

Sports Law Alumni News

Volume 2, Issue 3

Winter 2004

GREG HELLER TO RECEIVE SPORTS LAW ALUMNUS OF THE YEAR AWARD

Congratulations to SLAA Member Greg Heller (L'96), Senior Counsel for Turner Broadcasting System, Inc. , who is the recipient of the 2004 Sports Law Alumnus of the Year Award.

The SLAA Awards Committee presents this award to the alum who demonstrates the following qualities; dedication to the Sports Law Program at Marquette University Law School while a student, contributions to the NSLI Alumni Board, contributions to the field of sports law in general, and support of the NSLI and Sports Law Program after law school. Greg will receive the award at the NSLI's annual awards dinner on Friday, April 23, 2004, at the Wisconsin Club in Milwaukee.

As Senior Counsel for Turner Broadcasting System, Inc. ("TBS"), Greg provides guidance on legal and business affairs for all of the TBS sports business units which currently include the Atlanta Braves, Hawks, and Thrashers, Philips Arena, TNT and TBS Sports (and its NBA, NASCAR, PGA, British Open, MLB and Pac-10/Big 12 College Football properties) and Turner Sports Interactive (and its NASCAR.com & PGA.com properties), and previously the Goodwill Games. Greg's work includes providing counsel and guidance on a variety of matters related to the day to day business operations of the TBS sports properties including sponsorships, advertising, content distribution, vendor issues, license agreements, ticketing, sales and marketing, music deals, promotions and sweepstakes, player contracts, television and radio rights, interactive media, on-air talent, interpretation of NBA, NHL and MLB rules and regulations, litigation, employment, intellectual

property and other related matters.

Greg began his career in sports law as an undergraduate at Indiana University where he graduated cum laude with a Bachelor of Science degree in Sports Marketing/Management. While at Indiana, Greg completed internships with the Peoria Chiefs, a minor league affiliate of the Chicago Cubs, and with the Indiana University athletic department.

Upon graduating from IU, Greg entered law school at Marquette University. While at Marquette, Greg was an active participant in the Sports Law Program, including serving as a member and Student Articles Editor of the *Marquette Sports Law Journal*, serving as a member of the Sports Law Society, authoring a law review article on the NCAA enforcement process and completing internships with the National Sports Law Institute, Harley Davidson, the Milwaukee Brewers and Reece & Lang PC, the legal division of an Atlanta-based sports management firm.

Upon graduating from Marquette, Greg became an Associate Attorney with the Atlanta firm of Powell Goldstein Frazer & Murphy where he concentrated his practice on general corporate, mergers and acquisitions, securities and sports and entertainment law matters from 1996-1997. In the Fall of 1997, Greg joined the Chicago law firm of Horwood Marcus & Berk and continued his practice in general corporate, mergers and acquisitions and sports and entertainment law matters before joining TBS in the Fall of 2000. Greg and his wife Krista have three children, Madelyn , Charlie and John.

**NATIONAL SPORTS LAW INSTITUTE OF
MARQUETTE UNIVERSITY LAW SCHOOL**

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

Phone: 414-288-5815
Fax: 414-288-5818
Email: munsli@mu.edu
Website: <http://law.marquette.edu/jw/slaa>



Association Member Profiles

SCOTT LASCARI is an associate in the Litigation Department of Gardner Carton & Douglas LLP's Chicago office. As part of the Department's Financial Markets Practice Group, Scott specializes primarily in both securities and commodities litigation and arbitration. Scott also has substantial experience in commercial, construction, and insurance defense litigation as well as more limited experience in the area of sports.

Prior to joining Gardner Carton & Douglas, Scott began his career practicing general litigation at Rivkin & Rader LLP's Chicago office, after which he practiced commercial litigation at the Chicago law firm of Schopf & Weiss. Before joining Rivkin & Radler, Scott interned for Johnson Controls, Conference USA, and the National Sports Law Institute.

Scott received his B.S. in 1994 from Marquette University, graduating *summa cum laude*. He graduates from Marquette Law School with honors in 1997, and he and his law school partner advanced to the National Quarterfinals of the Giles Rich Intellectual Property Moot Court Competition, winning a best brief award in the process. Scott is a member of the American, Chicago and Wisconsin Bar Associations as well as the Sports Lawyers Association. He is admitted to practice in both Wisconsin and Illinois.

JAMES D. SULLIVAN earned his undergraduate degree in Finance from the University of Wisconsin-LaCrosse and his law degree from Marquette University. James sits on the Management Committee of the SLAA and is a former Lead Articles Editor of the *Marquette Sports Law Review*.

James works for Imani Sports L.L.C., a Minneapolis-based sports management firm specializing in athlete representation, corporate sports marketing and event management. Imani Sports represents NFL, NBA, PGA Tour, LPGA Tour and Olympic athletes. James serves Imani Sports as its Vice President- Sports Marketing Division and Associate Counsel. James specializes in securing athlete endorsement contracts, and he personally handles the representation for athletes in the Winter Sports Division, including an Olympic alpine skier and a national snowboarding champion.

MATTHEW BANKER is a Membership Services Coordinator for the NCAA at its national office in Indianapolis. Matthew's duties include providing interpretations on NCAA legislation for member institutions, conferences, and the general public. Matthew prepares and presents initial-eligibility waivers to NCAA subcommittees on issues involving learning disabilities and transcript and grade-point average changes. Further, Matthew reviews high school core-courses to be used in conjunction with the NCAA Clearinghouse's eligibility certification of incoming freshman student-athletes. During the summer, Matthew speaks to prospective student-athletes, parents, and high school and college coaches about recruiting, amateurism, and financial-aid rules at certified basketball camps.

Matthew earned a degree in print journalism from the University of St. Thomas (MN) in 1997, and his law degree from Marquette University in 2001. Outside of the office, Matthew enjoys participating on basketball and softball teams during the summer and volunteering at the Indianapolis Boys and Girls Club. He also is a life-long Marquette basketball fan and hopes for a return trip to the Final Four for the Golden Eagles in 2004.