

For The Record

The Official Newsletter of the National Sports Law Institute

INDEX

Paul Anderson, NSLI Year in Review

→This article provides a review of NSLI activities and publications in the past six months.

NSLI CALENDAR

MARCH 29, 2007

From the Press Box to the Locker Room: The State of Sports in America in the 21st Century

- →Christine Brennan, USA Today sports columnist and on-air commentator for ABC News and ESPN
- →Marquette University Law School

APRIL 9, 2007

Marquette University Law School Sports Law Program Informational Meeting for Current Students

→Marquette University Law School

APRIL 27, 2007

Annual Sports Law Awards Banquet

→Hilton Hotel Downtown Milwaukee

Volume 18, Numbers 1

January—March 2007

National Sports Law Institute Year in Review*

by Paul M. Anderson, Editor & NSLI Associate Director

During the past six months 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.

LL.M. IN SPORTS LAW

In August 2007 Marquette University Law School will begin offering the first and only Master of Laws (LL.M.) in Sports Law degree in the United States. This unique graduate degree in Sports Law will provide lawyers trained at foreign law schools with both a theoretical and practical education concerning legal regulation of the United States amateur and professional sports industries as well as Olympic and international sports.

Marquette University Law School's Sports Law Program attracts J.D. students from throughout the country. The new LL.M. program makes Marquette's Sports Law curriculum available to lawyers who have earned a law degree from an accredited foreign law school. It will enable foreign lawyers to earn a specialized post-graduate degree in sports law that also develops knowledge and skills with general application outside the sports industry. In particular, an individual who earns the LL.M. in Sports Law degree will be able to:

1. Understand how amateur, professional, and Olympic sports are regulated by the United States legal system, which will enhance one's ability to make comparisons with the legal regulation of sports in his/her home country.

^{*} Editor's Note: This year in review covers the past six months in order to catch up with the partial year in review for 2006 published in Volume 17, Numbers 1&2 (combined issue).

- 2. Understand the key historical, sociological, economic, and public policy issues influencing the development of American sports law.
- 3. Understand the different internal processes for regulating amateur, professional, and Olympic sports within the United States.
- 4. Understand how various areas of American public law, particularly antitrust and labor law, shape and constrain the internal regulatory authority of private sports leagues and organizations.
- 5. Be able to use this knowledge effectively in matters involving American sports organizations, leagues, and athletes.
- 6. Understand the international legal environment applicable to sport.
- 7. Identify and understand policy issues affecting the legal regulation of sport and resolve legal problems from both a theoretical and practical perspective.

To earn the LL.M. in Sports Law degree, students must successfully complete a minimum of 22 credit hours during a nine-month period of academic residence at Marquette University Law School, in Milwaukee, Wisconsin, U.S.A. Required courses include Professional Sports Law, Amateur Sports Law, two sports law electives, and an LL.M. Directed Research Project on an international or comparative sports law issue/topic. Students must also take two general electives from the Law School's civil litigation and dispute resolution, business and commercial law, employment law, or intellectual property law course streams.

Admission to the LL.M. program in Sports Law is selective and will be based primarily on previous performance in legal studies, although professional accomplishments, publications, and other factors will be given significant weight. No rigid requirements for grades or class rankings will be used, but the Admissions Committee expects that successful candidates will have strong academic records and substantial professional and/or scholarly achievements, especially in the area of Sports Law and related fields.

Additional information about the LL.M. in Sports Law program can be found on the NSLI's website at LL.M. website: http://law.marquette.edu/jw/llm.

INDIVIDUAL PERFORMER SPORTS: CURRENT LEGAL AND BUSINESS ISSUES

On Friday, October 6, 2006, the National Sports Law Institute hosted a conference titled *Individual Performer Sports: Current 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 the Sports & Entertainment Section of the State Bar of Wisconsin. The conference featured five panels addressing cutting edge legal and business issues in connection with tennis, golf, track and field, poker, swimming and other individual performer sports.



The conference began with a panel on "Internal Regulation Issues in Individual Performer Sports and Public Law Limits on Authority." Moderated by Professor Matt Mitten, the Director of the National Sports Law Institute, the panel included: James McKeown, Partner, Chair, Antitrust Practice Group, and Member, Sports Industry Team, Foley & Lardner LLP, Milwaukee, WI, who discussed "Antitrust Law for Sports: What's Old, What's New and What Could Be Coming;" and Professor Maureen Weston, Pepperdine University School of Law, Malibu, CA, who discussed "Regulation of Individual Performer Sports Through Federal Disability Laws."



{from left} James McKeown and Maureen Weston



{from left} Libba Galloway and Shannon Minter

The first two afternoon panels discussed "Legal Issues in Golf, Tennis and Track & Field." Moderated by Professor J. Gordon Hylton, Marquette University Law School, the first panel included: Libba Galloway, from the LPGA, who discussed "Issues Faced by Professional Golf Organizations Whose Athletes are Members of the Organization Rather than Employees of a Team;" Professor Barbara Osborne, Exercise and Sport Science, University of North Carolina at Chapel Hill, NC, who discussed "Gender Discrimination and Sexual Harassment Issues in Golf;" and Jill Pilgrim from USA Track & Field, Inc., who discussed "Selected Legal Issues in the Sport of Track & Field."

The second panel focused on issues related to "Transsexualism and Athletic Competition." Moderated by Jill Pilgrim, General Counsel & Director of Business Affairs, USA Track & Field, Inc., Indianapolis, IN, the panel included: Elizabeth (Libba) Galloway, Executive Vice President and Chief Legal Officer, Ladies Professional Golf Association, Daytona Beach, FL, and Shannon Minter, Legal Director, National Center for Lesbian Rights, San Francisco, CA.



Jill Pilgrim

The next panel, which continued the discussion of these issues and was moderated by Martin Greenberg, Partner, Greenberg & Hoeschen, LLC, Milwaukee, WI, included: Ryan Rodenberg, Associate General Counsel, Octagon, McLean, VA, whose topic was "The Top Ten Legal Issues in Tennis;" Gary Johansen, Associate General Counsel, U.S. Olympic Committee, Colorado Springs, CO, who presented "A Review of adidas v GSC & ITF and Key Provisions of the WADA Code;" Professor Richard McLaren, Faculty of Law, University of Western Ontario, and Member, Court of Arbitration for Sport, London, Ontario, Canada, whose topic was "Tennis: A Sport Without Drugs!;" and Gordon Kirke, Q.C., Sports Lawyer and Sports Law Professor, Toronto, Canada, who presented "Rights of the Athlete in Individual Sports to Engage in Endorsements and Other Activities Outside The Purview of the Organization Governing the Sport."



Gordon Kirke



James Sullivan

The final panel focused on "Legal and Business Issues in Emerging Individual Performer Sports." Moderated by Professor Paul Anderson, Associate Director of the National Sports Law Institute and Chair, Sports & Entertainment Law Section, State Bar of Wisconsin, panelists included: Patrice Brunet, International Sports Attorney and Arbitrator, and Legal Counsel, International Triathlon Union, Brunet Avocats, Montreal, Quebec, Canada, who presented "A Brief Job Description For Lawyers Wishing To Counsel International Sports Federations;" Professor Adam Epstein, College of Business Administration, Central Michigan University, Mt. Pleasant, MI, who discussed "Triathlon and Swimming Contract Considerations;" and James Sullivan, Executive Vice President, Poker Royalty, LLC, and Founder and President, MVP Sports Group, Las Vegas, NV, who presented "Sports' Marketing for the Poker Professional."

Approximately 130 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."

PUBLICATIONS

Under the leadership of 2005-2006 editor-in-chief Jenni Spies, Volume 16, Number 2 of the Marquette *Sports Law Review* was published in the spring of 2006. The issue included the following articles, surveys, and comments:

- •Richard H. McLaren, An Overview of Non-Analytical Positive & Circumstantial Evidence Cases in Sports
- •Stephen F. Ross and Stefan Szymanski, Antitrust and Inefficient Joint Ventures: Why Sports Leagues Should Look More Like McDonald's and Less Like the United Nations
- •Geoffrey Christopher Rapp, Affirmative Injunctions in Athletic Employment Contracts: Rethinking the Place of the Lumley Rule in American Sports Law
- •Ola Olatawura, The "Theater of Dreams"? Manchester United FC, Globalization and International Sports Law
- •Holly Hogan, What Athletic Departments Must Know About Title IX and Sexual Harassment
- •Matthew R. Wilmot, Baseball Bats in the High Tech Era: A Products Liability Look at New Technology, Aluminum Bats, and Manufacturer Liability
- •Susan K. Menge, 2005 Annual Survey Recent Developments in Sports Law
- •Jenni E. Spies, Comment: Winning At All Costs: An Analysis of A University's Potential Liability for Sexual Assaults Committed By Its Student Athletes
- •Paul M. Anderson, Review Essay: A Place on the Team: The Triumph and Tragedy of Title IX
- •Darren R. Merten, Sports Law in Law Reviews and Journals

Under the leadership of 2006-2007 editor-in-chief Lindsay Potrafke, Volume 17, Number 1, published in the fall of 2006, was a symposium issue featuring articles written by the National Sports Law Institute's Board of Advisors, which included the following articles, surveys, and comments:

- •Matthew J. Mitten & Paul M. Anderson, Foreword
- •In Memoriam: Charles w. Mentkowski
- •Michael J. Cramer & James M. Swiatko, Jr., Did Major League Baseball Balk? Why Didn't MLB Bargain to Impasse and Impose Stricter Testing for Performance Enhancing Substances?
- •Casey Shilts, Kate Jett & Brett Lashbrook, Major League Internationals with Minor-League Titles: Let Them in. Let Them Play.

SPORTS LAW EVENTS

April 13, 2007 2007 Annual Sports Law Symposium

⇒DePaul University Journal of Sport and Contemporary Problems & the American Bar Association

→Chicago, IL ∆www.law.depaul.edu/ sportslaw

Issues in College Sports: Congress, Intercollegiate Athletics, and Higher Education: Is College Sports a Tax-Exempt Enterprise or an Unrelated Business?

⇒University of Memphis Sports and Leisure Commerce Program & Sports Marketing Association

→Memphis, TN

Amateur & Professional Sports: Emerging Legal Issues

⇒University of Missouri-Kansas City

→UMKC School of Law, Kansas City, MO ∆www.law.umkc.edu/ sportslaw.htm

May 9, 2007 Ethical Issues in Sports & Entertainment Law

⇒Sports & Entertainment Law Section of the State Bar of Wisconsin →Milwaukee, WI

May 17-19, 2007

33rd Annual Conference ⇒ Sports Lawyers Association →Boston, MA ∆http://www.sportslaw.org/ conferences/index.cfm

- •J. Gordon Hylton, The Major League Baseball Players Association and the Ownership of Sports Statistics: The Untold Story of Round One
- •Robert H. Lattinville & Robert A. Boland, Coaching in the National Football League: A Market Survey and Legal Review
- •Martin J. Greenberg, Termination of College Coaching Contracts: When Does Adequate Cause to Terminate Exist and Who Determines Its Existence?
- •Timothy Davis, Avila v. Citrus Community College District: Shaping the Contours of Immunity and Primary Assumption of the Risk
- •Patricia A. Cervenka, Free Shoes for Primary and Secondary Schools: Playing by the Rules of Title IX
- •Janis K. Doleschal, Managing Risk in Interscholastic Athletic Programs: 14 Legal Duties of Care
- •Anne M. Wall, Intellectual Property Protection in China: Enforcing Trademark Rights
- •Lindsay M. Potrafke, Comment: Checking Up on Student-Athletes: An NCAA Regulation Requiring Criminal Background Checks



•James M. Swiatko, Jr., Index: Sports Law in Law Reviews and Journals

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



For The Record is the official newsletter of the National Sports Law Institute. Articles published in Volume 17 include:

- Mark Vetter & Daniel Chanen, Student-Athletes and Steroid Testing (Issue 1&2)
- Martin Greenberg & Todd Krumholz, What's In a Name (Issue 1&2)
- Robert Lattinville, Retire Earlier, Retire Wealthier: A Coach's Use of PSCs and SEP-IRAs to Augment Retirement Benefits (Issue 3)
- In Memoriam: Professor Charles W. Mentkowski (Issue 4)
- Anne Wall, *Protecting Intellectual Property in China* (Issue 4)



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 7 included the following compilations of research:

- Report on Sports Facility Financing Cases
- Facility Update Charts for the following sports:
 - Major League Baseball (appendix 1)
 - •Minor League BaseballTM (appendix 1.1)
 - •Minor League BaseballTM (appendix 1.2)
 - •Minor League BaseballTM (appendix 1.3)
 - National Basketball Association (appendix 2)
 - •Other Basketball Leagues (appendix 2.1)
 - National Football League (appendix 3)
 - •Other Football Leagues (appendix 3.1)

- •National Hockey League (appendix 4)
 - •Other Hockey Leagues (appendix 4.1)
- Soccer (appendix 5)
- Motorsports (appendix 6)



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 8, Number 1, included cases from January 1- June 30, 2006, while Number 2 included cases from July 1 - December 31. Cases discussed in these issues cover the following areas of law

- •Alternative Dispute Resolution
- •Americans with Disabilities Act Law
- Antitrust Law
- Constitutional Law
- Contract Law
- •Criminal Law
- •Discrimination Law
- •Education Law
- •Intellectual Property Law
- Property Law
- Publicity Rights
- •Tort Law
- •Workers' Compensation

You Make The Call. . . is available online at http://law.marquette.edu/ymtc.

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 graduation. Among other functions, SLAA members raise funds for student scholarships and support NSLI events, including the annual Alumni Career Panel and Sports Law Alumni lunches.



New members joining the Association in 2006 include: Mark Dodds, Director of Event Marketing, JUST MARKETING INTERNATIONAL, THE INTELLIGENT MOTORSPORTS AGENCY, Zionsville, IN; Katie Featherston, Attorney, Quarles & Brady LLP, Milwaukee, WI (L'06); Matthew Granitz, Eggert & Cermele, Milwaukee, WI (L'06); Jon Gonzalez, Assurant Health, Milwaukee, WI (L'06); Lori Goodwin, Louisville, KY (L'06); Trevor Haley, Colorado Rockies, Denver, CO (L'06); Jeff Herbert, Manager of Mediation Services, Center for Conflict Resolution, Chicago, IL (L'06); Jessica Jones, Pat Cresta-Savage and Associates, Washington, D.C. (L'06); Jason Kuiper, Menard Inc., Eau Claire, WI (L'06); Kate Lindgren, Sports Museum Consultant, Wisconsin Sports Development Corporation, Madison, WI (L'06); Susan Menge, Associate Attorney, Cook & Franke, S.C., Milwaukee, WI (L'06); Darren Merten, Assistant Vice President, Church & School Division, B.C. Ziegler and Company, Milwaukee, WI (L'06); Mary Olson, Mequon, WI (L'06); Dan Peterson, Reinhart Boerner Van Deuren, S.C., Milwaukee, WI (L'06); Michael J. Redding, Reinhart Boerner Van Deuren SC, Milwaukee, WI (L'06); Jenni Spies, Assistant District Attorney, Milwaukee County District Attorney's Office, Milwaukee, WI (L'06); Mark Vap, Vap Law Office, New Berlin, WI (L'04); and Matthew Weiss, Racine, WI (L'06).

The Sports Law Alumni Association produces *Sports Law Alumni News* on a bi-annual 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*.

ANNUAL GOLF OUTING

On October 7, 2006, 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 scholarships for Marquette sports law students, with \$1,667.00 being contributed to the scholarship fund from the 2006 Golf Classic.



{from left} Katie Featherston (L'06) & Lindsay Potrafke (L'07)

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.

Airball: American Education's Failed Experiment with Elite Athletes John R. Gerdy University Press of Mississippi ISBN 1-57806-838-X (2006) vii + 270 pgs.

Black Maestro: The Epic Life of an American Legend Joe Drape Harper Collins Publishers ISBN 10: 0-06-053729-9 (2006) 280 pgs.

Forty Million Dollar Slaves: The Rise, Fall, and Redemption of the Black Athlete William C. Rhoden Crown Publishers ISBN 10: 0-609-60120-2 (2006) xiii + 286 pgs.

Inside Dope: How Drugs Are the Biggest Threat to Sports, Why You Should Care, and What Can Be Done About Them Dick Pound John Wiley & Sons, Canada, Ltd. ISBN 10: 0-470-83733-0 (2006) 248 pgs.

SPORTS INDUSTRY PANEL



On October 5, 2007, the NSLI hosted a panel discussion concerning potential careers in the sports industry. Panelists included:

- Hank Abromson (L'01), Associate Attorney, Greber & Associates, PC, Frederick, MD
- Andrew Brandt, Vice President & General Counsel, Green Bay Packers, Green Bay, WI
- Gary Johansen, Associate General Counsel, United States Olympic Committee, Colorado Springs, CO
- Keith Miller (L'01), Assistant Director of Compliance, Baylor University, Waco, TX
- Kristi Schoepfer (L'01), Assistant Professor, Winthrop University, Rock Hill, SC

SPORTS LAW ALUMNI LUNCHES

The NSLI periodically invites alumni from Marquette University Law School's Sports Law Program to talk to current law students during an informal lunch. In the fall of 2006, the NSLI hosted two of these lunches: (1) October 19, with Elise Neils (L'95), President, AbsoluteBusiness, LLC, and Mike Sneathern (L'02), Legal Associate, Milwaukee Bucks; and (2) November 16, with Mark Vetter, Shareholder & Chairman of the Board, Davis & Kuelthau, S.C., Brookfield, Wisconsin, and a member of the NSLI's Board of Advisors.

NSLI DIRECTORS' PUBLICATIONS AND ACTIVITIES

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

- 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)

Professor Mitten also participated in the following conferences and seminars:

- Speaker, Legal Issues Regarding Medical Eligibility to Participate, Medical and Legal Controversies in Athletics: Collegiate, Professional, Olympic and High School, Chicago, IL, December 7, 2006
- Guest Lecturer, *Interscholastic and Intercollegiate Governance and Risk Management Issues*, Northwestern University Graduate Sports Management Program, Chicago, IL, July 20, 2006

Professor Paul Anderson, the NSLI's Associate Director, participated in the following conferences and seminars:

- Guest Lecturer, An Analysis of the Professional Sports Facility Lease Agreement: FOCUS: Green Bay Packers & Milwaukee Brewers, September 21, 2006, in Professor Martin Greenberg's Sports Venues: From Election Day to Game Day course
- Presenter, Federal Regulation of Collegiate Athletics, as part of THE UNIQUE AND EXPANDING ROLE OF SPORT LAW: CURRENT LEGAL ISSUES IN COLLEGIATE ATHLETICS, Academy of Legal Studies in Business, Annual Conference, August 11, 2006, St. Petersburg, FL.
- The History and Development of a Professional Sports Facility Legal and Economic Considerations, Seminar in Economics: The Economics of Sports, Marquette University College of Business, August 7, 2006

NEW FOR YOUR BOOKSHELF

Introduction to Sports Law and Business (8th Ed.) Phil Breaux Bent Tree Press ISBN 1-933005-46-7 (2007) xi + 321 pgs.

Law for Recreation and Sport Managers (4th Ed.) Doyice Cotton & John Wolohan (Eds.) Kendall/Hunt Publishing ISBN 0-7575-3045-1 (2007) xxvi + 696 pgs.

Sports in Society: Issues and Controversies (9th Ed.)
Jay Coakley
McGraw Hill
ISBN 0-07-304727-9
(2007) xiii + 676 pgs.

Sports Law: Cases and Materials (6th Ed.)
Ray Yasser, James R.
McCurdy, C. Peter Goplerud & Maureen A.
Weston
LexisNexis
ISBN 0-8205-7037-0
(2007) xix + 1015 pgs.

The Strict Liability
Principle and the Human
Rights of Athletes in
Doping Cases
Janwillem Soek
TMC Asser Press
ISBN 10: 90-6704-226-9
(2006) xx + 455 pgs.

(Volume 18, Numbers 1 - Page 12)

The National Sports Law Institute of Marquette University Law School, P.O. BOX 1881, Milwaukee, Wisconsin 53201-1881, publishes For The Record 4 times per year. Address corrections should be sent to the NSLI at this address.

For The Record is a forum for sports law, business and ethical issues. It endeavors to provide current, practical information as well as public policy and scholarly viewpoints that are of professional and academic interest to NSLI members and interested parties.

Requests for permission to reproduce or republish any material from **For The Record** should be addressed to Paul M. Anderson, editor of **For The Record**. Submissions for publication should be typed, double-spaced and submitted in duplicate. If possible, any submission should be accompanied with a disc copy of the submission saved in WordPerfect or Microsoft Word of any format. Other arrangements can be made with the editor.

The opinions expressed in **For The Record** are those of the authors and do not represent the opinions, policies, or views of the NSLI, Marquette University Law School, or Marquette University.

For The Record staff:

Matthew J. Mitten, NSLI Director Paul M. Anderson, Editor & Graphic Designer, NSLI Associate Director Judy Massuda & Megan Ryther, NSLI Research Assistants

© 2007 Marquette University. All rights reserved.

National Sports Law Institute Marquette University Law School 1103 W. Wisconsin Ave. P.O. Box 1881 Milwaukee, WI 53201-1881