

# MARQUETTE LAW SCHOOL

## SPORTS LAW



**MARQUETTE**  
UNIVERSITY

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LAW SCHOOL



# S P O R T S      L A W

Marquette University Law School's Sports Law program provides the nation's most comprehensive offering of sports law courses and student internships with sports organizations as well as opportunities to become a member of the *Marquette Sports Law Review* and the Baseball Arbitration, Sports Law Negotiation, and Sports Law Moot Court teams. Our broad, well-rounded curriculum is designed to provide law students with both a theoretical and practical education concerning legal regulation of the United States amateur and professional sports industries as well as an understanding of Olympic, international, and comparative sports law issues.

Sports law students learn about many specialized areas of law with general application outside the sports industry (e.g. antitrust, labor, intellectual property, federal disability discrimination laws, etc.) and develop contract negotiation and drafting, business planning, and transactional skills. They also learn how several related areas of law combine to govern a complex industry and how courts resolve competing policy concerns when different bodies of law intersect and conflict. The primary purpose of the Sports Law program is to enhance our students' legal education. Virtually all of the knowledge and skills developed by students in sports law courses and internships are readily transferable and useful in serving clients in other industries. Most Sports Law program alumni practice law and have a variety of clients, including some in the sports industry.

Recently, our sports law students have also gained valuable internship experience with the NCAA, the United States Olympic Committee, NIKE, Inc., the Atlantic 10 Conference, Genesco Sports Enterprises, the Charlotte Bobcats, and the Cleveland Browns, as well as local sports clubs and organizations, and university and high school athletic departments. Some of our recent alumni are employed by the Marquette University Athletic Department, the Milwaukee Brewers, Milwaukee Bucks, the Green Bay Packers, the Atlanta Braves, the Orlando Magic, the NCAA, the University of Notre Dame, and the University of Miami, among other organizations.

Founded in 1989, the National Sports Law Institute (NSLI) is affiliated with Marquette's Sports Law program. Its mission is to be the leading national educational and research institute for the study of legal, ethical, and business issues affecting amateur and professional sports from both an academic and practical perspective. It provides educational opportunities for law students as well as current and future leaders in the sports industry. The NSLI provides a national forum for discussion and consideration of American and international sports issues and encourages input by persons and organizations with a wide range of viewpoints. The NSLI seeks to promote a legal environment in which sports at all levels of competition will flourish. In an effort to achieve these goals, the NSLI sponsors high quality national conferences and symposia and disseminates knowledge through publication of thoughtful scholarship in the *Marquette Sports Law Review*. It also serves as a resource for the media and public. As a part of Marquette University, a Catholic Jesuit university, the NSLI is committed to searching for truth, discovering and sharing knowledge, fostering professional excellence, developing leaders, and serving those in the sports industry. Although the NSLI does not espouse any particular ideological viewpoint, it does seek to promote ethical and moral practices within the sports industry as a means of furthering Marquette University's mission.



## NSLI SPORTS LAW CERTIFICATE

Only students graduating from Marquette University Law School who fulfill all of the following requirements may earn the National Sports Law Institute's Sports Law Certificate. The Certificate is presented to each student after his or her law school graduation.

1. Both introductory sports law survey courses (3 credits): Amateur Sports Law and Professional Sports Law.
2. One sports law workshop (2 credits): Legal and Business Issues in Baseball; Legal and Business Issues in Collegiate Athletics; Legal Issues in Youth, High School, and Recreational Sports; Representing Professional Athletes and Coaches; Sports Industry Governance; Sports Sponsorship and Marketing Legal and Business Issues; or Sports Venues: From Election Day To Game Day.
3. The Selected Topics in Sports Law Seminar, or a research paper on a sports law topic in another Law School seminar (2 credits).
4. Topics in Advanced Legal Research - Sports Law (2 credits).
5. Alternative Dispute Resolution or related ADR course.
6. One or more of the following substantive law courses that significantly impact the sports industry:
  - Antitrust Law
  - Business Associations
  - Constitutional Law 2: Speech and Equality
  - Disability Law
  - Education Law
  - Federal Income Taxation of Individuals
  - Intellectual Property Law
  - Labor Law
7. *Marquette Sports Law Review* staff position for a full academic year.
8. A one semester NSLI-sponsored volunteer sports law internship (no academic credit awarded).



*Lauren McCoy, Assistant Professor, Sports Management, University of Wisconsin-Parkside (Class of 2009)*

### *Marquette Sports Law Review*

Established in 1990, the *Marquette Sports Law Review* is the first United States scholarly publication to focus on legal, ethical, and business issues related to professional and amateur athletics. The *Sports Law Review* is produced and edited by Marquette law students, who earn academic credit for their work. It publishes articles and essays submitted by sports lawyers, sports industry professionals, law professors, and law students on a broad range of sports-related topics. Recently published articles have discussed Major League Baseball's drug testing program, the effects of a work stoppage in the National Football League, green sports facilities, legal issues surrounding college coaching contracts, social media and the rights of publicity and privacy, and many other subjects of current interest.

### *J.D./M.B.A. in Sports Business Program*

The J.D./M.B.A. in Sports Business program is offered by Marquette University's Law School and College of Business Administration. The program generally enables students to earn both the J.D. and M.B.A. degrees in less time than if each degree were pursued separately. By also earning the National Sports Law Institute's Sports Law Certificate, students have the opportunity to combine their knowledge of sports law with a graduate business education that will provide them with a unique package of educational credentials that promises to be attractive to sports industry employers. Graduates will acquire knowledge and understanding of the theoretical and practical legal and business issues likely to be encountered by sport organizations in the 21st century. The hallmark of this degree program is the readily transferable legal and business knowledge and skills that can be applied to a wide range of employment opportunities outside the sports industry. Detailed information on the joint degree program is at <https://law.marquette.edu/programs-degrees/joint-degrees/jdmba-sports-business>.

### *LL.M. in Sports Law for Foreign Lawyers*

The Masters of Laws (LL.M.) in Sports Law program offers foreign-educated lawyers a unique opportunity to engage in the in-depth study of sports law, including United States, Olympic, international, and comparative sports law issues. LL.M. students take the same courses as J.D. students (which provides a forum for U.S. and foreign students to learn from each other) and must complete an LL.M. Directed Research Project on an international or comparative sports law topic. Detailed information on the LL.M. in Sports Law program is at <https://law.marquette.edu/programs-degrees/llm-sports-law-0>.

### *M.A. in Sports Leadership*

Marquette University Law School students may take courses offered as part of the College of Professional Studies' Masters in Leadership Studies - Sports Leadership Specialization. Detailed information on this program is at [http://www.marquette.edu/cps/Sports\\_Leadership\\_Specialization.shtml#](http://www.marquette.edu/cps/Sports_Leadership_Specialization.shtml#).



Photo Credit: Zachary D. Porter, Fulton County Daily Report

*Greg Heller, Senior Vice President and General Counsel, Atlanta Braves (Class of 1996)*

# C U R R I C U L U M

## **AMATEUR SPORTS LAW (3 Credits)**

This course covers various amateur sports law issues and focuses on legal regulation of interscholastic, intercollegiate, and Olympic sports. Topics covered may include constitutional law, tort law, contract law, Title IX gender discrimination, federal disability discrimination laws, the legal relationship between a university and its student athletes, regulatory authority of the National Collegiate Athletic Association, United States Olympic Committee, and high school athletic associations, antitrust law, resolution of disputes affecting Olympic sports (including the jurisdiction and operation of the Court of Arbitration for Sport), and regulation of private educational institutions and sports associations.

## **CONTEMPORARY LEGAL ISSUES: COMPARATIVE AND INTERNATIONAL SPORTS LAW (2 Credits)**

This course examines the legal and international dimensions of the modern sports industry. Among topics covered are the historical development of professional team sports, the structure of sporting organizations, the domestic and international governance of sport, and the impact of public regulatory regimes on the internal regulation of sport. Also examined is the legal status of athletes as employees, public and private efforts to eliminate doping, and the impact of intellectual property on sponsorship and promotion of sporting events. Special attention will be paid to the ever-increasing commercialization and globalization of sport.

## **CONTEMPORARY LEGAL ISSUES: SPORTS INDUSTRY TAXATION ISSUES (2 Credits)**

This course will introduce students to a range of tax law, policy, and practice issues arising in the amateur and professional sports industries, including the construction and financing of sports facilities, college athletics, the compensation of professional athletes (including federal, state, and international tax issues), and the structure and operation of professional sports leagues and franchises (including choice of entity, day to day operations and business sale). Federal Income Taxation of Individuals is a prerequisite.

## **PROFESSIONAL SPORTS LAW (3 Credits)**

This course covers various legal issues affecting the professional sports industries and focuses on antitrust, labor, contracts, regulation of private associations, regulation of athlete agents and their ethical duties, and intellectual property and sports broadcasting issues.

## **SEMINAR: SELECTED TOPICS IN SPORTS LAW**

**(2 Credits)** This seminar explores selected topics pertaining to professional and amateur sports. Topics may vary from semester to semester. The seminar features presentations by members of the Marquette faculty pertaining to sports law issues in their fields of study. Each student in the seminar will write a substantial research paper on a specific topic chosen in consultation with the instructor. Either Amateur Sports Law or Professional Sports Law is a prerequisite for this seminar.

## **WORKSHOP: LEGAL AND BUSINESS ISSUES IN**

**BASEBALL (2 Credits)** This workshop explores the legal and business issues that Major League Baseball and its member clubs encounter on a regular basis and their

practical implications. Topics include an overview of the Collective Bargaining Agreement, player contracts, salary arbitration, media rights, sponsorships, and ballpark renovation. Professional Sports Law is a prerequisite.

## **WORKSHOP: LEGAL AND BUSINESS ISSUES IN COLLEGIATE ATHLETICS (2 Credits)**

A practical workshop applying the legal doctrines and theories covered in Amateur Sports Law to current legal and business issues affecting the regulation and governance of intercollegiate athletics. Topics covered and practical skills developed may relate to challenges to intercollegiate eligibility and amateurism rules, academic progress and graduation rates; the NCAA's Legislative Services Database (LSDBi), and enforcement of NCAA rules (including proceedings before the Committee on Infractions and Infractions Appeals Committee); athlete privacy (e.g., FERPA and HIPPA regulations); gender equity compliance; prevention of sexual and racial harassment; application of the Equal Pay Act, Title VII and collegiate coaching contract disputes; legal rights of former student-athletes (e.g., exploitation of right of publicity); the economics of collegiate athletics; and critiques of the collegiate model of athletics. Amateur Sports Law is a prerequisite.

## **WORKSHOP: LEGAL ISSUES IN YOUTH, HIGH SCHOOL, AND RECREATIONAL SPORTS (2 Credits)**

A practical workshop applying the legal doctrines and theories covered in Amateur Sports Law to current legal issues affecting the regulation and governance of youth, high school and recreational sports. Topics covered and practical skills developed may relate to the application of the Federal Volunteer Protection Act; review of constitution/bylaws of youth sports organizations for legal compliance; comparative analysis of high school athletic associations and their status as state actors; constitutional rights in high school athletics; student-athlete prayer; gender equity compliance and concerns in high school athletic programs; prevention of sexual and racial harassment and hazing of student-athletes; waivers and releases of tort liability for injuries; premises liability; recreational safety and user statutes; legal duties of care and risk management; and participation rights of homeschooled students. Amateur Sports Law is a prerequisite.

## **WORKSHOP: REPRESENTING PROFESSIONAL ATHLETES AND COACHES (2 Credits)**

The study of the formation, interpretation, negotiation and enforcement of sports marketing contracts as well as coaches' contracts. Topics covered include the agent's role in representing professional athletes and coaches, contract compliance with professional sports league collective bargaining agreements, tax planning for the athlete, and the ethical duties of attorney agents. Professional Sports Law is a prerequisite.

## **WORKSHOP: SPORTS INDUSTRY GOVERNANCE (2 Credits)**

This course focuses on the intersection of legal and business issues that professional sports leagues and their member clubs encounter on a regular basis and their practical implications. Using the National Football League's organization, business operations, and litigation experience as a point of reference, the course will examine the tensions between the business objectives of the league, its clubs, players, sponsors and fans as well

as the developing legal precedents that govern these relationships.

#### **WORKSHOP: SPORTS SPONSORSHIP AND MARKETING LEGAL AND BUSINESS ISSUES (2 Credits)**

This course will introduce students to a variety of sports sponsorship and marketing legal and business issues, particularly contract and intellectual property laws as applied to sports marketing arrangements and sports sponsorship agreements as well as their underlying business objectives and risks. It will focus on the development of practical legal skills, including how to effectively negotiate and draft sports sponsorship and marketing contracts and to protect a client's contract and intellectual property rights in connection with sports sponsorship agreements and marketing arrangements. Professional Sports Law or Intellectual Property Law is a prerequisite for this course.

#### **WORKSHOP: SPORTS VENUES: FROM ELECTION DAY TO GAME DAY (2 Credits)**

The course is dedicated to the study of the legal, financial, developmental, and political creation of sports facilities in the United States. The course will examine the reasons for the stadium boom and proliferation of sports facilities in our country; the current debate relative to the desirability of public tax dollars underwriting sports venues; the ways in which sports facilities are financed and funded; the creation of governmental bodies known as stadium or taxing authorities; the development process and the real estate implications of stadium creation; the development of a long-term leasehold arrangement between landlord and tenant; litigation challenging government participation in financing and referendums; the creation of public-private partnerships and the risks, financial requirements, and nature of the partnership; the creation of contractually obligated income and the ways in which revenue generation meets the bottom line needs of all interested parties; construction implications relative to the creation of facilities including issues of cost overruns, insurance, and the ADA; relocation and retention issues relative to utilization of facilities for keeping the team at home; a review of the so-called facilities arms race in our universities and the nature of this race; and finally, trends for the future of stadium development.

#### **TOPICS IN ADVANCED LEGAL RESEARCH: SPORTS LAW (2 Credits)**

This workshop focuses on advanced legal research methods and sources related to amateur and professional sports. Sources include administrative materials, treatises, practice materials, association regulations, commercial databases, and the Internet. Students will prepare a research plan that will describe and document their particular research methods used concerning a topic approved by the instructor. This workshop may be used to satisfy the Law School's advanced legal research requirement.

#### **SPORTS LAW MOOT COURT TEAM (2 Credits)**

J.D. students interested in developing their oral argument and brief-writing skills are eligible to be selected for Marquette's Sports Law Moot Court Team if they successfully complete the Law School's Appellate Writing and Advocacy course. The team participates in the Mardi Gras Invitational National Sports Law Competition held in New Orleans each year.



*Jaime McGaver, Assistant Director of Compliance/Operations, Marquette University Athletic Department (Class of 2006)*

### ***Sports Law Internships***

Under the supervision of the National Sports Law Institute's directors, Marquette J.D. students have the opportunity to gain valuable legal and business experience by participating in one semester volunteer sports law-related internships. Internship sponsors may include the Lewis University Athletic Department, the Marquette University Athletic Department, the Milwaukee Brewers, the Milwaukee Bucks, the Milwaukee Wave, the Northern Illinois University Athletic Department, ScheerGame Sports Development, LLC, the Southeast Wisconsin Professional Baseball Park District, South Milwaukee High School, the University of Wisconsin - Green Bay, the University of Wisconsin - Madison, the University of Wisconsin - Milwaukee, and the University of Wisconsin - Parkside.

### ***Milwaukee Brewers Baseball Club Salary Arbitration Internship***

For students interested in pursuing a career in sports, the Milwaukee Brewers Baseball Club salary arbitration internship is an excellent opportunity to gain high quality legal and player personnel experience. The chosen intern works with the Brewers' salary arbitration team to research and prepare salary arbitration cases.

### ***NIKE Legal Department Externship***

Students participating in Marquette's Sports Law program are eligible to be selected for a unique externship program with the NIKE Legal Department at the company's world headquarters in Beaverton, Oregon. Each year a J.D. student is selected to work for a semester with NIKE's Sports Law Practice Group on a variety of sports-related legal matters, while taking courses as a visiting student at Lewis & Clark Law School.

### ***National Baseball Arbitration and Sports Law Negotiation Competitions***

Sports Law program students are eligible to participate in the *National Baseball Arbitration Competition*, a simulated salary arbitration competition modeled closely on the procedures used by Major League Baseball (MLB), held in New Orleans each spring, and the *National Sports Law Negotiation Competition*, in which students are given fact patterns focusing on real-world sports issues such as contract negotiation and intellectual property issues of individual athletes, leagues, teams, and licensing companies, held in San Diego each fall.



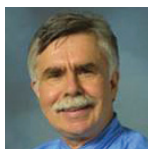
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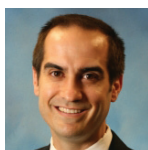
**Matthew J. Mitten** is Professor of Law and Director of the National Sports Law Institute and the LL.M. in Sports Law Program for Foreign Lawyers. Professor Mitten earned a B.A. in economics from The Ohio State University and his J.D., *magna cum laude*, from the University of Toledo College of Law. He teaches Amateur Sports Law, Professional Sports Law, and Torts, as well as US Sports Law at the University of Melbourne in Australia, and co-teaches the Sports Sponsorship and Marketing Legal and Business Issues Workshop. A leading sports law scholar, he co-authored *Sports Law and Regulation: Cases, Materials, and Problems* (2d ed.) (Aspen 2009). Matt is a member of the Court of Arbitration for Sport and the Sports Lawyers Association's Board of Directors. He formerly practiced antitrust and intellectual property law and commercial litigation with Kilpatrick, Townsend & Stockton in Atlanta, Georgia.



**Paul M. Anderson** is the Associate Director of the National Sports Law Institute and an Adjunct Professor of Law. He earned his B.A. in economics and philosophy, *cum laude* and Phi Beta Kappa, from Marquette University and is a graduate of the Law School where he received the first Joseph E. O'Neill scholarship for sports ethics. Professor Anderson teaches Topics in Advanced Legal Research - Sports Law, Legal and Business Issues in Collegiate Athletics, Legal Issues in Youth, High School and Recreational Sports, the Selected Topics in Sports Law Seminar, and Entertainment Law. He is the founder and chair of the Sports Law Alumni Association and received the 2003 Sports Law Alumnus of the Year Award. Professor Anderson is former Editor-in-Chief and current faculty co-advisor to the *Marquette Sports Law Review*. He is the author of numerous articles and books including *Introduction to Sports Law* (2009) (with Spengler, Connaughton and Baker). The former Editor of the *Journal of Legal Aspects of Sport* and former Managing Editor of the *Journal of Sport and Social Issues*, he is editor of several sports law publications, including *Sports Betting and the Law* (ASSER International Sports Law Series 2011) (with Blackshaw, Siekmann, and Soek). A member of the Case-law Committee of the International Association of Sports Law, he is also Chair of the Sports and Entertainment Law Section of the State Bar of Wisconsin.



**J. Gordon Hylton**, Professor of Law, is a specialist in the legal history of sport. He teaches Comparative and International Sports Law and Historical and Sociological Foundations of Sport. Professor Hylton is the former chair, and current Chair-Elect of the Association of American Law Schools Section on Law and Sports, and from 1997 to 1999, he was the Interim Director of the National Sports Law Institute. His sports law publications include *Sports Law and Regulation* (1999) (with Paul Anderson), a forthcoming book on sports law from Oxford University Press (with Paul Haagen of Duke University), as well as a series of articles on the legal history of sport. Professor Hylton is a graduate of Oberlin College and the University of Virginia Law School, and he holds a Ph.D. in the History of American Civilization from Harvard University. He has also taught as a visiting professor at the University of Virginia, Washington and Lee University, and Washington University, as well as universities in Ukraine and Australia. He is a former Fulbright Scholar in Ukraine and Russia.



**Matthew J. Parlow** is the Associate Dean for Academic Affairs and an Associate Professor of Law. He previously taught for three years on the faculty of Chapman University School of Law, where he was voted Professor of the Year in 2007-08, and one year at Whittier Law School. He holds a J.D. from Yale Law School, where he was an editor of the *Yale Law and Policy Review* and the *Yale Journal on Regulation*, and a B.A. from Loyola Marymount University. Dean Parlow's sports law scholarship focuses on publicly financed sports facilities, the power of professional sports league commissioners to punish players for misbehavior committed off of the court or field, and the changing economics of the NBA and its impact on the league's collective bargaining agreement. Prior to his academic career, Dean Parlow was an associate with the Los Angeles firm of Manatt, Phelps & Phillips, LLP. He also served as a law clerk for the Honorable Pamela Ann Rymer of the United States Court of Appeals for the Ninth Circuit.



**Mary Kay Braza** is a partner and member of Foley & Lardner LLP's management committee and chair of its Sports Industry Team. Ms. Braza's practice focuses primarily on sports across a wide array of issues. She represents parties involved in the sale of major league franchises, including Rangers Baseball Express in its successful purchase of the Texas Rangers, and the Ricketts family in its purchase of the Chicago Cubs. She serves as outside counsel to Major League Baseball in a wide variety of issues including strategic planning and litigation. She also works closely with

MLB Advanced Media on matters such as licensing disputes, patent litigation, and technology and consulting agreements. Ms. Braza received her B.A. and J.D., *magna cum laude* and Order of the Coif, from Cornell University, where she was note editor for the *Cornell International Law Journal*. She is also an Adjunct Professor of Law co-teaching the Sports Industry Governance Workshop, and is a member of the NSLI's Board of Advisors. She is an adjunct professor at John Marshall Law School where she teaches a Sports Law course. She was named one of America's Leading Lawyers in the area of sports law by *Chambers USA* in 2006-2010.



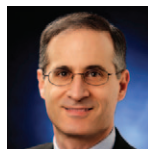
**Martin J. Greenberg** is the managing member of the Law Office of Martin J. Greenberg, LLC, specializing in the areas of real estate and sports law. He is the former Chair of the Wisconsin State Fair Park Board and the Wisconsin Sports Development Corporation, and currently serves on the Board of the Southeast Wisconsin Professional Baseball Park District (Miller Park). He is an Adjunct Professor of Law at Marquette University Law School where he has taught real estate and sports law courses for over 35 years. He currently teaches the Representing Professional Athletes and Coaches Workshop and Sports Venues: From Election Day to Game Day. He is the founder of the National Sports Law Institute and served as its Director from 1989 to 1997. He is also the former Chair and a current member of the NSLI's Board of Directors. The Institute has established the Martin J. Greenberg Award for Excellence in the Study of Sports Law in honor of his many contributions. Greenberg was awarded the 2001 Joseph O'Neill Award and the 2007 Charles W. Mentkowski Law Alumnus of the Year Award by the NSLI. He is also the recipient of the Milwaukee Bar Association Lawyer of the Year Legal Scholar Award (1988), the Wisconsin Bar Foundation Donald O'Melia Local Service Award (2009), the Wisconsin Law Journal Leaders in the Law (2009), and is noted in the publication "Best Lawyers in America." Greenberg has authored or co-authored several books including *Sports Law Practice* (1993 & 1998), *SportsBiz* (1989), and *The Stadium Game, Second Edition* (2001).



**Jim McKeown** is chair of the Antitrust Practice Group at Foley & Lardner LLP and a member of its Sports Industry Team. An experienced trial lawyer, McKeown has represented clients in a number of high profile antitrust and sports cases. McKeown was involved in Major League Baseball's successful consolidation of League and Club interactive media rights and the formation of MLB Advanced Media, L.P. He has served as a source on sports antitrust issues for various national media, and has two recent publications in the *Marquette Sports Law Review* - "2008 Antitrust Developments in Professional Sports: To the Single Entity and Beyond" (Spring, 2009) and "The Economics of Competitive Balance: Sports Antitrust Claims After *American Needle*" (Spring 2011). He is an Adjunct Professor of Law co-teaching the Sports Industry Governance Workshop, and is a member of the NSLI's Board of Advisors. Prior to joining Foley & Lardner, McKeown served as a law clerk to the Honorable Harlington Wood, Jr. of the United States Court of Appeals for the Seventh Circuit. Mr. McKeown has been listed in *The Best Lawyers in America*®, *Legal 500*, and *Wisconsin Super Lawyers*®.



**Richard Reider**, President of RaR Consulting, LLC, has almost 30 years of sales and marketing experience, most of which was obtained at the Miller Brewing Company. He was Manager of Sports and Event Marketing for 16 years. In that role he was responsible for managing a variety of local and national properties including regional sports teams (e.g. Milwaukee Brewers, Milwaukee Bucks, Chicago White Sox, Green Bay Packers, Minnesota Vikings, Detroit Red Wings) and many special events (including the NFL Super Bowl). He also has extensive experience in boxing, golf, professional beach volleyball, and college sports. His expertise lies in strategic planning and brand management, as well as project planning and execution. He is a member of the NSLI's Board of Advisors, an Adjunct Professor co-teaching the Sports Sponsorship and Marketing Workshop, and an Adjunct Professor in Marquette's College of Professional Studies where he teaches a graduate course titled Sports Communication. He received his B.A. from the State University of NY-Buffalo and an M.A. from the University of Southern California.



**Rick Schlesinger** is the Chief Operating Officer of the Milwaukee Brewers Baseball Club after previously serving as Executive Vice President - Business Operations. Schlesinger oversees the Club's business affairs, including sponsorships, marketing, ticket sales, guest services, public relations, community relations, broadcasting and communications. Prior to joining the Brewers, Schlesinger served as the Vice President, Business and Legal Affairs/Assistant General Manager for the Anaheim Angels after coming to Anaheim Sports, Inc. (ASI) from Walt Disney Pictures and Television. Schlesinger handled all contract and legal matters for ASI, the Angels and the NHL's Mighty Ducks, and worked on all contractual and arbitration

issues for the baseball club. A Phi Beta Kappa graduate from the University of Wisconsin-Madison, Schlesinger received his J.D. from Harvard Law School (*cum laude*). Schlesinger was with the Los Angeles law firm of Latham and Watkins before joining Disney. Active in the community, Schlesinger serves on the Boards of the Make-A-Wish Foundation of Wisconsin, the YMCA, and the Wisconsin Sports Development Corporation, and is a member of the Greater Milwaukee Committee that contributes to the cultural and economic base of the Milwaukee Metropolitan area.



**Allan H. (Bud) Selig**, the ninth Commissioner of Major League Baseball, is Distinguished Lecturer in Sports Law and Policy and co-teaches Professional Sports Law. Selig has led the way toward implementation of many of the game's structural changes, including the Wild Card playoff format, Interleague Play, realignment, restoration of the rulebook strike zone, consolidation of the leagues' administrative functions, and limited

instant replay. In August 2002, Selig engineered an historic labor agreement with the MLBPA that avoided a work stoppage for the first time in 30 years. In November 2005, MLB and the MLBPA announced another historic agreement to fortify its drug testing policy, the strongest in professional sports. Selig is guiding the game through a significant renaissance. In 2010, despite the challenging national economy, MLB attracted almost 73.06 million fans, the 6th highest total ever. Revenues have also increased more than five-fold, from \$1.2 billion in 1992 to \$6.8 billion in 2010. In August 2010, the Milwaukee Brewers unveiled a statue in Selig's likeness outside Miller Park, honoring all of his efforts for his hometown of Milwaukee and for his leadership of the Brewers and the game of baseball.



**Joseph E. Tierney III** is a shareholder with the Milwaukee law firm of Meissner Tierney Fisher & Nichols S.C., where his primary areas of practice include estate and trust planning, corporate and partnership tax planning, and business acquisitions and sales. Tierney received his B.S. degree from Marquette University. He is a graduate of Marquette University Law School where he was Editor-in-Chief for the *Marquette Law Review*. He is also a graduate of New

York University Law School with a Masters Degree in the law of taxation. He has authored and spoken for various professional organizations, including the State Bar of Wisconsin, Wisconsin Institute of CPAs, Corporate Practice Institute, Professional Institute of Tax Study. He is listed in *The Best Lawyers in America*® and *Wisconsin Super Lawyers*® and has a Martindale-Hubbell AV® peer review rating. He has authored numerous articles in various tax journals, including *Tax Notes* and the *Journal of Passthrough Entities*.



**Ron Walter** is the Vice President – Alternate Governor of the Milwaukee Bucks and a retired partner with Foley & Lardner LLP. In his duties with the Bucks, Mr. Walter's responsibilities include the team's business and legal affairs. He also serves as the representative of the Bucks on the NBA Board of Governors. Professor Walter is a former Chair of the NSLI's Board of Advisors and an Adjunct Professor of Law who previously taught

Sports Industry Legal and Business Practices. He also guest lectures on various topics in other courses.



**Teddy Werner** is the Senior Director of Business Operations for the Milwaukee Brewers. Teddy earned a B.A. in history from Yale University and his J.D. from Duke University. Teddy assists with the Brewers' business affairs, with particular attention paid to construction projects and other enhancements to the Miller Park experience. He also oversees the Club's salary arbitration practice, negotiating contracts and preparing cases when necessary. Prior to joining the Brewers, Teddy was a

labor and employment associate at Proskauer Rose LLP in New York.



**Marti Wronski** graduated *summa cum laude* from St. Norbert College and from the University of Wisconsin Law School with High Honors. Marti was an associate with Foley & Lardner LLP and an Assistant Professor of Law at Marquette University Law School before joining the Milwaukee Brewers Baseball Club where she is now Vice President & General Counsel. She oversees all legal and contract work, including negotiating player and coaches' contracts, sponsorship

contracts, overseeing trademark and fan entertainment legal issues, as well as managing compliance matters. In June 2006, Marti was named a Woman of Influence by the *Business Journal*, an honor for women who make a difference in the Milwaukee Community and positively influence the people they work with daily, and in 2010 she was named to the *Business Journal's* 40 Under 40 list. Marti has numerous memberships and affiliations with local and national legal, charitable and professional organizations and communities and has been recognized by various organizations of her peers over the past several years.



**Jason Wied**, Vice President of Administration/General Counsel, Green Bay Packers, Green Bay, WI (Class of 1999)

## NSLI Board of Advisors

Our Board consists of a distinguished group of sports industry professionals and academics who participate in the governance of the NSLI, contribute to the advancement of knowledge regarding legal, ethical, and business issues affecting the sports industries, and provide advice and guidance regarding Marquette's Sports Law program and the NSLI's educational programs and activities.

## Sports Law Alumni Association

All Law School alumni who participated in the Sports Law program are invited to join the Sports Law Alumni Association. Association members raise funds for the Alumni Scholarship Fund, participate in career panels that provide guidance and advice to sports law students, speak at NSLI conferences and seminars, and support the NSLI and Sports Law Program in many other ways.

## Sports Law Society

Marquette University Law School's Sports Law Society provides students with a built-in network of fellow students with similar interests. The Society hosts guest speakers, sponsors various social events, and its members participate in various service activities.

## NSLI Awards and Scholarships

### Professional Achievement Awards

Master of the Game Award

Joseph E. O'Neill Award

Charles W. Mentkowski Sports Law Alumnus of the Year Award

### Sports Law Student Scholarships and Achievement Awards

Anne Wall Brand Protection Award

Francis D. & Jane Keogh Kelly Scholarship

Joseph E. O'Neill Prize for Student Writing

Joseph E. Tierney, Jr. Award

Joseph E. Tierney Memorial Scholarship

Martin J. Greenberg Award for Excellence in the Study of Sports Law

Martin J. Greenberg Venue Excellence Award

National Sports Law Student Writing Competition

Sports Law Alumni Scholarship

Sports Law Alumni Achievement Award

# NATIONAL SPORTS LAW INSTITUTE

**DIRECTOR:** **Matthew J. Mitten**, Professor of Law and Director, LL.M. in Sports Law Program for Foreign Lawyers  
**ASSOCIATE DIRECTOR:** **Paul M. Anderson**, Adjunct Professor of Law and Chair, Sports Law Alumni Association

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