



## Sports Business and the Law

Friday - January 23, 2009

Location: UO "White Stag" Building (downtown Portland) |

70 NW Couch St, 97209

### 1. REGISTRATION

830 AM - 930 AM

### 2. THE LAW OF SPORTS LEAGUES

930 AM - 1045 AM

- Sports leagues are the primary mechanism through which athletics and other types of competitions are transformed into actual businesses. Sports industry professionals must be familiar with a wide range of business and legal issues, which include and are not limited to: (a) labor/employment law, (b) sponsorship, (c) contracts, (d) licensing, and (e) merchandising.

- **PANELISTS**

- **Jeffrey Standen**; Professor, Willamette University School of Law (*moderator*)
- **Owen Blank**; Partner, Tonkon Torp, LLP
- **Mike Fennell**; General Counsel, Portland Trail Blazers
- **Cara Frey**; VP of Bus. And Legal Affairs, Professional Bowlers Association
- **Larry Miller**; President, Portland Trail Blazers
- **Bob Beban**; General Manager, Eugene Emeralds (*invited*)
- **Lance Lopes**; General Counsel, Seattle Seahawks (*invited*)

### 3. SPORTS BUSINESS IN-HOUSE COUNSEL

11 AM - 1215 PM

- The Portland area is the proverbial Mecca of the athletic footwear and apparel industry. It is the home of NIKE, Columbia Sportswear, and is the North American hub of the *adidas* brand. All of these businesses, as well as other sports companies, retain in-house counsel to more effectively meet their company's legal demands.
- What unique legal issues do these sports companies face? How are their in-house law departments structured to face these special needs? And what does the cluster of sports apparel business in Oregon mean for Oregon lawyers, law schools, and law students? How must they better prepare to meet these legal needs?
- **PANELISTS**
  - **Steven Bender**; Professor, University of Oregon School of Law (*moderator*)
  - **Karen Spencer**; General Counsel, NIKE Golf
  - **Wendy Chan**; Assistant General Counsel, NIKE
  - **Paul Loving**; Sports Marketing Counsel, *adidas*
  - **John Motley**; Brand Protection Counsel, Columbia Sportswear
  - **Matt Dyste**; Director of Brand Management; UO Athletics (*invited*)

### 4. LUNCH

1215 PM - 1 PM

- Box Lunch provided with conference fee

5. **AGENTS, CONTRACTS, AND NEGOTIATION** **1 PM - 2 PM**
- Agents are important intermediaries in bringing the services of athletes to consumers. Although most people associate agents with contract negotiation, and while that's very important, they do much more.
  - Other services can include: (a) counseling athletes about post-career security, (b) developing a player's marketability, and (c) advising on personal conduct issues.
  - **PANELISTS**
    - **Mark Phelps**; Professor, UO Warsaw Sports Marketing Center (*moderator*)
    - **Greg Nared**; Principal, Greg Nared Agency
    - **David Mondress**; Senior VP of Basketball Operations, BDA Sports Management
    - **Sonya Abraham**; Agent, Sport Management Worldwide
    - **Gary Way**; Managing Attorney, Sports Law Practice Group, NIKE
    - **Joey Harrington**; New Orleans Saints, UO Football (1998-2002) (*invited*)
    - **Alberto Salazar**; Coach, NIKE Oregon Project, UO Legend (*invited*)
    - **Sonja Henning**; NIKE (*invited*)
6. **ATHLETIC ASSOCIATIONS AND LEGAL COMPLIANCE** **215 PM - 315 PM**
- There are numerous athletic associations within the business of sports (e.g. NCAA, Pac-10, and USOC). Similarly, there are numerous legal issues surrounding the activities, rules, and governance of these institutions, which include and are not limited to: (a) scholarships, (b) academic eligibility, (c) conduct policies, and (d) sanctions for violations.
  - **PANELISTS**
    - **James O'Fallon**; Professor, University of Oregon School of Law (*moderator*)
    - **Bill Clever**; Asst. Director of Compliance; University of Oregon
    - **LeAnne Brooks**; Asst. AD for Academic Eligibility, Univ. of Oregon
    - **Michael Callier**; NIKE, UO Football (1997-2000)
    - **Kit Morris**; NIKE, Director of Collegiate Sports Marketing (*invited*)
    - **Jim Noel**; ESPN, VP of Business Affairs (*invited*)
    - **Tim Roberts**; President, Oregon Sports Network (*invited*)
    - **Matt English**; Athletic Director, Concordia University (*invited*)
7. **ROUND ROBIN PANEL: CURRENT ISSUES IN THE SPORTS INDUSTRY** **315 PM - 4 PM**
- The moderators will facilitate a conversation between the audience regarding hot topics in sports business and sports law.
  - **PANELISTS**
    - **All Previous Panelists and Moderators Invited**
    - **Dr. Lynn Lashbrook**; President, Sport Management Worldwide
8. **RECEPTION** **4 PM - 5 PM**
- Great sponsorship opportunity for a industry company or law firm