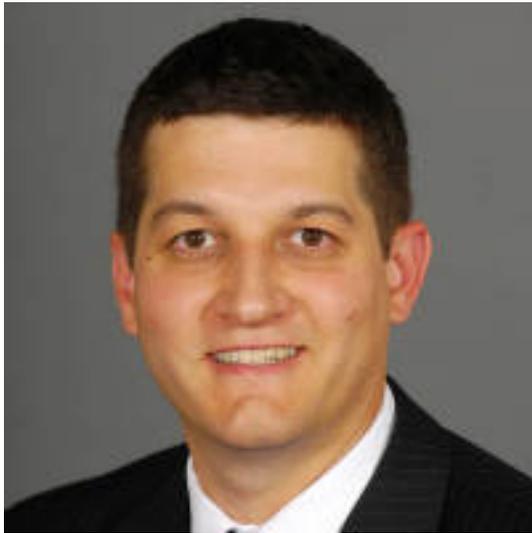


Sports Law Alumni News

Volume 9

2010



**2011 CHARLES W. MENTKOWSKI SPORTS LAW
ALUMNUS OF THE YEAR AWARD WINNER
CRAIG PINTENS**

The 2011 recipient of the Charles W. Mentkowski Sports Law Alumnus of the Year Award is Craig Pintens. The Mentkowski Award is given annually 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.

A graduate of the Class of 2001, Craig is in his second year as Assistant Athletic Director of Marketing at LSU after serving as the Associate Athletic Director of Marketing and Sales at Marquette University from 2004-2009. At Marquette, Craig was responsible for external efforts of the department and served as the sport administrator for men's soccer. While at Marquette Craig established attendance and revenue records in both men's and women's basketball ranking in the top ten nationally in men's basketball attendance.

Prior to Marquette, Craig served as the Marketing Coordinator at the University of Texas-Pan American

(UTPA) from 2002-2004, where he managed all sales, promotions, marketing and game day operations while serving as member of athletic department executive (senior) staff. Craig was instrumental in record corporate sales numbers and successfully negotiated the first ever-Spanish radio broadcast of Bronc Athletics.

Craig has also worked with the Milwaukee Brewers, Beloit Snappers and the University of Wisconsin-Whitewater Athletic Department.

The National Association of Collegiate Marketing Administrators (NACMA) has honored Craig with awards twelve times in the areas of season ticket campaigns, advertising, ticket sales, new media and corporate sponsorship. He has been a featured speaker at various conferences throughout the country in the areas of marketing, revenue generation, new media and game atmosphere.

Craig received his Bachelor of Business Administration in Marketing cum laude from the University of Wisconsin at Whitewater and his J.D. degree from the Marquette University School of Law. He is a member of the State Bar of Wisconsin, serves on the Board of Directors of National Association of Collegiate Marketing Administrators and is a member of Ticketmaster's University Client Services Committee.

As an alum Craig has spoken with students at career panels and lunches, visited classes, worked with student interns, judged moot court teams, and supported the Sports Law program in many other ways through its golf outing, tours of the McGuire Center and coordinating ticket packages for Marquette games. Craig has also advised countless students on careers within collegiate athletics. Craig is truly a deserving recipient of the Alumnus of the Year Award.

Craig will receive the Mentkowski Award during the NSLI's Annual Sports Law Awards Banquet on Friday, April 22, 2011, at the Hilton Hotel.

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

Editor: Paul Anderson, Chair
Associate Director
National Sports Law Institute
Marquette University Law School
Eckstein Hall
1215 W. Michigan St., P.O. Box 1881
Milwaukee, WI 53201-1881

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



**THE 10 YEAR ANNIVERSARY OF THE
NATIONAL SPORTS LAW
INSTITUTE'S
SPORTS LAW CERTIFICATE**

As the National Sports Law Institute settles in to its new home in Eckstein Hall, one of our focuses for the fall 2010 semester is to celebrate the creation of the NSLI's Sports Law Certificate. First awarded in 2000, as of the spring of 2010, 180 Marquette University Law School students have earned the Certificate. As our curriculum has expanded the Certificate program has continued to be the most rigorous program of its kind at a U.S. law school. The following perspectives are from Marquette University Law School alumni who have received the Sports Law Certificate.

The Sports Law Certificate in conjunction with the Sports Law program provided me with an overview of an area of law that interested me. In keeping with my desire to practice some aspect of sports law I chose to work for the National Labor Relations Board. I made this decision with the knowledge that at that time, most if not all of professional sports were unionized. Therefore, what better way to learn about labor law than with the federal agency that regulates it? After five years working for the federal government, I wanted to spread my wings and enter the private sector with an eye towards working in the sports arena. Today, I'm fortunate to work for a large entertainment company that provides me with the opportunity to work in the entertainment and broadcast industries, including the sports broadcast industry.

Invariably I am asked how I ended up practicing traditional labor law and my answer is always the same. I practice traditional labor law because of the Sports Law Certificate and the Sports Law Program. Without them, I don't believe I would have focused on labor law as my area of practice. Having the background that I do, along with the Sports Law Certificate, greatly enhanced my credibility as I moved to the entertainment and broadcast industries. That is the most valuable aspect of the Sports Law Certificate to me. It provides you with exposure to different areas of law that are represented in the realm of sports law, as well as an awareness of and opportunities to work in the sports arena. The opportunities are not always direct but they are there and can be seized. I am a perfect example of that because I am certain that the Sports Law Certificate and my experiences with the Sports Law program helped me land my current job and set me apart from other traditional labor lawyers.

Eryn Doherty, Class of 2000, Senior Counsel, Labor Relations,
Fox Entertainment Group, Inc., Los Angeles, CA

The Sports Law Certificate program was an excellent addition to the sports law experience at Marquette. By streamlining the process and establishing a set of criteria for the Certificate, it really shined the spotlight on those students who dedicated themselves to the program. However, the Certificate is merely a piece of paper or something you can put on a resume. The experiences and friendships established through the requirements of the program are the true value of the certificate.

Craig Pintens, Class of 2001, Assistant Athletic Director/
Marketing, LSU Athletics, Baton Rouge, LA

As I reflect on the Sports Law Certificate program at Marquette, I do so happily and with gratitude for the valuable role that the program played in my personal law school experience. As a first year student entering Marquette Law School entirely unsure what path I hoped to pursue after graduation, the Sports Law Certificate program provided much needed structure in my law school curriculum that would provide broad-based exposure to a variety of legal topics that I might never have otherwise chosen to tackle during law school. Although the selection of my elective courses during my second and third years of law school was primarily made to satisfy both the law school's graduation requirements and the Certificate program's requirements, my focus was hardly narrowed to pursuit only of sports related topics. On the contrary, the sports law and other substantive legal courses I took to satisfy the Certificate program's requirements helped me to think about numerous practical legal issues while inspiring intellectual inquiry into their relationship with the sports

industry. Building upon this foundation with the addition of internships and participation as a member of the *Marquette Sports Law Review* furthered my learning to the eventual point of discovery of a passion for my future career. I proudly consider my Sports Law Certificate to be a badge of honor and recognize with each passing day that continued growth in my career in intercollegiate athletics can be directly traced back to my decision to undertake the pursuit of earning the Sports Law Certificate. I am certainly not alone in remaining forever grateful for the opportunities that this program has provided and for the help and guidance of Professors Matt Mitten and Paul Anderson along the way.

Brent Moberg, Class of 2004, Director of Compliance, University of Notre Dame Athletics, South Bend, IN

Obtaining the Sports Law Certificate not only made law school more enjoyable, but the knowledge gained while obtaining the Certificate has helped me in my legal career. The courses taken to earn the Certificate exposed me to areas of the law that I would have otherwise not been able to work into my schedule while at Marquette, such as antitrust law and intellectual property. I am by no means an expert on these subjects, but I know when there might be an issue because of my exposure to these subjects within the program.

Daniel Robert Peterson, Class of 2006, Owner, TPR Management, LLC, Wauwatosa, WI

Part of the Program's value is that it offers students a package of experiences that combine traditional classroom learning with law review and internship involvement all focused on the evolving role of the law in sports. It engages the student on multiple platforms and helps create well rounded lawyers with the tools to represent both sports and non-sports clients alike. For me, the most rewarding component of the program was the opportunity to participate in law review, both as a member and eventually as an editor, and to publish an article in an internationally respected publication. From a practical standpoint, I continue to use the research skills I developed through my involvement in law review on a regular basis as a practicing attorney.

Jeremy Geisel, Class of 2007, Associate, D'Angelo & Jones, LLP, Waukesha, WI (L'07)

Being a part of the Sports Law Certificate program allowed me to be exposed to several areas of law within the context of sports law. The overlap of different disciplines of law greatly supported the learning process of becoming a Marquette lawyer. The Certificate program provided a more complete legal education and was one of the best things about my law school experience.

Sarah Ponath, Class of 2007, Associate Attorney, Nelson Connell Conrad Tallmadge & Slein, Waukesha, WI

Every time I think about where I am in my career, the first thought that comes to mind is, "I wouldn't be here if it wasn't for the Marquette Sports Law program." I started the program having a vague idea of what I wanted to do after law school, but for me, the true value of the program was understanding how I could take that specialized education and turn it into a career. The turning point for me was when I was offered an internship with the NCAA Office of Government Relations in Washington D.C. That experience really solidified my choice to work in college athletics. There were two interns that summer, and one of the positions was reserved for a Marquette sports law student. The reputation of the program alone offers so many opportunities to its students. I will forever be happy with my choice to complete the Sports Law program, and I look forward to maintaining a connection to the program throughout my career.

Alison Fitzgerald, Class of 2008, Assistant Athletics Director for Compliance/Student Services/Special Events, Barry University, Miami Shores, FL

I initially began participating in the Sports Law program for two reasons: my love of sports and because it seemed like a reasonable offshoot of my interest in intellectual property law. I was not necessarily looking for a career in sports; rather, I was looking for something that I would find interesting. The Sports Law Certificate ended up being beneficial to me in more ways than I anticipated. While I still do not have a career in sports, the Sports Law Program prepared me well for my current work in a corporation. The broad range of classes needed to complete the Sports Law Certificate, and the wide range of topics covered in those classes, provided me with exposure to areas of law I might not have been able to study otherwise and that I frequently encounter in my job

Dirk Vanover, Class of 2008, In House Counsel, Buysesons Inc., New Berlin, WI

As a person who had a desire to form a career in sports, but no connection to the state of Wisconsin, I did not know what to initially expect when I initially enrolled at Marquette University Law School for the purpose of earning the Sports Law Certificate. A year after leaving Marquette, I would not only like to give the program high praise, but recommend it to anyone who wishes to earn their legal degree and enter into the world of sports law. As a current NCAA compliance officer that works in a different part of the country, I can attest to fact that the Sports Law Program has earned a glowing reputation nationwide. After going through the program and reflecting on all of the different elements of sports law that were taught to me, it is no surprise that the Sports Law Institute has established this reputation. I cannot understate the value of the diverse and rigorous sports law curriculum that the program offers, as well as the internship and conference opportunities that are available. Simply put, I cannot imagine a more thorough and effective Sports Law program than the one directed by Matthew Mitten and Paul Anderson. I am beyond grateful for having the opportunity to be a part of the National Sports Law Institute, and every month that my career in intercollegiate sports continues, I discover additional benefits that I received from the Marquette Sports Law program.

John G. Long, Class of 2009, Assistant to the Director of Compliance and Legal Advisor for Rice University, Houston, TX

I believe that the Sports Law Certificate and the process I completed to receive the Certificate was very valuable to my career after law school. While I was looking for work, the receipt of the Certificate was something more that I could add to my resume that interested employers in the sports world and other fields. I accepted a job as an Assistant Professor of Sports Management and I believe that the education I received as a part of the Sports Law Certificate program will be beneficial to my success. I will be a more effective professor because my studies have made me knowledgeable and my experiences within the sports industry are likely to be similar to those desired by my students. Furthermore, the work I did to receive my Sports Law Certificate left me with invaluable contacts that will be undoubtedly beneficial in my future endeavors.

Lauren McCoy, Class of 2009, Assistant Professor, Sports Management, University of Wisconsin-Parkside, Kenosha, WI

The value of obtaining the Sports Law Certificate through Marquette University Law School's NSLI cannot be quantified. Not only was the experience of fulfilling all the requirements for the Certificate beneficial in law school, the advantages of being able to articulate issues arising in sports law in my profession is priceless. Sports entities, whether corporate, amateur, or professional in nature, recognize the unmatched value NSLI students add to the sports industry. I am extremely satisfied with my choice to pursue, and attain, the Certificate while in law school, and happy to know I will always be able to look back on my law school experience and know the three years of hard work will bring a lifetime of hopeful success in the sports industry.

Andy Shiffman, Class of 2009, Assistant Video Coordinator, University of Memphis Tiger's Basketball Team, Memphis, TN

During my time in the program, the directors made it a point to give me varied opportunities with internships. I felt that they were there to find a position for me, but at the same time, I could not just sit back and wait for something to happen. I have consistently brought up in interviews, and just normal conversation, that the contrast of opportunities that I had on both the professional and collegiate side of athletics led me to realize my passion for working in college sports. Working with Brent Moberg (L'04) at Northern Illinois University allowed me to get my foot in the door, and without that opportunity, I am positive I would not have pursued the University of Wisconsin position, which lead to the position with Ohio State, and then lead me to my current position with the University of Miami.

In pursuit of the Certificate, I realized that the burden is on the individual to make the most out of the opportunities presented. Though I may not have been an elite performer in the classroom when compared to other Certificate recipients in my graduating class, I know that I put forth a great effort with the internships I had, and those experiences and opportunities are what have shaped my work ethic and mentality to this day.

More specifically, my employers have mentioned that a major reason for their hiring me was the experience that I had. The fact I have the Sports Law Certificate is something I include in the first paragraph of my cover letter, and It has been a topic of discussion during several different interviews.

FALL 2010 SYMPOSIUM ISSUE OF THE *MARQUETTE SPORTS LAW REVIEW*

I also think that having a law degree carries a certain weight when a co-worker or colleague asks a question. The Certificate adds to that built-in respect and cache by being concentrated in sports specifically. Over the past two months I have had several people stop by my office and ask what the Certificate is, what it means, how I achieved it, and what it means to me.

To be honest, the pursuit of the Certificate is the sole reason I chose to study at Marquette. When I reflect about the choice to uproot myself half way across the county to pursue more of an idea than a specific goal, I put a lot of faith in the Sports Law program. I have been rewarded with a career I enjoy that I'm driven to succeed in, and that I know I would not have had access to were it not for the Sports Law Program.

I know I've said it many times before, but thank you for all your help during my time at Marquette, I would not be where I am today without you pushing me to work as hard as I could to become who I am.

Dan Raben, Class of 2009, Assistant Compliance Director
- Eligibility, University of Miami Athletics, Coral Gables,
FL

The fall 2010 issue of the *Marquette Sports Law Review* will feature a symposium including articles written by members of the Sports Law Alumni Association. The issue should be published by January of 2011. Any alum interested in receiving a copy of this issue should send an email to paul.anderson@mu.edu by November 1, 2010. Alums whose articles will be featured in the symposium include Paul Anderson (L'95), Scott Chandler (L'10), Mark Dodds (L'05), Martin Greenberg (L'71), Noel Johnson (L'10), Kristen Knauf (L'10), Lauren McCoy (L'09) Bill Miller (L'96), Alex Porteshawver (L'10), Kristi Schoepfer (L'01), Bryan Ward (L'10), and Marie-France Wilson (LL.M.'10). One special feature is that it will contain the article selected as the winner of the 2010 Sports Law Student Writing Competition. The 2010 winner is Brittany Van Roo of the class of 2010 for her article "One Trilogy That Should Go *Without* a Sequel: Why the Baseball Anti-trust Exemption Should Be Repealed."



Visit the new offices of the National Sports Law Institute within the
Howard Eisenberg Suite, in room 138a of Eckstein Hall.