

Sports Law Alumni News

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**2007 CHARLES W. MENTKOWSKI SPORTS LAW
ALUMNUS OF THE YEAR AWARD WINNER
MARTIN J. GREENBERG**

The 2007 recipient of the Charles W. Mentkowski Sports Law Alumnus of the Year Award, renamed this year in honor of Professor Emeritus Charles Mentkowski whom we lost this fall, is Martin J. Greenberg.

The Mentkowski Award is given to the alum who best exemplifies the following characteristics: dedication to the Sports Law Program at Marquette University Law School while a student; contributions to the Sports Law Alumni Association and the field of sports law in general; and support of the NSLI and Sports Law Program. The 2007 winner, Martin J. Greenberg, exemplifies all of these characteristics.

Marty is in private law practice in Milwaukee specializing in the areas of real estate, corporate and sports law. He is also an Adjunct Professor at the Marquette University Law School and has taught real estate and sports law courses (currently "Representing Professional Athletes and Coaches," and "Sports Venues: From Election Day to Game Day") for well over 33 years. Marty was the founder and Director of the National

Sports Law Institute from November of 1989 to April of 1997 and during that period authored or co-authored three books, *Sport\$Biz* (Leisure Press), *Sports Law Practice* (Michie Company - 1993), and *The Stadium Game* (National Sports Law Institute - 1996). He is a current member of the NSLI's Board of Advisors and has served as its Chair. In recognition of his service to the NSLI and Sports Law Program at Marquette the NSLI created the Martin J. Greenberg Award for Excellence in the Study of Sports Law in 1997.

Marty has had an array of experiences in the area of sports law. He currently concentrates his efforts in the representation of college and professional coaches. He has represented basketball, football and soccer players, college and professional coaches and general managers, trainers and sports broadcasters in contract negotiations. He has represented sports agents with respect to questions relative to fiduciary duties and compliance with both union regulations and state registration statutes. He currently represents Yesterdays Negro League Baseball Players, a group of former Negro League Baseball Players, and helped create the Yesterdays Negro League Baseball Players Wall of Fame at Milwaukee County Stadium. He also assisted in the creation of a Professional Billiards Tour and represented Conference USA in the negotiation of its Commissioner's Agreement, Formation Agreement and Conference Bylaws.

Marty also serves as Managing Member ScheerGame Sports Development, LLC, a sports facility development company, and through ScheerGame, has had facility experiences in Jacksonville, Florida; Manchester, New Hampshire; St. Louis University; Oklahoma State University; and University of Akron, to name a few

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Marty has also specialized in the practice of real estate law since 1973. He is designated a Master Real Estate Consultant by NIREC and has served as an expert witness in numerous real estate cases. He has extensive experience in real estate contract negotiation, development and construction, condominiumization, lease negotiations, tax planning, deferred exchanges, and creative financing of real estate. He also taught Property I, Property II, Advanced Real Estate and Real Estate Investment and Taxation at the Marquette University Law School. Marty has authored several books on real estate, including *Wisconsin Real Estate Practice* (Lawyers Cooperative Publishing Company), *Mortgage and Real Estate Finance*, (Michie Company), and *Real Estate Tax Guide 1990* (Callaghan & Company).

Marty is a great believer in giving back to the community, especially in the areas where his skills have been enhanced through education and practical experiences. He served on the Athletic Board of Marquette University. He served as Secretary of the Wisconsin Sports Authority and acted as chief negotiator in the acquisition of the promoter's rights to the Miller 200 – Milwaukee Mile Race at Wisconsin State Fair Park. He currently serves as Chairman of the Board of Wisconsin State Fair Park and Wisconsin Exposition Center. He has been instrumental in turning the financial fortunes of the Park from deficits and losses to profitability during his term as

Chairman. In 2006 he also became Chair of the Wisconsin Sports Development Corporation. The Wisconsin Sports Development Corporation is the sponsor and producer of the Badger State Games, Ironman, the Wisconsin Athletic Hall of Fame, the Wisconsin Walk of Fame, and numerous health programs for children and adults.

Greenberg and his wife Bev have been active in the community in fundraising activities. They have served as co-chairs of the Zoo Ball 13 - Cats, 1996; Milwaukee Symphony Ball, 1998; and Make-a-Wish Foundation Host Night, 2003.

Marty is currently working on bringing Major League Soccer to Milwaukee, creating a Sports Museum in the downtown Milwaukee entertainment district, and recreating a Circus Parade at State Fair Park.

Marty is a 1967 graduate of the University of Wisconsin with honors and a 1971 graduate of Marquette University Law School. At Marquette University Law School, he was an editor and contributor to the *Marquette Law Review*, a recipient of the Thomas More and Francis X. Swietlik scholarships, the Woolsack Society Award and was initiated into Alpha Sigma Nu, the Jesuit Honorary Fraternity.



**2007 JOSEPH E. O'NEILL AWARD WINNER
FRANK C. DEGUIRE**

The 2007 winner of the Joseph E. O'Neill Award is Dean Emeritus Frank DeGuire. The Joseph E. O'Neill 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. Dean Emeritus Frank DeGuire exemplifies these characteristics.

Frank DeGuire retired from the Faculty of Marquette University Law School on June 30, 2002 after a 20-year tenure and was appointed Dean Emeritus. He joined the full-time faculty for the 1982-83 academic year teaching various business law courses. Following the unexpected death of Dean Robert F. Boden, Dean DeGuire was appointed Dean in 1984 and served in that position for 10 years. After stepping down as Dean, he continued to teach contracts and the business organization courses until his retirement. He still periodically teaches the Business Organization and Finance seminar that is offered in fall semesters.

A 1960 graduate of Marquette University Law School, Dean DeGuire practiced law as an associate with Michael Best & Friedrich and then with Davis Kuelthau. He returned to the Law School as an Assistant Professor of Law in 1967 and taught until 1970 when he joined the legal department of Pabst Brewing Company as Assistant General Counsel. On April 10, 1973, the Board of Directors elected him President and Chief Operating Officer of the company. Under his direction, Pabst reached its highest level of growth becoming the third largest brewer in the country. In 1978, while at Pabst, he received the Distinguished Law Alumnus award from Marquette University Law School. After fighting off several uninvited takeover attempts in the late 1970s and early 1980s, he left Pabst to join the law firm of Hughes, Hubbard and Reed, a New York firm with an office in Milwaukee.

Dean DeGuire served as a member of the Board of Directors of various corporations including the Marine Corporation and its successor Banc One Wisconsin Corporation, and Allen Bradley Corporation. Beginning in 1975, he also served as one of the reporters for the State Bar of Wisconsin Corporation Law. He has also served on the Advisory Board of the Boy Scouts of America, Milwaukee County Council since 1992.

Along with Martin Greenberg, and during his tenure as Dean of Marquette University Law School, Dean DeGuire was instrumental in founding the National Sports Law Institute. He continues to serve as a member of the NSLI's Board of Advisors.

WELCOME TO THE NEWEST MEMBERS OF THE SPORTS LAW ALUMNI ASSOCIATION

Trevor Haley, Intern, 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, LLC, Washington, DC (L'06)

Jason Kuiper, In House Counsel, Menard Inc., Eau Claire, WI (L'06)

Scott McDonald, Assistant Director for Compliance and Student Services, Winthrop University, Rock Hill, SC (L'03)

Mark Vap, Attorney at Law, Vap Law Offices, New Berlin, WI (L'04)

ALUMS IN NEW POSITIONS

Heather Cain, Godfrey & Kahn, SC, Milwaukee, WI (L'00)

Matt Carey, Retirement Plan Specialist, ICMA-RC, Waukesha, WI (L'99)

Dan Foutz, Legal Manager—Turner Sports, Atlanta, GA (L'04)

Kristina Giddings, Spencer, Fane, Brit & Brown, Kansas City, MO (L'06)

Danez Marrable, Academic Counselor, UGA Athletic Association, Athens, GA (L'03)

Jenna Merten, Metropolitan Drug Enforcement Unit, Milwaukee, WI (L'05)

Kristi Schoepfer, Associate Professor, Sport Management, Winthrop University, Rock Hill, SC (L'01)

Jeff Tanner, Contract Manager, SONY BMG, Nashville, TN (L'03)

Jason Wied, Vice President of Administration, Green Bay Packers, Green Bay, WI (L'99)