

Sports Law Alumni News

Volume 2, Issue 4

Spring 2004

The New Sports Law Alumni Association

In February of 2004, the Management Committee of the Sports Law Alumni Association was again reconstituted in order to ensure the continuing growth of our organization. The individuals below comprise the Management Committee that will direct the operations of the Sports Law Alumni Association.

PAUL ANDERSON, Associate Director, National Sports Law Institute & Adjunct Assistant Professor, Marquette University Law School, Milwaukee, WI (L'95) (**CHAIR**)

BEN MENZEL, Previant, Goldberg, Uelmen, Gratz, Miller & Brueggeman, Milwaukee, WI (L'02) (**PRESIDENT**)

WILLIAM MILLER, Executive Vice President/ Professional Sports, The Leib Group, Cudahy, WI (L'96) (**LIAISON**)

KRISTI SCHOEPFER, Assistant Professor, Sports & Activities Department, University of Wisconsin- Parkside, Kenosha, WI (L'01) (**PROGRAM DEVELOPMENT**)

BRAD HOESCHEN, Partner, Greenberg & Hoeschen, Milwaukee, WI (L'01) (**STUDENT DEVELOPMENT**)

HEATHER CAIN, Associate, Quarles & Brady, Milwaukee, WI (L'00) (**PROFESSIONAL DEVELOPMENT**)

DAVID STEFFEN, Associate, Constangy, Brooks & Smith LLC, Tampa, FL (L'98) (**AT LARGE**)

MATT BANKER, Membership Services Department, National Collegiate Athletic Association, Indianapolis, IN (L'01) (**AT LARGE**)

ERIKA OLANDER, Associate Attorney, Schwei & Wendt SC, Brookfield, WI (L'02) (**CLASS OF 2002 REPRESENTATIVE**)

MICHELLE PIERCE, Fortis Health Insurance Company, Legal Department, Milwaukee, WI (L'03) (**CLASS OF 2003 REPRESENTATIVE**)

Ex Officio Members

MATT MITTEN, Associate Dean for Academic Affairs, Professor of Law, and Director, National Sports Law Institute, Marquette University Law School, Milwaukee, WI

T.D. Stuck, Editor-in-Chief, Marquette Sports Law Review (L'05) (**STUDENT MEMBER**)

Susan Jones, Vice-President, Marquette University Law School Sports Law Society (L'06) (**STUDENT MEMBER**)

Mark your calendar!!

FALL 2004 GOLF OUTING

For the first time ever, the Sports Law Alumni Association will co-sponsor the next golf outing with the Sports Law Society. The outing will be held on Saturday, September 25, 2004, at Scenic View Country Club, in Slinger, Wisconsin. More details will follow over the summer months.

**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

BILL MILLER serves as Executive Vice President-Professional Sports for The Leib Group, LLC where he has worked on projects in all five major professional sports leagues and every full-season classification of Minor League Baseball along with various types of municipal sports facilities during his five-year stint with the Mequon, Wisconsin-based sports consulting firm.

Bill's main area of practice is sports and entertainment facility naming rights. He has represented both facilities and sponsors in naming rights negotiations and was part of the professional team that completed the third-largest naming rights deal in history. He is also the author of *Facility Naming Rights* and *Naming Rights Deals* and launched the Internet's first site devoted solely to naming rights issues, <http://www.namingrights.com/>.

He is the co-author (with Paul Anderson) of *Major League Leases*, and his other writings have been featured in *Street & Smith's SportsBusiness Journal*, *Stadia* and *Panstadia International Quarterly Report* magazines along with other law-related publications and journals.

Prior to joining TLG, Bill served as Managing Editor-Legal and Business Division at Chicago-based Team Marketing Report, Inc. where he was responsible for the development of the *Inside the Ownership of Professional Sports Teams* and *Naming Rights Deals* product lines.

Bill has appeared as a guest speaker at several leading sports facility conferences and has also been quoted in over 40 publications discussing sports ownership and facility development issues.

Bill is a 1996 graduate of Marquette University Law School where he was awarded the Joseph E. O'Neill Prize for student writing. In March 2002, Bill was named the first recipient of the "Sports Law Alumnus of the Year" award from the National Sports Law Institute of Marquette University Law School. He received his undergraduate degree at Ripon College and in 2002 he received Ripon College's "Outstanding Young Alumni" award.

Bill currently serves as the Chairperson for the State Bar of Wisconsin's Sports and Entertainment Law Section and is a member of the Sports Law Alumni Association's Executive Committee.

KRISTI L. SCHOEPFER is currently an Assistant Professor of Sport Law and Sport Management at the University of Wisconsin-Parkside. Ms. Schoepfer is responsible for teaching courses such as Legal Issues in Sport Management, Advanced Sports Law, Sports Marketing, Ethical Issues in Sport and Introduction to Sports Management.

Additionally, Ms. Schoepfer serves as the Secretary of the State Bar of Wisconsin Sport and Entertainment Section and the Program Development Member of the Management Committee of the National Sports Law Institute's Sports Law Alumni Association.

While a student at Marquette, Ms. Schoepfer was Editor-in-Chief of the Marquette Sports Law Review, recipient of the Francis and Jane Keogh Kelly Scholarship, and both President and Vice-President of the Sports Law Society. Additionally, she published a student comment titled "Title VII: An Alternate Remedy for Gender Inequity in Intercollegiate Athletics."