation's secondary schools has long been associated with athletics. When the U.S. Supreme Court first sanctioned a school's authority to implement a random drug testing policy in *Vernonia School District 47J v. Acton,* 515 U.S. 646 (1995), the program at issue involved a random drug testing program for amphetamines, cocaine, and marijuana that was specifically designed to test only those students participating in interscholastic athletics. In deciding to implement a drug testing program, the school district attempted to stem the rising drug use within the school community at large. The decision to test student-athletes was a response to two specific concerns. First, student-athletes were the leaders of the drug culture. Second, drug use posed a special danger to student-athletes since drug use increases the risk of sports-related injuries. The focus of this drug testing program and others has long been to stem the rising tide of recreational drug use among high school students.

Authors



Mark Vetter, Chairman, Board of Directors, Davis & Kuelthau, S.C.



Daniel Chanen, Associate, Davis & Kuelthau, S.C.

The U.S. Supreme Court again affirmed the authority of school districts to implement random drug tests for students in *Board of Education of Independent School District No. 92 of Pottawatomie County v. Earls*, 536 U.S. 822 (2002). In this program, the school district tested not only student-athletes, but all middle and high school students who participated in any competitive extracurricular activity, including groups as diverse as varsity athletes and the Future Farmers of America. As in *Vernonia*, the program in *Pottawatomie* was designed to test students for illegal drugs, including amphetamines, marijuana, cocaine, opiates, and barbiturates, or the presence of unauthorized prescription medications. Neither program was designed as a law enforcement mechanism. Rather,

students who were found to have illegal drugs in their system were suspended from athletics or extracurricular activities pursuant to each school's code of conduct.

The Court's decisions in *Vernonia* and *Pottawatomie* outline the standards for evaluating how a public school district can institute a random drug testing program that does not violate the 4th Amendment's protection against unreasonable search and seizure. The question whether a drug testing program is constitutional rests on a determination whether the decision to implement the drug testing program is "reasonable." The Court outlined a test for determining whether a program of suspicionless random drug testing meets that standard. First, a court must weigh the student's privacy interests and the level of intrusion imposed by the drug testing program. Next, the court must consider the nature and immediacy of the government's concerns and the efficacy of the drug testing program in meeting those needs.

In both *Vernonia* and *Pottawatomie*, the court found that students participating in school athletics and other extracurricular activities have a limited privacy right. In the context of student-athletes, the Court noted that "somewhat like adults who chose to participate in a closely regulated industry, students who voluntarily participate in school athletics have reason to expect intrusions upon normal rights and privileges, including privacy." *Vernonia*, 515 U.S. at 657. Thus, the Court concluded that student-athletes, and other students participating in competitive extracurricular activities have a diminished expectation of privacy. Moreover, the Court found that the submission to a urinalysis test was a minimal privacy intrusion under the methods of collection used by each school.

"...students who voluntarily participate in school athletics have reason to expect intrusions upon normal rights and privileges, including privacy."

The Court also found that each school district had proven that there was a compelling interest in the prevention of drug use within the school environment. In *Vernonia*, the school officials justified the search by presenting specific evidence related to the widespread use of drugs in their school community and the role of athletes as leaders of the drug culture. In *Pottawatomie*, the school officials presented evidence regarding the national epidemic of student drug use and some limited additional evidence of the "drug situation" present in the school community. In both cases, the court found that the government had a compelling interest in combating the use of illicit drugs by students.

The focus of high school drug testing programs has traditionally been on recreational drugs, such as marijuana. This focus on such drugs is well placed. The National Institute on Drug Abuse (NIDA) reports that, as of 2004, 45.7% of all 12th graders have used marijuana at least once, 8.1% have used cocaine at least once, and 9.7% have used a hallucinogen. In the *Pottawatomie* case, Justice Breyer cited the studies regarding the prevalence of drug use among students to justify the state's compelling interest in establishing a drug testing program.

As for steroid use, in 2004, NIDA reported that 4% of 12th graders had used steroids at least once. Despite that relatively low rate, the negative health affects of steroids on student-athletes and the potential for physical injury inherent in athletic competition likely make the testing for steroid use among high school athletes a compelling state interest. Moreover, the NIDA data on the prevalence of steroid use only reports the use of steroids in the high school population at large. The reality is that the rate of steroid use among athletes is probably higher than the rate reported for high school students in general.

The Supreme Court, in the *Pottawatomie* and *Vernonia* decisions, provided guidance on how public school districts can implement a constitutional drug testing policy. While those policies focused on recreational drug use, the principles would apply equally to testing student-athletes for steroid use. Steroid use, like other student drug use, poses serious health consequences to youth. With the implementation of New Jersey's state-wide steroid testing policy, it is likely that a court challenge will be initiated to clarify the applicability of these Supreme Court decisions to testing for performance-enhancing drugs, such as steroids. If policy makers are cautious in how they justify the need for a steroid testing program and the manner in which such a program is implemented, then the steroid testing policy should withstand constitutional challenge.

What's In A Name?

by **Martin J. Greenberg**, Greenberg & Hoeschen, LLC, & **Todd Krumholz**, Third Year Student, Marquette University Law School

The Angels were formed in 1961 when Gene Autry, of Cowboy Western fame, bought the territorial rights to Los Angeles, Orange, and three other counties along with the Los Angeles Dodgers organization. The Angels were a new expansion team for the American League, and the Dodgers were moving west from Brooklyn, New York. The Angels initially shared a stadium with the Dodgers, but in 1966 the team relocated to Anaheim.

The Walt Disney Co. (Disney) purchased the Angels from Autry in 1996 and negotiated the current lease extension with the City of Anaheim (Amended and Restated Lease Agreement by and between The California Angels, L.P. and City of Anaheim dated 5/15/96). Angels Baseball LP (ABLP) purchased the Angels from Disney in 2003 for approximately \$180 million.

From 1966 to 1996 the name of the team was the California Angels. From 1997 to 2004 the name of the team was the Anaheim Angels. On January 3, 2005 ABLP changed the name of the team to the Los Angeles Angels of Anaheim.

<u>Authors</u>



Martin Greenberg, Managing Member, Greenberg & Hoeschen, LLC



Todd Krumholz, Third Year Law Student, Marquette University Law School

Arte Moreno, principal owner of ABLP (and the first Hispanic owner of a Major League Baseball team) said the name was changed to expand the marketing opportunities for the team to include the Los Angeles area and the 17 million people in the Los Angeles market. Anaheim city officials claimed that the Lease Agreement that was entered into in 1996 requires the team to be named the "Anaheim Angels."

The pertinent language of the Lease Agreement is found in Section 11(f) "Team Name." Section 11(f) states that the team name will "include the name 'Anaheim'" and the change was to be effective no later than the commencement of the 1997 season.

On January 5, 2005, Anaheim filed a lawsuit against ABLP seeking an injunction against the name change, damages for breach of contract and for a violation of California state law requiring good faith and fair dealing.

On February 9, 2006, in a 9 to 3 verdict, a jury ruled that ABLP did not breach its lease when it changed the team's name to the Los Angeles Angels of Anaheim. The jury found that the new name was consistent with the language of the lease and that ABLP did not violate California law requiring good faith and fair dealing when it renamed itself.

The major issue in the lawsuit was whether or not ABLP had the right under Section 11(f) of the Lease Agreement to change its name from "Anaheim Angels" to "Los Angeles Angels of Anaheim." The City of Anaheim made the following allegations:

- On May 15, 1996, The California Angels L.P. entered into a Lease Agreement and Section 11(f) was intended to require the ABLP's predecessor in interest to change the name of the California Angels Baseball Team to the Anaheim Angels.
- Anaheim made substantial economic concessions to the baseball team in consideration for changing the name of the team from California Angels to the Anaheim Angels. These included:
- (a) The team was given an early right to terminate the lease in October 2016;
- (b) The city contributed \$30 million to the renovation of the existing stadium (\$20 million of Anaheim funds, and revenues from outdoor advertising signs valued at \$10 million);
- (c) The city relinquished year-round control and operation of the stadium to the Team and the transfer of all the revenues from all events held in the stadium to the Team;

...a jury ruled that ABLP did not breach its Lease Agreement with Anaheim when it changed the team's name to the Los Angeles Angels of Anaheim.

(d) The city continued to remain responsible for the existing \$9.3 million debt owed on the stadium;

- (e) The city agreed not to share in ticket revenues from Anaheim Angel games at the stadium, except for tickets sold in excess of 2.6 million attendees;
- (f) The city agreed to relinquish its share of parking revenues and all revenues from beverage sales and stadium advertising;
- (g) The city agreed that the baseball team would have the use of the stadium rent free for the term of the lease.
- As a result, the City of Anaheim was to receive a covenant that the Team would play all of its home games at the stadium for the extended term of the lease and participate in the cost of the stadium renovations, and the City would benefit from the nationwide prominence that it would receive through the use of the team name "Anaheim Angels" and the association of Anaheim with Major League Baseball.
- As a result of the 1996 name change to "Anaheim Angels," the word "Anaheim" was used by the Team on season tickets, parking passes, game schedules, calendars, media guides, team website, billboards, press releases, newspaper, television and radio advertising, publicity, play-by-play broadcasting, souvenirs, merchandise, team stationery, etc.
- As a result of the removal of "Anaheim" from its previous prominence in the team name, the city claimed that it lost national and international exposure and other benefits associated with being a major league city.

Disney also wanted the flexibility to be able to change the name for future owners to keep the value of the franchise as high as possible. As a result of the name change, the City of Anaheim sought a declaration that ABLP breached its contract and its duty of good faith and fair dealing. The City of Anaheim asserted that it was entitled to injunctive relief and specific performance of the terms of its lease.

In opposition to these allegations, ABLP contended that the team had complied with the terms of the Lease Agreement and that by purposely excluding the exact team name of "Anaheim Angels" from the contract language, it was obvious that the parties intended for there to be some flexibility afforded to the owner/lessee as long as it complied with Section 11(f) by including Anaheim in the team name.

With respect to the arguments related to a covenant of good faith and fair dealing, ABLP claimed that the word "included" expanded the

available use of Anaheim in the team name and only required that Anaheim should be *included* in the name of the team.

In addition, ABLP contended that when the lease was negotiated in 1996 the language used in Section 11(f) was discussed. Any proposed requirement that the team be named the "Anaheim Angels" was intentionally left out. Disney wanted to have flexibility in naming the team for marketing purposes and had proposed examples of additional names such as "Angels of Anaheim." Disney also wanted the flexibility to be able to change the name for future owners to keep the value of the franchise as high as possible. A requirement for an exact name for the team would restrict and therefore limit the ability of any new owners to modify the team name, thus reducing the value of the franchise.

MARK YOUR CALENDARS!!

FALL 2006 NSLI CONFERENCE

INDIVIDUAL PERFOMER SPORTS: CURRENT LEGAL & BUSINESS ISSUES

On Friday, October 6, 2006, the NSLI will host its annual conference, which will focus on legal & current business issues in individual performer sports. Five conference panels will address cutting edge legal and business issues related to tennis, golf, track and field, poker, swimming and other individual performer sports. Information about conference registration and other details will soon be available http:// online at law.marquette.edu/ jw/2006conf.

MARK YOUR CALENDARS!!

Finally, ABLP also contented that by associating the team with one of the top three TV markets in the United States, it could increase national appeal, improve the success of the team, and therefore, fortify its position under the Lease Agreement.

The Orange County Superior Court rejected Anaheim's request for a preliminary injunction that would have prevented the team from changing the name "Anaheim Angels" to "Los Angeles Angels of Anaheim." Judge Polos had previously denied the city's request for a temporary restraining order. The court agreed with ABLP and ruled that the Angels had technically complied with the plain language of the lease by incorporating the name Anaheim into the new name. The court also noted that the lease does not give the City of Anaheim the right to name the Angels the "Anaheim Angels." As the court explained, if the name was so critical to the stadium lease, then the City of Anaheim should have negotiated so that this requirement was part of the Lease Agreement.

The City of Anaheim appealed this decision. The Court of Appeals first looked at the express language of the lease, focusing on the language in Section 11(f), "Tenant will change the name of the Team to include the name 'Anaheim' therein, such change to be effective no later than the commencement of the 1997 Season."

The City of Anaheim contended that the section expressly precluded the use of the words "Los Angeles" in the team name because the parties intended to promote Anaheim nationally as a big league city. The court disagreed. It found that the name "Los Angeles Angels of Anaheim" "technically" complies with the express lease provision, which simply requires the Angels to "include" Anaheim in the team name. As the court explained, if the parties intended to designate Anaheim as the exclusive geographic component of the team name, use of the word "include" in Section 11(f) was not an effective means to convey that intent. In addition, the court noted that an intention to give Anaheim national exposure cannot be divined from the bare terms of the lease.

The City of Anaheim also argued that every Major League Baseball team has a city or state name as part of the team name before its nickname. However, the evidence presented at trial indicated that during the lease negotiations Disney refused the city's request to amend the lease to designate "Anaheim Angels" as the team name. Disney required flexibility, suggesting someday that it might want to call the team the "Angels of Anaheim" or something similar. Moreover, the City of Anaheim claimed that it had negotiated for name prominence and that taxpayers had paid dearly for the right to promote the city as a major league city. In response to this claim, the court referred to paragraph 22 (c) that indicated that "nothing in this Lease is intended or shall be

deemed to require Tenant to adopt any marketing, licensing, sales, pricing, or operating policies or procedures which Tenant in its sole discretion does not elect to adopt." Therefore, there was nothing in the agreement requiring the team to assist in marketing the city as a "major league" city.

In response to the allegation that ADLP breached the implied covenant of good faith and fair dealing, the court noted that two of the legitimate bargained for benefits the team's owners received in the lease were the right to market the team without any interference from the City of Anaheim and flexibility in naming the team. The court affirmed the trial court's decision and dismissed the city's motion for summary judgment.

There are several lessons that can be learned from this case. Initially, this is the first reported case involving a controversy relative to the name of the team pursuant to a lease agreement. If the use of the

The City of Anaheim
was essentially
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Lease Agreement to
reflect what Anaheim
wanted the Lease
Agreement to say
instead of what the
Lease Agreement
actually said.

name "Anaheim Angels" was a key consideration for the City of Anaheim in its efforts to create a world class identity as a tourist destination, the city should have required that the lease specifically state that during the time that the team played in Anaheim, the team *must* be called the "Anaheim Angels." The language used in the San Diego Chargers' lease is instructive. This lease contains a provision stating that "all games shall be played by the Chargers under the name San Diego Chargers (which name, it is agreed, possesses commercial value and good will and has particular value to the City), or under any other name that may be approved by the City in advance in writing." (1995 Agreement for Partial Use and Occupancy of San Diego Jack Murphy Stadium, May 30, 1995).

The City of Anaheim was essentially seeking to reform the lease to reflect what it wanted instead of what had been agreed to. Anaheim's argument that its investment of \$30 million in stadium renovation

bought the team name, giving it a big league city identity, is not supported by the written document.

In addition, unless the language in the lease is very clear, a similar situation could arise. According to former City Manager James Ruth, Tony Tavares, then-President of Disney Baseball Enterprises, Inc., and a key negotiator of the lease, "the name would be changed to Anaheim Angels, however, a future owner may want to change the nickname to something other than the Angels and the current wording to include Anaheim in the team name would give flexibility to make such a change" (Declaration of James D. Ruth, January 5, 2005, pg. 2). Ruth explained, "[w]e never contemplated the possibility that the owner might call the team the Los Angeles Angels of Anaheim. Every major league baseball team has a city or state name as part of the team name before its nickname. There are no teams that have more than one such city or state designation as part of its team name. We never discussed or contemplated having two geographic designations in the team name, as this would seem nonsensical to even discuss, and totally contrary to the intent of identifying Anaheim with the team. Even more nonsensical would have been discussion of putting in the team name the designation of a city in another county where the team was not located." (*Id.*)

Finally, a problem may occur when the lease does not specify a specific name that must be used during the term, but requires the use of a geographic location as a portion of the team name. For instance, the National Hockey League's New Jersey Devils' lease contains a provision mandating that during the lease

term the name of the team shall include the words "New Jersey" or "Jersey" or "Garden State." If a municipally owned facility requires the use of the city or region's name, the lease agreement should include language that provides the specific team name and requires that it will be used during the lease term. The lease should also address how the name should be used, what occurs if the team ceases to use the name, and possibly provide permission for the team to buy out its obligation regarding the name requirement.

While Anaheim was seeking \$373 million in damages and spent approximately \$3.6 million in legal fees, it appears that during the 2004 and 2005 seasons the city and team were enjoying significant financial benefits from the success of the team. The Angels recorded the third largest home attendance in the entire Major Leagues in 2004 (3,375,677), selling out 46 of 81 home games. In 2005, as the L.A. Angels of Anaheim, the team recorded the fourth largest home attendance (3,404,686 fans), selling out 38 of 82 home games. While a name may be important, the product on the field may be just as important to the ultimate success and financial viability of the team.

National Sports Law Institute Year in Review

by Paul M. Anderson, Editor & NSLI Associate Director

During the past academic year the NSLI and the Sports Law Program at Marquette University Law School have continued to provide diverse educational opportunities for Marquette law students as well as current and future leaders in the sports industry. In addition, through various publications and events, the NSLI has continued to provide a national forum for the thoughtful consideration and discussion of American and international sports law and business issues. An overview of these activities and publications follows.

THE BROAD SCOPE OF PROFESSIONAL TEAM SPORTS: EMERGING LEGAL AND BUSINESS ISSUES

On Friday, September 30, 2005, the National Sports Law Institute hosted a conference titled *The Broad Scope of Professional Team Sports: Emerging Legal and Business Issues* at the Marquette University Alumni Memorial Union on the Marquette University campus in Milwaukee. Conference sponsors included the law firms of Foley & Lardner, LLP, and Greenberg & Hoeschen, LLC, and ScheerGame Sports Development, LLC. The conference featured five panels addressing cutting edge legal and business issues related to minor league and emerging team sports including baseball, soccer, football and Motorsports.

The conference began with a panel on "Antitrust Issues in Emerging Sports." Moderated by Andrew Brandt, Vice President of Player Finance/General Counsel, for the Green Bay Packers, the panel included: James McKeown, Partner and Chair, Antitrust Practice Group, Foley & Lardner, LLP, Milwaukee, WI, who discussed "Antitrust Basics for New and Emerging Sports Leagues;" and Clark Griffith, Attorney, CCG, PA, Minneapolis, MN, and Vice Chair, NSLI Board of Advisors, who discussed "The Impact of Baseball's Antitrust Exemption on Minor League Baseball."

The second panel focused on Minor League Baseball issues. Moderated by Marquette University Law School Professor J. Gordon Hylton, the panel included: Greg Heller, Senior Counsel, Turner Sports/Atlanta Braves, Turner Broadcasting System, Atlanta, GA, who discussed "Operational and Legal Issues for Legal Counsel to Minor League Baseball Teams;" D. Scott Poley, General Counsel, Minor League Baseball, St. Petersburg, FL, who discussed "Developments in Minor League Baseball including the new Professional Baseball Agreement and the Minor League Drug Testing Policy;" David Cardwell, Principal, The Cardwell Law Firm, Orlando, FL, who discussed "Minor League Baseball Leases and Facility Development Agreements;" and Bill Miller, Executive Vice President/Professional Sports, The Leib Group, LLC, Mequon, WI, who discussed "Naming Rights Agreements in Professional Baseball."

The first afternoon panel focused on issues related to professional soccer. Moderated by John Collins, Partner, Collins & Collins, Chicago, IL, the panel included: Robb Arent, Senior Sports Finance Consultant, The Leib



D. Scott Poley, Minor League Baseball

Group, LLC, Mequon, WI, who discussed "Legal Issues In Start-Up Soccer;" (2) Martin Greenberg, Partner, Greenberg & Hoeschen, LLC & Managing Member, ScheerGame Sports Milwaukee, WI, who discussed "Legal Hurdles in Securing and Bringing a Major League Soccer (MLS) Franchise to a Community;" Peter Wilt, Chief Executive Officer of Milwaukee Professional Soccer LLC, Milwaukee, WI, who discussed "MLS Player Contract Negotiations, Agents and the Single Entity System;" and Steve Pastorino, General Manager, Real Salt Lake, Salt Lake City, Utah, who discussed "Legal & Immigration Issues in International Player Transactions."

Moderated by NSLI Associate Director Paul Anderson, the fourth panel focused on issues related to motorsports. The panel included: Brooke Beyer, Jr., Marketing Counsel for NASCAR, Inc., New York,



Lynn Martinec, Indy Racing League

NY and Steve "Jake" Lauletta, President, Radiate Sports Group, Charlotte, NC who jointly presented a Mock Motorsports Contract Negotiation; Robin Johnson, Vice President for Business Development, Roush Racing, Concord, NC, who discussed "Protecting a Team's Driver;" Lynn Martinec, Director, Business Affairs, Indy Racing League, Indianapolis, IN, who discussed "Managing Your Contracts From a Business Perspective;" and John Cooper, Vice President and Associate General Counsel, Turner Entertainment Group and Turner Sports, Atlanta, GA, who discussed "Issues in Broadcasting Motorsports."

The final panel discussed professional football issues. Moderated by University of Wisconsin-Parkside Professor Kristi Schoepfer, the panel included: John Master, Senior Vice President and General Counsel, Arena Football League, LLC, New York, NY, who discussed "Challenges Inherent to an Emerging League;" Dan Foutz, President/GM, Everett Hawks, Everett, WA, who discussed "Legal Issues Affecting afl2 From a Team Perspective;" and Robb Arent, Senior Sports Finance Consultant, The Leib Group, LLC, who discussed "Legal Issues In Start-Up Football."

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NEW FOR YOUR BOOKSHELF

The following list includes books that may be of interest to attorneys and others working within the sports industry. This list is provided as a service to our readers.

The Business of Sports: A Primer for Journalists Mark Conrad Lawrence Erlbaum Associates, Publishers ISBN 0-8058-5044-9 (2006) xxxi + 329 pgs.

The Court of Arbitration for Sport 1984-2004 Ian S. Blackshaw, Robert C.R. Siekmann & Janwillem Soek (Eds.) TMC Asser Press ISBN 90-6704-204-8 (2006)xxxiii + 577 pgs.

European Sports Law: A Comparative Analysis of the European and American Models of Sport Lars Halgreen Forlaget Thomson ISBN 87-619-0883-5 (2004) / 432 pgs.

Game of Shadows

Mark Fainaru-Wada &
Lance Williams
Gotham Books
ISBN 1-59240-221-6
(2006) xvi + 332 pgs.

Some 150 lawyers, industry professionals, sports management and sports law professors and law students attended the conference. To obtain written conference materials call (414) 288-5815, email *munsli@mu.edu*, or visit the NSLI's publication page at http://law.marquette.edu/jw/pubcs under "conference materials."

ETHICAL ISSUES SEMINAR

On November 18, 2005, the NSLI hosted an *Ethical Issues in Sports & Entertainment Law* Seminar sponsored by the Sports & Entertainment Law Section of the State Bar of Wisconsin at Marquette University Law School.

The first panel focused on "Ethical Issues in Entertainment Law," and included Attorney Genyne Edwards, former Deputy Secretary, State of Wisconsin - Department of Tourism, Milwaukee, WI, who discussed "Ethical Issues Relating to Radio Programming for Public Interest Radio;" and Attorney Elizabeth Russell, Russell Law, Madison, WI, who discussed "Attorney Conflicts of Interest in the Entertainment Industry - Particularly the Pitfalls of Simultaneous Representation."

The second panel focused on "Ethical Issues in Sports Law." Panelists included: NSLI Associate Director Paul M. Anderson, Chair, of the Sports & Entertainment Law Section, who discussed "Practice Tips for Sports Lawyers: Ethical Issues in Legal Research;" Professor Kristi Schoepfer, University of Wisconsin - Parkside, Kenosha, WI, who discussed "Responsibilities of Coaches from a Legal and Ethical Perspective;" Attorney Robert Leib, CEO, The Leib Group, LLC, Mequon, WI, who discussed "Effect of Sarbanes-Oxley on Privately Held Sports Enterprises;" and Attorney William Miller, Executive Vice President/Professional Sports, The Leib Group, LLC, Mequon, WI, who discussed "Ethical Issues in Sports Sponsorship and Marketing."

Materials can still be purchased from the NSLI by calling (414) 288-5815 or sending an email to munsli@mu.edu.



Attorney Beth Russell & Attorney Genyne Edwards

PUBLICATIONS

Marquette Sports Law Review

Under the leadership of editor-in-chief Michael Baird, Volume 15, Number 2 of the *Sports Law Review* was published in the spring of 2005. The issue included the following sports law articles, surveys, and comments:

- Shayna Sigman, The Jurisprudence of Judge Kenesaw Mountain Landis
- Tibor Nagy, The "Blind Look" Rule of Reason: Federal Courts' Peculiar Treatment of NCAA Amateurism Rules
- Richard Hunter, Jr., An "Insider's" Guide to the Legal Liability of Sports Contest Officials
- Richard Caddell, The Referee's Liability for Catastrophic Sports Injuries—A UK Perspective
- National Sports Law Institute of Marquette University Law School, Sports Law in the State of Wisconsin
- Yuri Nicholas Walker, Playing the Game of Academic Integrity vs. Athletic Success: The ADA and Intercollegiate Student-Athletes with Learning Disabilities

Under the leadership of 2005-2006 editor-in-chief, Jenni Spies, Volume 16, Number 1 was published in fall of 2005. It included a Symposium on "Alternative Dispute Resolution in Sports" consisting of the following articles:

- Roger Abrams, Keep Your Eye on the Pelota: Sports Arbitration at the Jai-Alai Frontier
- Ryan Rodenberg & Katie Featherston, ADA and Drug Testing in Professional Tennis: An Effective Doubles Team?
- Professor James Nafziger, Circumstantial Evidence of Doping: BALCO and Beyond
- Kathleen Wallace, A Proposal for the United States Olympic Committee to Incorporate Formal Mediation Within Its Grievance Process
- Hilary Findlay, Rules of a Sport-Specific Arbitration Process as an Instrument of Policy Making
- Professor Martin Greenberg, Alternative Dispute Resolution in Sports Facility Leases
- Thomas Baker, III, & Dan Connaughton, The Role of Arbitrability in Disciplinary Decisions in Professional Sports
- Jason Kuiper, Comment: Sports Volunteer Protection Statutes: Moving Toward Uniformity and Providing Volunteer Referees with Medical Training

All issues of the *Marquette Sports Law Review* can be ordered from the internet at *http://law.marquette.edu/jw/mslr*.

NEW FOR YOUR BOOKSHELF

Revenues from Sports Venues: 2006 Pro Edition A Mediaventures research report ISBN 0-9728016-1-8 (2006) / vii + 267 pgs.

Risk Management in Sport and Recreation John Spengler, Daniel Connaughton & Andrew Pittman Human Kinetics ISBN-10: 0-7360-5619-X (2006) / xv + 167 pgs.

Sports and Courts: An Introduction to Principles of Law and the Legal Theory Using Cases from Professional Sports
Frederick J. Day iUniverse, Inc.
ISBN 0-595-34315-5
2005 / xxii + 207 pages

Sports Business Resource Guide & Fact Book 2006 Galatioto Sports Partners Street & Smith's SportsBusinessJournal & SportsBusinessDaily

Sports Image Rights in Europe
Ian S. Blackshaw & Robert C.R. Siekmann (Ed.)
TMC Asser Press
ISBN 90-6704-195-5
(2005) xxviii + 419 pgs.

For The Record

For The Record is the official newsletter of the National Sports Law Institute. Articles published in Volume 16 include:

- Jennifer Lindsey, Liability for Wrongful Death in Collegiate and Professional Sports
- Martin Greenberg & Robert Thomas, The Rick Neuheisel Case -Lessons Learned from the "Washout" in Washington
- Bill Miller, Naming Rights Agreements in Professional Baseball
- Adam Epstein, Book Review: Sports Law and Regulation: Cases, Materials, and Problems



Sports Facility Reports is now published online at http://law.marquette.edu/jw/sfr once a year and provides information related to the sports facility industry. Volume 6 included the following compilations of research:

- The Cost of Attending Professional Sports
- A Comparison of Team Values in Professional Team Sports
- Facility Update Charts for the following sports:

Major League Baseball

Minor League BaseballTM

National Basketball Association and other basketball leagues

National Football League and other football leagues

National Hockey League and other hockey leagues

Soccer

You Make the Call. . .

With Volume 7, the *You Make The Call...* online newsletter began providing a more in-depth analysis of all cases impacting the sports industry during the preceding 6 months. Volume 7, Number 1, includes cases from January 1st to June 30th, 2005, while Number 2 includes cases from July 1st to December 31st. *You Make The Call...* is online at http://law.marquette.edu/ymtc.

SPORTS LAW CERTIFICATE RECIPIENTS

Congratulations to the following students who earned the National Sports Law Institute's Sports Law Certificate upon graduating from Marquette Law School in May, 2006: Greg, Babcock, Jill Carland, Kerri Cebula, Mark Dodds, Katie Featherston, Kristina Giddings, Patrick Goin, Jon Gonzalez, Lori Goodwin, Matt Granitz, Trevor Haley, Blythe Johnston, Jessica Jones, Jason Kuiper, Kathleen Lindgren, Susan Menge, Mary Olson, Daniel Peterson, Michael Redding, Jr., Daniel Rohrer, Jacob Short, Jenni Spies, Robert Thomas, and Brion Winters.



{from left} Dan Peterson, Mary Olson, Patrick Goin, Trevor Haley, Blythe Johnston, Mike Redding, Jenni Spies, Katie Featherston, Jon Gonzalez, Jason Kuiper, Jacob Short, Susan Menge, Greg Babcock, Kerri Cebula, Brion Winters, Jessica Jones, Robert Thomas, Lori Goodwin

NEW FOR YOUR BOOKSHELF

Sports Law (3rd Edition)
Simon Gardiner, Mark
James, John O'Leary &
Roger Welch
Cavendish Publishing
ISBN 10-1-85941-894-5
(2006) lxii + 724 pgs.

Sports Law:
Implementation and the Olympic Games
Professor Dimitrios P.
Panagiotopoulos (Ed.)
Ant. N. Sakkoulas
Publishers
ISBN 960-15-1466-X
(2005) 567 pgs.

2006 Sports Market Place Directory Grey House Publishing, Inc. ISBN 10:1-59237-139-6 (2006) 2294 pgs.

Waivers & Releases of Liability (5th Edition) Doyice J. Cotten & Mary B. Cotten Sport Risk Consulting, Statesboro, GA (2005) vi + 151 pgs.

SPORTS LAW ALUMNI ASSOCIATION

The NSLI's Sports Law Alumni Association (SLAA) is made up of Marquette University Law School graduates who are committed to supporting the NSLI and Sports Law Program after their time as law students has ended. Among other functions, SLAA members raise funds for student scholarships and support NSLI events, including the annual Alumni Career Panel and Sports Law Alumni New members added to the lunches. Association in 2005 include: Dino



Antonopoulos (L'05), Anderson & Kramer, S.C., Delafield, WI; Michael Baird (L'05), Stupar, Schuster & Cooper, SC, Milwaukee, WI; Genyne Edwards (L'00), President, Edwards Ingenuity, LLC, Milwaukee, WI; Derek Gruber (L'05), Milwaukee, WI; Timothy Kraft (L'05), Davis & Kuelthau, S.C., Milwaukee, WI; Lynn Martinec (L'99), Director of Business Affairs, Indy Racing League, Indianapolis, IN; Jenna Merten (L'05), Assistant District Attorney, Milwaukee County District Attorney's Office; John Miller (L'95), Vice President of Business Development, Roush Racing, Concord, NC; Tyler Qualio (L'02), certified financial planner, Reynolds Financial Group, Joliet, IL; Erich Struckmeyer (L'05), Assistant Director of Annual Giving, Office of Development, Northwestern University, Chicago, IL; and Melissa Vittone (L'05), McKinsey & Co., Chicago, IL.

The Sports Law Alumni Association produces *Sports Law Alumni News* on a quarterly basis providing information on and for its members. It is available online as part of the Association's website at http://law.marquette.edu/jw/slaa.

AWARDS AND STUDENT SCHOLARSHIPS & ACHIEVEMENTS

On Friday, April 28, 2006, the NSLI hosted its Sports Law Awards Banquet at the Hilton Milwaukee City Center in downtown Milwaukee. The dinner provides Profs. Mitten and Anderson, the NSLI's Board of Advisors, and Sports Law Alumni Association members with an opportunity to honor students and sports industry professionals.

Joseph E. Tierney Jr. Award

This award was created by the NSLI in remembrance of Joseph Tierney, Jr., a former NSLI Board Member and strong supporter of the Institute. The award is given to the student in the Sports Law Program who graduates with the highest grade point average in sports law classes that satisfy the requirements for the Sports Law Certificate. The recipient of the 2006 award is Katie Featherston.

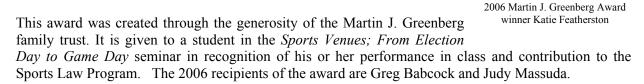
Francis D. & Jane Keogh Kelly Scholarship

This scholarship recognizes a student in the Sports Law Program for his or her excellence in the study of sports law and service to the Program. The recipient of the 2005-2006 scholarship is Jenni Spies.

Martin J. Greenberg Award

This award is presented in honor of former NSLI Director Martin J. Greenberg. It is given annually to the third year law student who has excelled in the study of sports law and service to the Sports Law Program. The recipient of the 2006 award is Katie Featherston.

Carl Scheer Venue Excellence Award



Joseph E. O'Neill Prize for Student Writing

This prize is awarded to the student who has published the best article in the *Marquette Sports Law Review* during the academic year as judged by the *Sports Law Review's* Advisory Board. The 2006 recipient is Jenni Spies. Jenni's article "Winning at All Costs: An Analysis of a University's Potential Liability for Sexual Assaults Committed by Its Student Athletes," appears in the spring 2006 issue of the *Marquette Sports Law Review*.



Professor Kristi Schoepfer, SLAA President, and Alumni Achievement Award winner Lindsay Potrafke

Annual Alumni Scholarships & Annual Alumni Achievement Award

The Alumni Scholarships are given each year to support scholarships for the editors of the *Marquette Sports Law Review*. The 2005-2006 recipients of these scholarships are Katie Featherston, Jason Kuiper, Susan Menge, Darren Merten and Jenni Spies.

The Alumni Achievement Award is given to a second year student based on his or her performance in sports law, performance as a member of the *Marquette Sports Law Review*, service to the Sports Law Society, and service to NSLI and Sports Law Program events and activities. Based on her consistent support of NSLI and Program activities, her work with the *Marquette Sports Law Review* culminating in her selection as the next Editor-in-Chief, her work as an officer of the Sports Law Society, and her performance in her sports law courses, the 2006 winner is Lindsay Potrafke.

Sports Law Moot Court Team

Marquette University Law School's 2005-2006 Sports Law Moot Court team made the round of 12 in the National Sports Law Moot Court Competition held in New Orleans in February of 2006. Team members included Susan Menge, Jacob Short, and Jenni Spies. Katie Featherston served as student coach.

Sports Law Alumnus of the Year Award

Each year this award is given to an alumnus who has supported the NSLI and the MLUS Sports Law Program while making a significant impact on the sports industry. The 2006 recipient is Shawn Eichorst, a 1995 graduate of the Law School.

Shawn was recently named Senior Associate Athletic Director at the University of Wisconsin. Beginning in April of 2006, his direct responsibilities include sport oversight, governmental relations, trademarks and licensing, contractual matters, auxiliary services, strategic planning, and athletic conference representation and special projects. He is also a liaison with campus administration and the Athletic Board.

As Senior Associate Athletics Director for Administration at the University of South Carolina for the past two years Shawn served as the department's chief administrative officer. During his tenure the football program was bowl eligible in each season and the baseball program reached the College World Series. Shawn supervised multi-million dollar facility projects including a state-of-the-art football training facility, and lucrative partnership/sponsorship agreements. He is a member of the NCAA Division I Student-Athlete Reinstatement Committee and serves on the Executive Committee of the Sports Management Institute.



Sports Law Alumnus of the Year Shawn Eichorst

Named Director of Athletics at the University of Wisconsin-Whitewater in June, 1999, Shawn developed one of the top all-around sports programs at the NCAA Division III level. Under his leadership UW-Whitewater posted 4 top 10% NACDA Directors' Cup finishes, won 1 NCAA team championship, had 2 NCAA team runner-up finishes, crowned 5 NCAA individual champions, featured an NCAA Student-Athlete of the Year for Wisconsin honoree, had 74 All-America selections, and had 7 NCAA Postgraduate Scholarship award winners.

Shawn is a member of the State Bar of Wisconsin and a past member of the Board of Governors. He is a member of the Sports Law Alumni Association, and has taught an Amateur Sports Law Workshop at the Law School.

A former all-conference defensive back and captain at UW-Whitewater, Shawn graduated magna cum laude in business in 1990. He earned his law degree from Marquette in 1995. He is also a graduate of the Sports Management Institute.

SPORTS LAW MARTHUR WAR TO COLOR WAS AND THE WAY WAS A TO COLOR WAS

Joseph E. O'Neill Award winner Richard Berthelsen

Joseph E. O'Neill Award

This award was established by the O'Neill family, the law firm of Davis & Kuelthau, S.C., and the National Sports Law Institute 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 2006 recipient of the award is Richard Berthelsen.

Richard A. Berthelsen is the General Counsel for the National Football League Players Association. In this role he has been a direct participant in the negotiation and drafting of the NFL's collective bargaining agreements and extensions since 1977. As Director of the NFLPA's Legal Department he has represented the NFLPA and individual NFL players in over 300 grievance arbitrations, is counsel for the NFLPA in National Labor Relations Board proceedings, is the principal NFLPA advisor to players and agents for individual contract negotiations with NFL clubs, and negotiates and drafts player group licensing agreements and special events contracts. He has established the NFLPA Workers Compensation Panels of Attorneys in NFL team cities, is Vice President and a Board member of the Professional Athletes Federal Credit

Union (PACFU), and he is the architect of the NFLPA Agent Regulation System. He joined the NFLPA in 1972 as legal counsel and principal assistant to the NFLPA Executive Director.

Beyond his work with the NFLPA, Mr. Berthelsen is the principal legal advisor to the NFL Coaches Association and negotiated the Collective Bargaining Agreement for the International Association of Track and Field Professionals in 1976. He was General Counsel to the Major Indoor Soccer League Players Association from 1983-1991, General Counsel to the North American Soccer League Players Association from 1982-1986, General Counsel to the United States Football League Players Association from 1983-1986. He was also an attorney with Murphy, Huiskamp, Stolper, Brewster & Desmond from 1969-1972.

A graduate of the University of Wisconsin and the University of Wisconsin Law School, Mr. Berthelsen is past president of the Sports Lawyers Association and a current member of its Board of Directors.

ANNUAL GOLF OUTING

On October 1, 2005, the Marquette University Law School Sports Law Society and the National Sports Law Institute's Sports Law Alumni Association hosted the Annual Sports Law Golf Classic at Scenic View Country Club. Proceeds from the Classic support various sports law student scholarship funds at Marquette Law School.

CAREER PANELS

The NSLI hosts various career panels for students in the Sports Law Program at Marquette.

Before its annual conference, on September 29, 2005, the NSLI hosted a Sports Industry Career Panel for students at Marquette Law School. Panelists included: David Cardwell, Principal, The Cardwell Law Firm, Orlando, FL; Dan Foutz (L'04), President and General Manager, Everett Hawks, Everett, WA; Greg Heller (L'96), Senior Counsel, Turner Sports/Atlanta Braves, Turner Broadcasting System, Atlanta, GA; Steve "Jake" Lauletta, President, Radiate Sports Group, Charlotte, NC; Lynn Martinec (L'99), Director, Business Affairs, Indy Racing League, Indianapolis, IN; Steve Pastorino, General Manager, Real Salt Lake, Salt Lake City, UT; and D. Scott Poley, General Counsel, Minor League Baseball, St. Petersburg, FL.



Steve Pastorino, Lynn Martinec, Steve Lauletta, David Cardwell, Scott Poley, & Greg Heller at the Sports Industry Career Panel

Each spring, the NSLI and Sports Law Alumni Association host an annual alumni career panel featuring Program alums who provide their perspective on the value of the Sports Law Program and employment opportunities after law school. On Mach 31, 2006, the NSLI and Association hosted the Ninth Annual Sports Law Alumni Career Panel featuring Michelle Pierce, Legal Department, Assurant Health, Milwaukee, WI (L'03); Mike Sneathern, Legal Associate, Milwaukee Bucks, Milwaukee, WI (L'02); Niki Sollinger, Staff Attorney, Octagon, Arlington, VA (L'03); and Ante Udovicic, Athletics, Activities & Recreation Coordinator, South Milwaukee High School, South Milwaukee, WI (L'98).

OTHER PROGRAMS & EVENTS

On November 3, 2005, Professor J. Gordon Hylton presented "Did the Signing of Jackie Robinson Slow Down the Integration of Major League Baseball?: A Re-examination of the Events of 1945"

On February 16, 2006, NSLI Associate Director Paul Anderson presented his annual "Current Issues in Sports Law" presentation at Marquette University Law School. This event provides an overview of current developments in the sports industry.

On March 9, 2006, Professor Hylton presented "What Can Baseball Statistics Tell Us About Steroid Abuse?" examining whether changes in athletic performance, as defined by statistical measurements, can be used to justify a more invasive state role in regulating performance enhancing drug use by baseball players.

On April 18, 2006, the NSLI hosted a panel discussing "Both Sides of the NFL Draft: A Club and Player Agent Perspective." Panelists included: Andrew Brandt, Vice President & General Counsel, Green Bay Packers; John Drana (MULS graduate of the class of 1994), Principal, The Drana Group in Milwaukee, sports agent and member of the NFLPA Worker's compensation Attorney Panel; and Bob Lattinville, sports agent for many NFL players and attorney with Stinson, Morrison & Hecker, PC in St. Louis.



(from left) Attorney John Drana, Attorney Andrew Brandt & Attorney Bob Lattinville at the NFL Draft Panel

NSLI DIRECTORS' PUBLICATIONS AND ACTIVITIES

During the past year, Professor Matt Mitten, the NSLI's Director, published the following works:

- SPORTS LAW AND REGULATION: CASES, MATERIALS, AND PROBLEMS (Aspen Publishers 2005) (co-authored with Timothy Davis, Rodney Smith, and Robert Berry), August 2005 and December 2005 Supplements, and Teachers Manual (2005).
- Drug Testing of Athletes—An Internal, Not External, Matter, 40 New Eng. L. Rev. 797 (2006).
- Team Physicians as Co-Employees: A Prescription That Deprives Professional Athletes of an Adequate Remedy for Sports Medicine Malpractice, 50 St. Louis Univ. L. J. 211 (2006).
- Protection of Sports-Related Trademarks and Athletes' Publicity Rights in the United States, 1 HUAQIAO UNIV. L. REV. 90 (2005).
- Task Force 12: Legal Aspects of the 36th Bethesda Conference Recommendations, 45 JOURNAL OF THE AMERICAN COLLEGE OF CARDIOLOGY 1373 (APRIL 19, 2005) (with Barry J. Maron, M.D. and Douglas P. Zipes, M.D.).

• *Is Drug Testing of Athletes Necessary*?, USA TODAY MAGAZINE 60 (Nov. 2005).

Professor Mitten also participated in the following conferences and seminars:

- Speaker, St. Thomas More Lawyers Society Youth Law Day, Sports, Sports Law, and Catholicism: Promotion of Common Values, Marquette University Law School, May 17, 2006
- Speaker, Survey of Recent Sports Law Developments, National Federation of State High School Associations Summit and Legal Meeting, Indianapolis, IN, April 21, 2006.
- Speaker, *The Structure and Legal Regulation of Sports in America*, Sports Law Roundtable, University of Melbourne Law School, Melbourne, Victoria, Australia, March 10, 2006



NSLI Director Matt Mitten

- Speaker, A Snapshot of Sports Law in the United States, Law Institute of Victoria, Melbourne, Victoria, Australia, March 8, 2006
- Speaker, Current Sports Medicine Legal Issues in America, Medico-Legal Society of Tasmania, Hobart, Tasmania, Australia, March 6, 2006
- Panelist, *The Straight Dope on Steroids, Performance Enhancers and Sports*, American Association of Law Schools Section on Law and Sports, Washington, DC, January 6, 2006
- Co-Organizer, *Medical and Legal Controversies in Sports Medicine*, Institute for Sports Medicine and Sports Law Conference, Chicago, IL, December 1-2, 2005.
- Speaker, Legal Issues Regarding Medical Eligibility to Participate in Athletics, Institute for Sports Medicine and Sports Law Conference, Chicago, IL, December 1, 2005.
- Speaker, The Maurice Clarett Case: How to Resolve the Conflict Between Antitrust and Labor Law Raised by the NFL's Draft Eligibility Rules?, St. John's Jesuit High School, Toledo, OH, November 18, 2005.
- Speaker, *Drug Testing of Athletes—An Internal, Not External, Matter*, New England Law Review Symposium: From Grand Slams to Grand Juries, Boston, MA, November 4, 2005.
- Speaker, Rules Limiting Athletic Participation and Performance: Legal and Ethical Issues, Marquette University Faculty Research Luncheon Series, October 13, 2005.
- Co-Organizer & Moderator, *The Broad Scope of Professional Team Sports: Emerging Legal and Business Issues*, National Sports Law Institute, Milwaukee, WI, September 30, 2005.
- Speaker, From UT Law to Director of the National Sports Law Institute, University of Toledo College of Law, Toledo, OH, September 23, 2005.

In addition, while on sabbatical during the spring 2006 semester, Prof. Mitten taught *Introduction to U.S. Sports Law* at the University of Melbourne, Victoria, Australia and *International Sports Law* at the University of Barcelona, Catalonia, Spain.

In the past year NSLI Associate Director Paul Anderson published the following:

- Book Chapter, Chapter 8.22: *Principles of Trademark Law*, in *Law for Recreation and Sports Managers* (Vol. 4), (Cotton & Wolohan, eds.) (in press 2006).
- Review Essay, A Place on the Team: The Triumph and Tragedy of Title IX, 16 MARQ. SPORTS L. REV. 461 (2006).
- Book Chapter in French and English: L'impact du droit du sport sur le sport professionnel américain (Sports Law's Impact on Professional Sports in America), in OU VA LE SPORTIF D'ELITE? LES RISQUES DU STAR SYSTEM (Les Editions Dalloz in partnership with L'Institut Presaje) (Franck Nicolleau, ed. 2005).
- Fool's Gold? The Recent Legal Case Sparked by One Major League Baseball Club Changing Its Name May Set a Precedent for other US Franchises Negotiating Team Names in Facility Leases (with Bill Miller), STADIA, Issue 33, at 56-57 (March 2005).
- Book Review, *The Business of Sports Agents*, 14(1), SETON HALL JOURNAL OF SPORT LAW (2005).
- He also drafted and supervised the production of *Sports Law in the State of Wisconsin*, 15 MARQ. SPORTS L. REV. 425 (Spring 2005).

Professor Anderson participated in the following conferences and seminars:

- Speaker, The Legality of Federal Regulation of Drug Testing in Professional Sports {Focus on Major League Baseball}," March 3, 2006, 19th Annual Sport & Recreation Law Association Conference, Albuquerque, New Mexico.
- "Current Issues in Sports Law: 2005-2006," February 16, 2006, Marquette University Law School.
- Speaker, *Practice Tips for Sports Lawyers: Ethical Issues in Legal Research*, Ethical Issues in Sport & Entertainment Law, sponsored by the Sports & Entertainment Law Section of the State Bar of Wisconsin, Marquette University Law School, November 18, 2005.
- Coordinator, Moderator, and Organizer, Ethical Issues in Sport & Entertainment Law, sponsored by the Sports & Entertainment Law Section of the State Bar of Wisconsin, Marquette University Law School, November 18, 2005.
- Speaker, *United States Athletes in International Sports: Drug Testing and Other Issues*, in Professor Rodney Caughron's "Sport Globalization & International Governance" course, Northern Illinois University, October 26, 2005.
- Co-organizer and Moderator, The Broad Scope of Professional



NSLI Associate Director Paul Anderson

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