

Sports Law Alumni News

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CELEBRATING 20 YEARS (1989-2009)

THE NATIONAL SPORTS LAW INSTITUTE CELEBRATES ITS 20TH ANNIVERSARY

2009 marks the 20th Anniversary of the creation of the National Sports Law Institute of Marquette University Law School. The first two articles are perspectives from Martin Greenberg (L'71), NSLI founder and former Director, and William Miller (L'96), NSLI consultant from 1993-1996, and founding member and first chair of the NSLI's Alumni Board (now the Sports Law Alumni Association). These articles first appeared in Volume 20, Number 2 of the NSLI's **For The Record** newsletter. After the articles there is a group of perspectives from various members of the Sports Law Alumni Association

The Creation of the National Sports Law Institute

By **Martin Greenberg (L'71)**, Greenberg & Hoeschen, Member, Southeast Wisconsin Professional Baseball Park District, Milwaukee, WI, and member, National Sports Law Institute Board of Advisors

After receiving an exceptional legal education at Marquette University Law School (Marquette), I joined the law firm of Shea, Hoyt, Greene, Randall & Meissner in 1971. In the fall of 1973, I was approached by Dean Robert Boden to become a Lecturer in Law at Marquette, which eventually became an assistant professorship during which I taught Property I, Property II and Advanced Real Estate Transactions.

While real estate was my first love, Marquette basketball was closely behind. The cherished friendships and memories of my relationship with Al McGuire, Rick Majerus, and Hank Raymonds, and numerous players will always be a highlight of my life. Sports and the law then was a natural.

In 1978 I attended a conference in Fort Lauderdale, Florida, to learn about the regulation of sports agents. Upon my return from the conference, I visited with Dean Boden and explained that sports law would become a burgeoning specialty – an area of interest not only to law students but to

Mark Your Calendars

Wednesday, September 2, 2009
Sports Law Program Welcome Mixer
7—9 pm

Thursday, October 22, 2009
20 Years of Sports Law at Marquette:
Women in Sports Law
Room 310 | 5-7 pm

Friday, October 23, 2009
NSLI 20th Anniversary Conference
Alumni Memorial Union | 8:30 am—5 pm

Thursday, November 5, 2009
20 Years of Sports Law at Marquette:
The Impact of the National Sports Law Institute
Room 310 | 5-7 pm

lawyers -- and that Marquette should get ahead of the game by offering a sports law course.

Marquette's first sports law course was entitled "Negotiating and Drafting of Personal Service Contracts," which I proposed in 1978 and taught for the first time in spring of 1979. The faculty at that time would not approve a course entitled Sports Law. By 1981 the title of the course was shortened to "Personal Service Contracts."

Marquette and Milwaukee was the perfect place for the development of a specialized center for the study of sports law. Milwaukee is a "great sports town," enriched not only by its professional teams – the Milwaukee Brewers, Milwaukee Bucks, Milwaukee Admirals, and Green Bay Packers – but by a tradition of excellence in college athletics. By the '80s, lawyers off the field had become just as important as coaches and managers on the field, and training law students and lawyers in the law of sports became the next logical step.

I took the idea of a sports law institute to my dear friends, Deans Frank DeGuire and Chuck Mentkowski. I recommended a sports law institute that would: 1) create specialty courses in sports law; 2) make Marquette a center for the advancement of sports law education and ethics in sports; 3) make Marquette a sports law resource center for attorneys, journalists, and academics; 4) create a continuing Law Review of high academic quality and 5) sponsor sports law conferences; and 6) create community outreach programs.

In order to create a sports law institute, capital was required. Through the generosity of the Green Bay Packers, Milwaukee Brewers, Milwaukee Bucks and Milwaukee Admirals, \$500,000 was pledged to fund an Institute over a four-year period. In 1992, Miller Brewing Company became another sponsor.

The National Sports Law Institute was founded on February 15, 1989, with a press conference announcing its creation. Soon after, an Advisory Board was created including such notable members of the sports community as Al McGuire, Coach; Bud Selig, former owner of the Milwaukee Brewers and current MLB Commissioner; Judy Sweet, former NCAA Senior Vice President; Jerry Reinsdorf, Chicago Bulls and White Sox owner; Stanley H. Kasten, former President of the Atlanta Hawks and Atlanta Braves; Susan O'Malley, former president of the Washington Bullets; Glenn Rivers, former Marquette player and current Boston Celtics coach; Gary Bettman, Commissioner of the National Hockey League; and Richard Berthelsen, legal counsel for the National Football League Players Association.

Attorney John Wendel served as the initial NSLI Director, a position I assumed on August 15, 1992 and served in until November of 1998.

The first issue of the *Marquette Sports Law Journal* was published in the fall of 1990 and has been published on a regular basis ever since.

During my Directorship the Institute:

- (1) Produced a Risk Management Program for Milwaukee high schools entitled *Reduce Your Risk*;
- (2) Helped produce a two-volume series on the practice of sports law entitled "Sports Law Practice," published by Michie and Company in 1993, and by Lexis Law Publishing in 1998;
- (3) Helped to create the Wisconsin Sports Authority, a quasi-public sports organization which marketed Wisconsin sports assets and organized amateur and professional sporting events in the state of Wisconsin;
- (4) Created the Master of the Game Award which is presented to a person who has made significant contributions to the sports industry and who exemplifies the highest levels of professionalism. During my tenure the Master of the Game Award was given to Al McGuire in 1992, Bart Starr in 1994, Hank Aaron in 1995, and Bob Harlan in 1997;
- (5) Created the Sports Business Forum to address the economic issues of the business of sports. The inaugural meeting occurred on January 10, 1991, featuring Jerry Reinsdorf, owner of the Chicago Bulls and White Sox. Other guests included Dick Schultz, former NCAA Executive Director; Richard

Berthelsen, general counsel of the National Football League Players Association; Sal Bando, former general manager of the Milwaukee Brewers Baseball Club; Bob Harlan, former president & CEO of the Green Bay Packers; Bud Selig, then president & CEO of the Milwaukee Brewers Baseball Club; and Brian Burke, former Vice President for the National Hockey League;

- (6) Created and offered more sports law courses than any law school in the country. Those courses included: The Law of Amateur Athletics; Contemporary Issues in Sports Law and Sports Industry Contracts and Negotiations;
- (7) Sponsored national conferences including *Sports Dollars and Cents* in Milwaukee, October 22-24, 1992; and in Los Angeles, October 28-30, 1993; and *Sports Venues, Revenues and Values*, 1994-1996 in Milwaukee, on topics relating to the sports facility boom.

Without the support of Frank DeGuire and Chuck Mentkowski, this would not have been a possibility. Without the hard work of Jim Gray, Paul Anderson, Bill Miller, and others, the substance of this enterprise would not be what it is today.

And finally, without the generosity of Bud Selig, Herb Kohl, Jane and Lloyd Pettit, Bob Harlan, and Bill Schmus, along with the organizations that they represent, the idea to establish a sports law institute would never have had the ability to develop and to come to fruition.

I am very proud that the National Sports Law Institute is now celebrating its 20th anniversary.

The Development of Sports Law at Marquette

By **William Miller (L'96)**, Assistant Professor, Sports & Fitness Management, University of Wisconsin - Parkside, Kenosha, WI, and member, Sports Law Alumni Association and Liaison to the NSLI's Board of Advisors

The first time I heard of the concept of sports law and the National Sports Law Institute of Marquette University Law School was in the early 1990s. The idea of combining my two great passions for the law and sports into a potential career had great appeal for me and I was sure that Marquette was where I wanted to go for law school.

In those pre-Internet days, I quickly sent off a request for information about Marquette Law School and the sports law program. Surprisingly, the response I received from the admissions department was rather cold, with a specific warning not to come to Marquette Law School for the Sports Law program. In light of this, I decided to reopen my law school search. In the end, I still made the decision to attend Marquette despite the apparent lack of enthusiasm for the sports law program from the admissions department.

As I went through my first year of law school, I discovered that the lack of enthusiasm for the sports law program was shared by others at MULS. The NSLI offices were in a distant location on 17th Street, and the sports law program had a very small presence in the law school. Many faculty members and administrators that I dealt with seemingly had little need or regard for the program.



CELEBRATING 20 YEARS (1989-2009)

When I started my second year at Marquette, professor Marty Greenberg began the first professional sports law class of the semester by stating that it was highly unlikely that we would get a job in sports. At that point, it is safe to say that I was definitely questioning my decision to pursue a legal education at MULS.

However, as my second year went forward, I was able to see a different side of the NSLI and the Sports Law program.

- At the October 1995 Sports Venues, Revenues and Values Conference, I was able to hear noted speakers and scholars from around the world talk about the interaction between sports, the law and finance and why these subjects were so important for both industries and our society going forward.
- At the aforementioned conference and other similar events, I was able to meet many important industry people and hear how they considered the NSLI to be one of the best sports law programs in the world. They also discussed how they viewed it as a necessary and vital resource for both the sports industry and the legal profession. I was fortunate that many of these individuals later became great friends and contacts that have helped me throughout my career.
- I was also able to start working on various NSLI publications including the *Marquette Sports Law Journal*, a variety of newsletters, and research that would eventually start the *Stadium Game* book series.
- I started to meet professors and administrators who clearly valued the Sports Law program and realized the value it provided to the MULS community.
- Finally, I was able to gain valuable industry experience by working for the NSLI as a research assistant and eventually securing an internship with the Milwaukee Brewers, which would greatly help to advance my future sports law career.

By the time I left Marquette Law School in 1996, those of us involved in the Sports Law program felt like we were a small, valuable (and often underappreciated) niche in the MULS community. We often discussed how we felt the program was an underutilized asset of the law school and marveled at the seeming disconnect between the value the sports and legal industries placed on the NSLI versus that placed on it by the MULS community.

Since my departure from Marquette, I have been fortunate enough to have the opportunity to stay connected with the Sports Law program and have marveled at the changes that have taken place since I left. Thanks to the vision and leadership of Deans Howard Eisenberg and Joseph Kearney, the MULS community has seemingly fully embraced the Sports Law program and properly valued it for the asset that it is. With ten classes now being offered, gone are the days of students with an interest in sports law like myself having to search for classes that would allow us to do papers or projects that would give us the additional sports law work that we craved. The development of a sport law moot court program that allows students to hone their skills in the context of a subject that is an intellectual passion for them is also a huge advance. Finally, the efforts of Paul Anderson to start a Sport Law Alumni Association in the late-1990s created a sense of lifelong community that allows all of us who go through the program to maintain a connection with the program and the law school as a whole.

While many are stunned by the explosive growth of the Sports Law program over the past fifteen years, the reality is that many of the key foundation elements were already in place. Sure, some names have changed and the scope might be bigger. But, the underlying structure was already there and people such as Marty Greenberg, Charles Mentkowski, and Frank DeGuire are to be commended for their initial vision.

- The NSLI continues to stage outstanding conferences and speaker events with world-renowned speakers that are welcomed by the industry and envied by other schools. These events provide the opportunity for students to advance their knowledge and future career aspirations by meeting top industry personnel.
- While the names and technology might have changed, the NSLI continues to be at the cutting edge in terms of publications and research for the sports law field.
- Students continue to gain valuable experience and contacts through their work for the NSLI and through a variety of high-profile internships both in the Milwaukee area and around the world.
- Finally, the students who go through the program continue to develop into top-notch young attorneys who just happen to have an interest in sports. Because of the broad-based education we received through our involvement with the Sports Law program, our group from the early to mid-1990s would go on to experience varied, yet significant levels of success in the legal and sports professions. The various students I have had the opportunity to meet and work with (who are too numerous to mention) over the past thirteen years have continued that high

level of varied, yet significant success in their chosen careers. I have no doubt that future classes will do the same.

In closing, the NSLI and the Sports Law program have enjoyed a great two decades. Thanks to the ongoing leadership of Matt Mitten and the ongoing dedication, skill, and passion of Paul Anderson, the Marquette Sports Law program has clearly distanced itself from its competition to become the premier program of its type in the world. As both the law school and the program begin new chapters in 2010, I and my fellow alumni look forward to seeing what the next twenty years has in store for both.

PERSPECTIVES FROM SPORTS LAW ALUMNI ASSOCIATION MEMBERS

Greg Heller (L'96), Senior Vice President & General Counsel, Atlanta Braves, Atlanta, GA

I am forever grateful for the time that I spent at Marquette University Law School and the experiences I was able to undertake through the National Sports Law Institute. Having spent my undergraduate years at a school in the Big 10 (Indiana University), it was an exciting time to come to a different, urban campus like Marquette and specifically to a new and exciting program like the sports law program. The NSLI was only four years old when I started at Marquette and it was still located on 17th street. I could not wait to get on campus and dive right in to this exciting, new program that was unlike any other program in the country.

As a law student there were so many opportunities to get involved in the area of sports law and pursue my dreams. I tried to pursue as many opportunities as possible including working as a research assistant at the NSLI, doing an internship with the Milwaukee Brewers, writing on the Sports Law Journal, joining the Sports Law Society and taking the various sports law courses and electives. It was an exciting time to begin pursuing a career in a field I was so passionate about while also making friendships along the way with others who were equally passionate.

The National Sports Law Institute has grown tremendously over the years with its move to the main law school, its annual conference and journal and its reputation across the country. A real telling sign is the number of alumnus that are graduates of the program that are spread throughout the country in a wide array of positions and organizations. As an alumnus, it is a genuine pleasure to come back to speak to students and attend the conferences that are so well put together. As I have had the opportunity to pursue my own career in a field that I am so passionate about, I am extremely proud and forever grateful to the experiences that I have had at Marquette and the National Sports Law Institute. As we celebrate the NSLI's 20th anniversary, we should all take time and remember the many individuals who contributed to the NSLI's success over the years including Dean DeGuire, Marty Greenberg, Professor Mentkowski, Dean Eisenberg and Jim Gray and those individuals who are leading the NSLI into the future including Dean Kearney, Professor Mitten and Professor Anderson.

As a community of Marquette lawyers with the many partners of the NSLI, we have built the foundation for the top sports law program in the country. As alumnus, it is incumbent upon us to continue to work hard and passionately to continue the legacy of those that came before us through our time, talents and other resources. I look forward to seeing everyone at the conference this Fall.



CELEBRATING 20 YEARS (1989-2009)

Amy Worden (L'99), Senior Attorney, Litigation, The Dow Chemical Company, Midland, MI

Had I known when I decided to attend MULS how much the Sports Law Program was going to grow between 2000 and now, I would have likely deferred my entrance! Even while I was at MULS, the Sports Law program was the best in the nation -- I was able to take classes related to sports law, complete relevant internships, participate on the Sports Law Journal and even moot court. But it has grown in magnificent proportion over the past 5 or so years. I think the continued placement of alumna into the field will serve only to increase the program's reputation.

Niki Sollinger (L'03), Counsel, Octagon, McLean, VA

When people ask me about law school, I tell them the truth: I loved it. But, then I explain why: The Sports Law Program. From the moment I arrived at Marquette, I was able to become a part of the NSLI and the Sports Law Program. I know that involvement as a 1L to moot court and sports law review opportunities as a 2L and 3L opened doors to great internships and eventually a career in sports law. In my mind, and I know I'm biased, Marquette and the NSLI provide students with the best overall sports law experience. In my conversations with other students or law school alums, they lacked the support from their schools. Since graduating, I believe that Marquette's recognition as the leader in Sports Law is growing. People mention two schools: Tulane and Marquette. There is some competition, but it's my belief that with the new law school and the current staff, the NSLI will continue to move forward and produce the sharpest sports lawyers in the country.

**Mark Dodds (L'05), Assistant Professor / Undergraduate Program Coordinator,
SUNY Cortland, Cortland, NY**

The NSLI and the Marquette University Law School's Sport Law program gave me the educational and legal background needed to analyze complex legal issues within the sport law industry. This experience is utilized everyday as I teach across multiple courses within the curricula, including sport law, sport marketing, strategic business operations and others. Just as important to me was the personal support shown by faculty and administrators, most notably Jane Casper. Her willingness to help all students still inspires me today.

Kerri Cebula (L'06), Compliance Coordinator, University of Delaware, Newark, DE

My experiences as an alum of the Sports Law Program have been great. There are several of us who work in athletics compliance at the Division I level (at one point at an NCAA seminar, we had the classes of 04, 05, 06, 07, and 08). We discussed the idea of setting up a list serv. Jaime Erickson took the initiative to gather our information. We are able to bounce ideas off each other and discuss the issues that we have. It is great to have a network like this.

Dan Peterson (L'06), Attorney, Reinhart Boerner Van Deuren S.C., Milwaukee, WI

I enjoyed all of my sports law classes and the Sports Law Society activities. I have seen more students interested in the sports law program and I think that the sports law program will continue to maintain its high stature in the sports law community and will continue to grow as more people become interested in the topic. As an alum, I have enjoyed going to the annual sports law award dinner to not only see the current sports law students receive awards, but a chance to meet up with old friends and to network with other sports law figures. I also had a chance to talk with current students over lunch about how the sports law program applies to a job outside of sports.

Dan Rohrer (L'06), Assistant Athletics Director for Compliance, Southern Illinois University, Carbondale, IL

Not knowing exactly what I planned to do with a law degree when I graduated, I chose Marquette University Law School in large part because of the National Sports Law Institute. Whether I ended up using the knowledge I gained through the NSLI on an everyday basis or not, I knew that my law school experience would be greatly improved by taking advantage of the information and services that the NSLI provides.

After arriving at MULS and slowly familiarizing myself with the NSLI, however, I became completely convinced that sports law was the direction I wanted my career to go. I took almost every class offered, I took advantage of not one but two NSLI-sponsored internships (as well as another sports-related internship on my own), and I made sure never to miss

a guest speaker. All three of these facets of the NSLI were incredibly useful in shaping my career path, and I hope that all three continue to be a priority for the NSLI.

I know that many alums and many sports industry leaders take advantage of the very impressive NSLI conference each year, and I hope that continues. More than that, however, I hope the NSLI continues to grow internally by championing its unique and successful niche in the law (and sports) communities. While bringing people together to discuss issues is a great way to further the overall knowledge of sports law, I think the most important value of the NSLI is its molding of law students as they enter the working world. Even in my three short years at MULS, I saw the numbers in the NSLI grow quite a bit, and that is very encouraging.

Overall, I am incredibly thankful for the experience that the NSLI provided me, and I look forward to helping provide that same experience to other MULS students at some point. I am constantly connected to other MULS and NSLI alums in similar jobs across the country, and it is good to know that there are many others (and there will continue to be even more) who benefitted as much as I did.

Jeremy J. Geisel (L'07), Attorney, D'Angelo & Jones, LLP, Waukesha, WI

I tried to participate in as many aspects of the program as possible and found that doing so provided me with a better understanding of the industry. I thought the program did a great job of providing students with real-world networking and learning opportunities out of the class room and off campus, including the annual SLA conference among others. I thought the sports law course stream covered an amazing breadth of topics relevant to the industry. The most rewarding experience for me relevant to the program was participating in law review because it allowed me to research and grapple with a particular sports law topic in depth and provided a platform for publishing the finished article in a nationally recognized publication.

The internship program is one area that always seems to grow by adding new opportunities for students. Also, the number of students that seem to be drawn to MULS largely because of the sports law program also seems to increase yearly. The new LLM program is one addition that should really help the law school and the program by increasing international attention.

I think the future of the program is extremely bright. I'm excited to see what happens when a nationally recognized sports law program has access to all the advantages and the state of the art resources of Eckstein Hall. I believe that the combination of the new law school and the recently added LLM program will really catapult the program to a new level of recognition on both a national and international stage.

I've enjoyed attending the annual conference in the fall and the other conferences the program offers throughout the year. While I am not currently in the industry, I have come to realize as a practicing attorney that the sports law program has had a profound effect on my development as a lawyer and has equipped me with some very necessary skills in the practice of law. I am optimistic that with the number of networking and professional events and conferences hosted by the program, that I will one day break into the industry.

Judy Massuda (L'07), Manager, Business Development; Staff Attorney, rEvolution, Chicago, IL

With sports law being a hot topic and more programs popping up throughout the country, the history and legacy of the NSLI is an asset that cannot be beat. The NSLI was huge in my time at MU, giving students the opportunity for internships that might not have otherwise been possible. The (at the time) SABMiller internship was one of the most valuable experiences I had as a law student. The people I met and the connections I made have been invaluable, and I am very appreciative of the strong alumni network.

Nick DeSiato (L'08), Law Clerk, Milwaukee County Circuit Court, Milwaukee, WI

There are two things I remember about my visit to Marquette as a prospective law student: (1) the -10 degree wind chill and (2) meeting with Paul Anderson to discuss the Sports Law program, specifically the Hicks Sports Group (then Southwest Sports Group) internship. Four years later, I can safely say (1) the winters don't get much better and (2)

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

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going through the Sports Law program (and indirectly NSLI) was the best career decision I have ever made.

Through Marquette, I not only had an opportunity to partake in the Hicks Sports Group internship, but was also able to learn a tremendous breadth of law through the program's focus on the broad-reaching topics of Sports Law. This format help garner an internship with the Supreme Court of Wisconsin and my current position as a law clerk for the Milwaukee County Circuit Court.

As the NSLI and Sports Law program continuously preach, sports law is about more than just sports. It is about embracing a larger industry that includes real estate, contracts, intellectual property and

innumerable other sub-genres in law. It is also about embracing the greater-Milwaukee community. It is about networking with professionals spanning the globe who share a common interest.

In many ways, the NSLI and Sports Law programs are a glue that keeps many of us in touch and pushes us to strive further in hopes of positively representing our roots to an even wider population. I am a proud Marquette Law alum and I have made every effort to help current law students in the same way past Marquette Law alums have helped me. In the short time since I first met with Paul Anderson to today, I have seen NSLI and the Sports Law Program expand, most notably within the related entertainment law industry. I have no doubt the NSLI and Sports Law program will be going strong for another twenty years and beyond.

Andy Shiffman (L'09), Memphis, TN

I chose Marquette University Law School so that I could fully take advantage of the National Sports Law Institute and the Sports Law Program. Three years later, I can confidently say I was able to do just that. My experiences in law school as a student interested in sports law were overwhelming. Not only was I fortunate enough to serve as Vice President and President of the Sports Law Society, but during my 3L year as President, the Society achieved its highest amount of members ever: 107. My entire 3L year was unbelievable in this regard, and being able to interact with so many of my fellow students who share my passion for sports was an experience I will always cherish.

On top of my experiences with the Society, I excelled in all of my sports law courses, and left Marquette with a number of close friends I will know for life. I am so honored to have been a part of my graduating class, especially those students who received the Sports Law Certificate. My fellow Certificate recipients and I held a special bond with one another, and that bond began to flourish once we all became involved with the Sports Law Program at Marquette.

The NSLI and Sports Law Program offer students a once in a lifetime experience to share common passions, interests, and goals with fellow future lawyers, as well as alumni, in both an academic and social environment. Future Marquette students would be wise to take full advantage of what the NSLI and Sports Law Program have to offer. I know my law school experience would not have been so meaningful to me if I was not so involved with the Sports Law Program; and because of this, much credit is due to those individuals who facilitate the day to day operations of the NSLI and Sports Law Program. I owe Professors Anderson and Mitten a lot, and look forward to speaking to future Marquette students about the wonderful experiences offered by the NSLI and Sports Law Program.



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