



Sports Business Symposium: Evolving the New Normal

Keynote Speakers

Saint Louis University
John Cook School of Business
Sports Business Program



Mark Lamping
President & CEO
New Meadowlands Stadium Company, LLC



Mark Lamping was named President and CEO of the New Meadowlands Stadium Company, LLC on April 1, 2008. Lamping, who reports directly to the board of directors of this joint venture between Jets Development LLC and Giant Stadium LLC, oversees construction and operations of what is not only the new home for two iconic NFL franchises but will be the sports and entertainment capital of the region. Lamping manages all business operations related to the new stadium, including but not limited to its legal, sales and marketing, and government affairs, design and development, and third-party event business. In addition to the minimum of 20 NFL games that will be played at the New Meadowlands Stadium each season, the stadium will host events ranging from college football to international soccer tournaments to major concerts and more.

Prior to joining the New Meadowlands Stadium Company Mark was the President of the St. Louis Cardinals from September 1, 1994 until March 31, 2008. In addition to the club's 1996, 2000, 2001, 2002, 2005 Central Division titles and 2004 National League Championship, the Cardinals earned their 10th World Championship in 2006. In 1999 and again in 2003, the Cardinals were honored by United Sports Fans of America as Major League Baseball's Fan Friendly Team for their superior efforts to make a day at the ballpark more affordable and enjoyable. In addition to managing the club's business and facility operations, Lamping led the Cardinals new ballpark initiative. On April 10, 2006, Opening Day, the Cardinals officially dedicated the new privately financed ballpark, Busch Stadium. The perfect ending to the inaugural season at new Busch Stadium was the Cardinals winning their 10th World Championship.

In February 1994, Lamping was appointed Commissioner of the Continental Basketball Association. Prior to that Lamping served as Anheuser-Busch's Group Director of Sports Marketing for five years. In that position, he managed the company's TV and radio sports production division and all domestic and international sports marketing activities for Anheuser-Busch's beer brands, including sponsorship agreements for the Olympics, the World Cup and all major professional sports, including Major League Baseball, the National Football League, the National Hockey League and the National Basketball Association.

Lamping joined Anheuser-Busch in 1981. He initially worked as a financial analyst in the company's Corporate Planning division before serving as a District Sales Manager in

Southern Illinois and Central Iowa. He also served as the Senior Brand Manager for New Products and Director of Sales Operations.

While in St. Louis, Lamping was involved in a variety of charitable organizations, including Board of Directors, Habitat for Humanity; Board of Directors, St. Louis Cardinals Community Fund; Board of Directors, Wings of Hope; Chairperson of the Make- A-Wish Foundation Golf Classic in 1997, 1998, and 1999; Chairman of the Old Newsboys Day for children's charities; Chairman of the St. Louis Archdiocese Catholic Charities 2000 and 2001 Christmas Appeal and served as a chairperson for Pope John Paul's 1999 visit to St. Louis.

In 1998, Lamping was honored as Man of the Year by the St. Louis chapter of Sudden Infant Death Syndrome Resources and received the James O'Flynn Award from St. Patrick's Center in recognition of his work to help the homeless in the St. Louis Area. In addition Lamping was the recipient of the Catholic Youth Council 2000 Community Achievement Award and the 2001 Marianist Youth Medal in recognition of his support of youth throughout the St. Louis area. Big Brothers and Big Sisters of St. Louis honored Lamping with their 2001 Legacy Award. In 2006 Lamping was presented the Gateway Leadership Award from the International Leadership Network. Lamping has been inducted into the Vianney High School Hall of Fame and was named 2000 Alumnus of the Year for outstanding achievement by Rockhurst University.

A St. Louis native, Lamping holds a bachelor's of science degree in accounting from Rockhurst University in Kansas City and a master's degree in business administration from Saint Louis University. He currently lives in New Jersey with his wife Cheryl. Mark and Cheryl have 3 children, Brian, Lauren, and Timothy.



William O. DeWitt III
Chairman & Chief Executive Officer
St. Louis Cardinals



Bill graduated from the Taft School in 1986, then went on to major in architectural history and graduated cum laude from Yale University in 1990. After Yale, he served as an assistant to the head of the U.S. Environmental Protection Agency in Washington, DC. He then attended Harvard Business School, graduating in 1995.

Bill is currently President of the St. Louis Cardinals, where he oversees all aspects of the business of the team and its affiliated entities. Prior to his appointment as President, he oversaw design and construction issues for the new Busch Stadium, which opened in the spring of 2006. Bill has taken the lead in planning for Ballpark Village, which will be a mixed-use project next to the new stadium in downtown St. Louis.

He serves on the boards of the Taft School, Cardinals Care (the charitable arm of the St. Louis Cardinals), Big Brothers Big Sisters of Eastern MO, and the Muny. He is also a board member of the RCGA, the Partnership for Downtown St. Louis, and the St. Louis Sports Commission.

Bill is an avid golfer and ice hockey player. He and his wife Ira live in St. Louis with their two children, Natalie (b.1998) and Will (b.2002).



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George Andrews

Law Offices of George J. Andrews
Sports & Entertainment Attorney/Owner

George Andrews has been actively involved in the representation and management of professional athletes since 1973. As an attorney and agent both in the U.S. and Europe, he has negotiated hundreds of player contracts in basketball, football and baseball. In a career spanning over thirty years, his clients have included Earvin (Magic) Johnson, Isiah Thomas, Rolando Blackman, Derek Harper, Herb Williams, Reggie Theus, Rickey Green, Mark Aguirre, Jerry Sichting, Roy Tarpley, Glenn (Doc) Rivers, Carl Banks, Frank Klopas and Evelyn Ashford.

Special successes have included several landmark pacts for Earvin (Magic) Johnson, as well as lifetime contracts for Isiah Thomas, Mark Aguirre and Rolando Blackman.

During his legal career, Andrews has developed many creative methods of drafting player contracts, both in the pre- and post-Salary Cap eras. His innovative approaches to the bargaining process have often been followed by other player representatives; even more impressive, clauses negotiated by Andrews on behalf of his clients have been incorporated into the Collective Bargaining process as new industry standards.

Andrews was a pioneer in placing American players in Europe and he has developed an extensive network of associates throughout Europe and especially in his grandparents' homeland of Greece. In addition to sports related projects in Greece, Andrews has worked closely with his business team of top attorneys and financial and real estate professionals on non-sports ventures.

From April 1999 through July 2001, Andrews was retained by Hoops L.P., to assist in the selection and acquisition of a National Basketball Association (NBA) franchise. Following the successful acquisition of the Vancouver Grizzlies, he served as Assistant General Manager and Legal Counsel. In Vancouver Andrews was instrumental in reorganizing the Grizzlies' international player scouting and development.

Following his work for the Memphis **Grizzlies**, Andrews resumed his Chicago-based Sports Law practice, and has been a legal and personnel consultant for several NBA teams concerning both NBA and European basketball matters.



Dani Apted
President
St. Louis Aces



As president of the St. Louis Aces, a member of the World Team Tennis Pro League, Dani Apted has been dubbed a “Sportspreneur.” Rightfully so, as she’s done more than just bring Pete Sampras, Billie Jean King, John McEnroe, Anna Kournikova and Lindsay Davenport (to name a few) to St. Louis to play tennis; she’s created new tennis fans out of her unique strategy of pairing world class tennis with a cocktail party atmosphere.

Since 2005 she has continued to treat each St. Louis Aces match as a distinctive event that will draw not only tennis or sports fans, but new groups that might never think of a tennis match as a “night out on the town.” Dog Night, Support Our Troops Night or in celebrated St. Louis style, Where’d You Go to High School Night each drew upon a new demographic of people who came to attend a party and ended up leaving the match Aces fans.

“The best thing about the Aces is that I get to make people happy. Fans have a great time; players love how great we treat them and in return are fantastic with media, fans and sponsors. Even better, I get to create sponsorships where St. Louis businesses get to be a really big deal. I think about our family business, what we could afford and what it would mean to us to see our name on the sideline, to get to meet players like Venus Williams and Andy Roddick. I love that at an Aces match a St. Louis business can truly get the VIP treatment and I know that it can help grow their business in return.”

Apted credits her “drive and DNA” to her many successes. The Apted family has owned and operated several sports clubs in St. Louis, Castle Oak and Creve Coeur Racquet Club to name a few. She entered the family business in 2004 when she took over as facility manager of Dwight Davis Tennis Center which was named Public Park of the Year by Racquet Sports Industry in 2010.

One of Apted’s favorite quotes said by World TeamTennis Co-Founder Billie Jean King is **“Champions take responsibility. When the ball is coming over the net, you can be sure I want the ball.”**

“I am thankful every day for the opportunities Saint Louis University gave me to as a college athlete. I find it amazing that I now get the opportunity to work with a living legend like Billie Jean King as that she paved the way for me to reach my goals at SLU, both on and off the court. I was confident and a leader in volleyball and it resonated into the classroom. I want as many women as possible to have healthy athletic experiences to help shape their lives the way mine did. I’m good at my job because college sports conditioned me to be. I work as hard as I can and I go for the win. And some days I don’t get it, but I wake up the next day and I still want the ball.”

Dani graduated from Saint Louis University 2002 with a Major in Business & Minor in Marketing. She was a Conference USA Student Athlete from 1998-2002.

From Ilana Kloss - World TeamTennis CEO/Commissioner -

Dani tackles her job every day with amazing energy and creativity. She cares about her

community and is passionate about creating a best-in-class experience in a very competitive marketplace... and she delivers.

From Anna Kournikova – One of the world’s most popular athletes, former world No. 1 in doubles and ranked as high as No. 8 in singles-

“It has been a really great experience playing for Dani and the St. Louis Aces . She brings a lot of passion, energy and humor to everything she does.”

From Lindsay Davenport- A three-time Grand Slam singles champion and former world No. 1 who also won 55 career singles titles and 37 doubles titles on the Sony Ericsson WTA Tour-

“Dani tackles the business of sports like an athlete. She prepares, she goes the extra step to ensure success and as a former athlete herself, she knows what it takes to make players happy. It is easy to come to St. Louis because you know Dani will have everything organized and taken care of. All you have to do is win.”



Dennis Coates

Professor of Economics

University of Maryland, Baltimore County



Dennis Coates is Professor of Economics at University of Maryland, Baltimore County. He is the Book Review Editor for the Journal of Sports Economics and on the editorial boards of the International Journal of Sport Finance and the Journal of Sport Management. He received his Ph.D. in economics from the University of Maryland, College Park and was on the faculty of the University of North Carolina-Chapel Hill before moving to UMBC in 1995. His work focuses on political economy and public policy issues with emphasis on sport and sports economics topics.



Kevin Demoff

**Executive Vice President of Football Operations & Chief Operating Officer
St. Louis Rams**



Kevin Demoff is in his third year as Executive Vice President of Football Operations & Chief Operating Officer with the Rams. In this capacity, Demoff serves as a liaison to ownership on all operational matters.

Demoff works closely with General Manager Billy Devaney and Head Coach Steve Spagnuolo to develop the Club's strategic plan for player signings and player acquisitions. As the Club's chief negotiator, Demoff is responsible for the Rams' salary cap planning and compliance with the NFL's Collective Bargaining Agreement. Demoff also partners with Devaney and Spagnuolo in aspects of the team's football operations. This past October, SI.com named Demoff one of the NFL's "10 future power brokers".

Demoff oversees the Rams' entire business operations, including marketing and sales, finance, administration, ticketing and community relations. Since arriving in St. Louis, Demoff has been responsible for re-organizing the club's business efforts with a focus on delivering a better overall experience for Rams' fans and increasing the Club's presence in the greater St. Louis community.

Shortly after his arrival in St. Louis, Demoff spearheaded the organization's efforts to become one of the community's strongest philanthropic partners, culminating in the organization being named the "2010 St. Louis Philanthropic Organization of the Year". Since June of 2009, the Rams' staff has taken time out of the office one day each month to work with local non-profits. In 2010, the staff contributed 2,248 hours of community service to organizations such as food pantries, women's shelters and schools throughout the St. Louis metro area.

Reinforcing the Rams' commitment to making the St. Louis region a better place for all citizens, Demoff currently serves on the United Way of St. Louis Board of Directors, the Regional Business Council and the St. Louis Sports Commission. Additionally, Demoff has been selected as the chairperson of the 2011 Salvation Army campaign for St. Louis. Kevin's wife, Jennifer, sits on the Friends of the Magic House committee.

Since coming to St. Louis, Demoff and his family established "Demoff's Dreamers" ticket program, where they personally donate tickets to Children's Hospital for every Rams' home game. Demoff also serves as the co-chair of the March of Dimes Real Golf Challenge benefitting the Missouri Chapter of the March of Dimes and the St. Louis ARC Golf Tournament.

Demoff's efforts to invigorate the Rams fan base have also yielded positive results. Last season, Rams' television broadcasts increased over 66% from the 2009 season, the largest year-over-year gain in the NFL during the 2010 season. The club's 27.0 television rating represented the Club's best yearly average rating since the 2003 campaign.

In 2010, the St. Louis Business Journal named Demoff as one of its “40 Under 40” award winners, which recognizes individuals for their career achievements and community work. Demoff was also recognized by the St. Louis Business Journal as one of “St. Louis’ Most Influential” in February 2010 and 2011.

Prior to joining the Rams, Demoff spent the previous four seasons (2005-08) with the Tampa Bay Buccaneers, where he served as a consultant before being named Senior Assistant in 2006. In this capacity, Demoff assisted General Manager Bruce Allen in contract negotiations, salary cap management, strategic planning and both college and pro scouting. During his tenure with the Buccaneers, the team captured NFC South titles in 2005 and 2007 while posting a winning record in three of his four seasons.

From 2001-04, Demoff served as Director of Football Operations for the Los Angeles Avengers of the Arena Football League. Demoff helped direct the team to its first-ever playoff berth and in his final three seasons with the club, the Avengers posted a record of 28-18, third-best in the Arena Football League, qualifying for the playoffs in each of those seasons.

Born and raised in Los Angeles, Calif., Demoff received a bachelors’ degree in history from Dartmouth College in 1999 and a Masters in Business Administration from the Tuck School of Business at Dartmouth in 2006.

Kevin and Jennifer have two children – a daughter, Claire and son, Owen.



Dan Farrell
Sr. Vice President of Sales & Marketing
St. Louis Cardinals



Originally from New Jersey, Dan Farrell has been with the Cardinals since 1982. He graduated from Mizzou with a degree in economics. Dan started as an intern in the promotions department and has worked his way up to his current position of Sr. Vice President of Sales & Marketing.

Dan oversees all of the Cardinals sales departments, including tickets, corporate sponsorships, broadcasting rights and advertising.

Dan lives in Kirkwood with his three children, Matt, Kelley and Erin.

Daniel T. Flynn
CEO / Secretary General
U.S. Soccer



Dan Flynn learned about winning soccer championships as a product of the famed St. Louis, Mo., soccer scene, eventually becoming a collegiate standout at St. Louis University and helping to guide the Billikens to a 1973 NCAA soccer championship.

As U.S. Soccer's CEO / Secretary General since June 15, 2000, Flynn has taken his lessons learned from the field and applied them administratively at the sports highest level to help spur the United States Soccer Federation's growth into one of the most respected national governing bodies in the country. Through his tireless efforts, Flynn has been responsible for instilling the groundwork for U.S. Soccer's success in the new millennium.

In his more than 10 years as the organization's CEO, Flynn has overhauled U.S. Soccer's business framework, leading to among other things the development and construction of U.S. Soccer's National Training Center at the Home Depot Center in Carson, Calif., which opened in June 2003. With a renewed focus on National Team and player development, as well as facility development, more and more opportunities are arising for youth players of all ages, highlighted by the addition of a number of Youth National Team programs, an increase to 40 players at the U-17 Men's National Team's residency program in Bradenton, Fla., and the creation of the Development Academy Program.

During the summer of 2003 Flynn served as the Chief Executive Officer of the FIFA Women's World Cup USA 2003, putting his strong business background to work in preparing the framework to help the Local Organizing Committee successfully stage the tournament. With attendance peaking above 350,000 despite just four months to organize the event, the tournament was the most financially profitable Women's World Cup ever.

Flynn's career path has included both sports marketing and management positions at Anheuser-Busch, as well as more than 16 years of experience within the sport of soccer at World Cup 1994, the U.S. Soccer Federation and the U.S. Soccer Foundation.

For two years, the 56-year-old Flynn served as Executive Director of the U.S. Soccer Foundation, where he was responsible for the organization's overall management. Prior to joining the Foundation, he played key roles at both World Cup 1994, serving as the Venue Director in Chicago, and at U.S. Soccer, where from 1994 to 1998 he managed the governing body's day-to-day operations at the Federation headquarters in Chicago.

Flynn was a part of the amazing growth of Anheuser-Busch, where he served in numerous capacities both domestically and internationally. He was also directly involved in Anheuser-Busch's sponsorship of the 1986 World Cup in Mexico, which served as the springboard for their future involvement in the sport on a long-term basis.

A graduate from St. Louis University, Flynn was a star defender at SLU from 1973 to 1977, helping the Billikens to an NCAA championship in 1973 and to a runner-up finish in 1974. Born Jan. 20, 1955, in St. Louis, Mo., he is married to Cathy and the couple has three daughters (Lauren, Anneliese and Erin).

Michael Fries
Vice President, Legal Affairs
Isle of Capri Casinos, Inc.



Mike Fries graduated from The John Marshall Law School in Chicago in 1986. Mike began his career in private practice. He had an eclectic litigation and appellate practice until 2001 when he began working for the Illinois Gaming Board. Mike's expertise in gaming law was fine-tuned as he worked his way from legal counsel to deputy chief legal counsel and in 2005, general counsel to the Board.

The Illinois Gaming Board is similar to other regulatory bodies in states where commercial casinos operate. The Board is mandated to maintain the integrity of gaming through regulatory oversight and law enforcement supervision. Among other matters, Mike advised the Board on disciplinary actions against owner-licensees and others able to control or exercise significant influence over the management, assets or operating policies of owner-licensees. Mike also worked with other branches of Illinois government on gaming policy and legislation. In 2010 Mike joined Isle of Capri Casinos, Inc. as Vice President, Legal Affairs in St. Louis, Missouri.

Mike has also served as an adjunct professor at the Loyola University Chicago School of Law from 2008 through 2010 where he taught gaming law. He has appeared as a guest lecturer or panelist at the International Gaming Law Conference in 2002, John Marshall Law School and Loyola University Chicago School of Law and at GLI's annual regulatory roundtable in 2009 and 2010.



Tim Hayden

Managing Director, The Stadia Group

Senior Adjunct Professor, John Cook School of Business

Tim has been an entrepreneur in sports and technology for the last decade. After working for his entire career in sports and marketing for teams and sponsors, he founded his first company based on his Master's thesis at St. Louis University. Vivid Sky became one of the first sports mobile application development companies in the world.

In his spare time, Tim is a senior adjunct professor at Saint Louis University. He teaches in the Business School's Entrepreneurship program, which is ranked #14 in the nation. And he helped the University create a Sports Business program with the support of most Midwest pro-sports teams and sponsors.

Christopher W. Hinckley
Legal Counsel
Missouri Gaming Commission



Christopher W. Hinckley has been a regulatory gaming attorney with the Missouri Gaming Commission since 2007. As an attorney for the Commission, Hinckley oversees and advises on the majority of the Commission's actions in regulating the State's thirteen riverboat casinos. He received his Bachelor of Arts and Masters of Arts in Teaching degrees from Union College in New York. After college Hinckley served as an officer in the United States Navy and moved to St. Louis in 1992 to teach history at the Mary Institute & St. Louis Country Day School. After teaching he attended Saint Louis University's School of Law and graduated in 1999. Shortly after graduating, Hinckley began work as a prosecutor in the Circuit Attorney's Office of the City of St. Louis. As a prosecutor he conducted more than thirty felony jury trials and specialized in prosecuting gang members for serious felony offenses. Hinckley is a member of the International Association of Gaming Regulators and the International Masters of Gaming Law.



Gregory S. Kirkorsky
Senior Vice President Sales, the Americas
STATS LLC



Gregory S. Kirkorsky is SVP of Sales, the Americas for STATS LLC, the leading global provider of sports information and content. STATS is headquartered in Northbrook, Illinois, and is a joint venture between News Corporation and The Associated Press

Mr. Kirkorsky joined STATS in March of 1998. He is responsible for managing the company's sales and business development efforts in North and South America. Under his leadership, STATS has enjoyed increased revenue and profitable earnings each and every year.

During his tenure, Mr. Kirkorsky has successfully closed and managed long-term relationships with leading media companies and consumer brands, including AOL, Time Warner, The Sporting News, Google, NBC Sports, CBSSports.com, MLBAM, Comcast, McDonald's, Red Bull and New York Life. He spearheaded the company's tremendous growth in team sports, specifically in Major League Baseball, stressing advance scouting and STATS' proprietary X-info content as a new business vertical.

STATS has also enjoyed exponential growth in Canada under Mr. Kirkorsky's leadership, securing partnerships with TSN.ca, Rogers Sports Net, Bell Canada, The Score, the Canadian Football League, CanWest Media and many others. In addition, he has established STATS as the leading sports content provider to the rapidly growing mobile industry, including leaders such as Sprint, Verizon, SiriusXM Satellite Radio and RIM.

Mr. Kirkorsky has been in the sports industry for 15 years. Previous to STATS, he led a successful nationwide sales effort at Sports Buff, a national fantasy sports gaming company, to market Sports Buff games in newspapers. Mr. Kirkorsky holds a BS in Communications as well as a MS in Sports Management from Illinois State University.



Matthew A. Levin
Attorney/Shareholder
Markowitz, Herbold, Glade & Mehlhaf

MARKOWITZ HERBOLD
GLADE & MEHLHAF PC

Matt Levin has substantial litigation experience in federal and state courts around the country, as well as in private mediation and arbitration. His clients range from individuals and local startups to Fortune 500 corporations.

In addition to his focus on business litigation, including contract disputes, employment matters, accounting malpractice and real estate disputes, Matt has developed a distinctive sports litigation practice, representing adidas, Andre Agassi and Shaquille O'Neal in business and endorsement matters. Balancing plaintiff and defense work, Matt has achieved multi-million dollar awards and settlements for his clients, and has successfully defended other clients from larger claims. In 2010, he was recognized as a Best Lawyer by *Best Lawyers in America*.

Matt practiced in the Detroit, Michigan area until September 2000, when he and his family relocated to Portland. In Detroit, he represented clients in business litigation, employment, and environmental matters. While in law school, he volunteered on a legal project for battered women.

Matt co-teaches Sports Law at Lewis & Clark Law School which is one of the school's most popular classes. He has served as a member of the Business Advisory Team to the Oregon Department of Education, an organization comprised of business leaders from across the state helping to create a vision and strategic plan to improve public education in Oregon. He has served as president of the First Tee of Portland, which impacts the lives of young people by teaching life skills, character development, family values and personal growth through the game of golf. Matt is also the immediate past president of the St. Andrew Legal Clinic, which provides domestic relations legal services to low-income families, and is in charge of its fabulous wine auction, the "Taste for Justice."



HAROLD C. LEWIS, PRESIDENT
National Sports Agency

Education:

- University of Tampa, BS, Business Scholarship baseball player

Employment:

- 1982 to Present: President, National Sports Agency
- 1982 to Present: President, National Studios, Inc.

Personal:

- Free Agent signee, New York Mets (1979)
- Registered agent with NFLPA since 1982
- Married, Wife: Jill. Daughters: Allyson, Hannah.

Testimonials

Kevin Carter

"The best all-around Representation in the business. When I switched agents to Harold Lewis & NSA, it was the best decision I could make."

Quincy Black, Tampa Bay Buccaneers

"I love working with NSA! The process of choosing an agent was a very tedious one, and they did everything they could to make me feel confident that I made the right decision."

Jason Brown, St. Louis Rams

"Not only does NSA get the job done, but they are also a part of my family. Having them in my inner circle takes away the stress of the business and allows me to focus on football."

Fred Miller

"NSA is hands-down the best agency in the country and I couldn't imagine myself with anyone else. It's unreal how Harold negotiated a tremendous contract for me for more money than I could have ever imagined, and in the end had the team thanking him!"

Ben Patrick, Arizona Cardinals

"NSA has it all. They have the experience and desire to make you a successful player and person. They are a team of people that has made me feel like they were my 2nd family. I have no regrets at all since I've joined NSA. As a 7th round draft pick, they still treat me like a 1st rounder."

C.J. Mosley, Jacksonville Jaguars

"NSA has been my home since Day One. They are not only my agents and business advisors, but my family in every true sense of the word."

Derek Landri, Carolina Panthers

"By having NSA behind me, I know I have a team that is dedicated, loyal and professional. Kevin Omell is informative and relentless. I am proud to have him as an Agent and a friend."

Clint Session Jr. , Indianapolis Colts

“National Sports was a great decision for my family and me. Not only did they work as my agents but they taught us the process as well. I went from a non-draftable player to a 4th round pick. My parents and I feel really at home with National Sports”

Mike Scifres, San Diego Chargers

“When choosing an agency, I didn’t know what to expect but after meeting with Kevin and NSA, I knew right away that they were the agency for me. The friendship I have gained is second to none. My job is made a lot easier knowing they are handling everything.”

Leonard Weaver, Philadelphia Eagles

“Harold Lewis is the best thing that has happened to me and my family. He’s there when I call and is always there for me. Another thing about Harold, he has always been straight up with me. At NSA, I love the family feeling! Everyone is willing to help with all my needs anytime I call. Harold Lewis and NSA are like family to me and are the best family outside my own that I could ask for.”



Todd Leyden
President
NCAA Eligibility Center



Todd Leyden has been President of the NCAA Eligibility Center since 2007. The NCAA Eligibility Center's mission is to ensure prospective student-athletes, member institutions and high schools understand the requirements to participate in NCAA Divisions I and II athletics and to certify their academic and amateur credentials in accordance with NCAA standards and philosophy. Each year, approximately 180,000 prospective student-athletes register with the Center and approximately 76,000 certification decisions are rendered. The Center has 54 full-time employees, 10 part-time employees/ interns, and an additional 25 to 30 personnel providing academic certification services through a relationship with a national personnel services firm. The annual operating budget is \$10 million.

A number of notable accomplishments have occurred during his tenure as President including launching the Eligibility Center in 2007, transitioning academic certification, core-course review and customer service operations from the Clearinghouse, responsibility for amateurism certification from the membership, and academic review and high school review functions from the academic and membership affairs department; transitioned administration of the National Letter of Intent program from the Southeastern Conference; developed a formal business performance management framework and suite of reporting available via SharePoint to the national office and Eligibility Center personnel; launched a significant number of technology initiatives: New registration process and Web site, case processing enhancements, membership portal via Lsdbi and new high school portal; established mechanisms to measure touch-time productivity for academic and amateurism certifications and more importantly supported/led efforts to reduce case duration time and processing cost; and established outsourced relationships for two important business functions: mail operations and domestic academic certifications.

Prior to his position with the NCAA, Mr. Leyden was the founder, with Bryon Parnell, of Payton, LLC a professional services firm that provided consulting and financial management services. He combined a strong consulting and financial background with extensive involvement in community economic development efforts to help clients execute their business strategies. He provided consulting support to clients in the areas of strategic planning, facilitation, process design, executive coaching, business planning, financial analysis and key performance indicators. Prior to this, Mr. Leyden was also a Principal in the Indianapolis Arthur Andersen LLP Office for 17 years. His work with Andersen had a direct impact of billions for Indiana economy. Highlights include: Indianapolis Colts RCA Dome lease negotiations, Council on Competitiveness Clusters of Innovation Study, Indianapolis Mayor Goldsmith's High Technology Task Force, Naval Air Warfare Center, Simon Property Group merger with DeBartolo Realty Corporation, Firm-wide School of the Future Team, Indianapolis office New Economy & Emerging Growth practice, and others. Further, he serves on many non-profit and charity organizations' boards.

Mr. Leyden is married to Robyn with three sons – Payton (deceased), Blake 19 (freshman, Butler University men's soccer team) and Chase 16 (sophomore, Covenant Christian High School).

John Matterazzo
Assistant General Counsel
NIKE



John Matterazzo is Assistant General Counsel, Sport Marketing for NIKE. John's practice focuses on endorsement, sponsorship and promotional contracts and arrangements with professional athletes, major professional sports leagues and international sports federations. His primary areas of responsibility are NIKE's player and league relationships in Major League Baseball, the National Basketball Association and professional golf. Prior to joining NIKE in 2004, John spent five years as Vice President, General Counsel for Orca Bay Capital, a private investment company and owner of the NHL's Vancouver Canucks and NBA's Vancouver Grizzlies. John graduated from Cornell Law School and Boston University, where he was also a member of BU's hockey team.



Jeffrey Ohlman

Associate Professor of Management
Sciences & Sports Analytics

Tippie College of Business - University of Iowa



Jeffrey Ohlmann is an associate professor at the University of Iowa's Tippie College of Business. Ohlmann received Ph.D. and M.S. degrees in Industrial and Operations Engineering from the University of Michigan and his B.S. degree in Mathematics from the University of Nebraska.

His research involves the quantitative analysis of decision-making problems in logistics, fleet management, agriculture, and sports management. A firm believer that you should “practice what you teach,” Jeff has collaborated with companies such as Transfreight, LeanCor, Cargill, the Hamilton County Board of Elections, and the Cincinnati Bengals on research projects requiring mathematical modeling and algorithmic design. His work has appeared in journals such as *Mathematics of Operations Research*, *Journal on Computing, Transportation Science*, *Interfaces*, and the *Journal of Quantitative Analysis in Sports*. His sports analytics research has been covered by the popular press outlets such as the *Wall Street Journal*, *USA Today*, *BusinessWeek*, and the *Christian Science Monitor*. Jeff also co-founded Optilytics, LLC, as the parent company of DraftOpt software which employs simulation and optimization approaches to provide decision support for sports league drafts.

Jeff teaches courses in business analytics, operations management, sports analytics, and heuristic search. His teaching efforts have been recognized with the 2005 MBA Core Faculty of the Year Award, a College of Business Dean’s Teaching Award in 2009, and the Strategic Innovation Academy’s 2009-10 Faculty.



Declan O'Neill
Assistant Director of Athletics
Saint Louis University



Declan O'Neill was named assistant director of athletics for external operations in December of 2009 after serving as the assistant director of athletics for marketing and corporate sales since October 2006. O'Neill is primarily responsible for developing, organizing and coordinating a comprehensive ticketing, marketing and corporate sales program for the department.

O'Neill joined the SLU department of athletics in December 2003 as an event manager. In that role, he was responsible for managing game-day operations for men's basketball, volleyball and baseball.

O'Neill came to SLU from Thermadyne Holdings Corporation, where he was a promotions administrator. He recorded and validated requests from field sales personnel for sales promotions and coordinated and expedited the implementation of sales promotions. O'Neill's first experience with the SLU department of athletics came as an undergraduate student. During his time at the University, O'Neill served as head student manager for the men's basketball team. He managed the coordination, marketing and operation of the Billikens' summer basketball camps and assisted the basketball coaches in daily practice preparation and game-day operations.

O'Neill earned a bachelor's degree in business administration from the University in 2002 and received a master's degree in business administration from SLU in 2007. He and his wife, Kim, reside in Smithton, Ill.



Bill Ordower

Senior Vice President & General Counsel
Major League Soccer & Soccer United Marketing



Bill Ordower serves as Senior Vice President and General Counsel for Major League Soccer (MLS) and Soccer United Marketing (SUM), the company that controls the commercial rights to MLS, the United States Soccer Federation, Federación Mexicana de Fútbol Asociación, CONCACAF Gold Cup, and CONCACAF Champions League and other major soccer properties.

Ordower oversees all significant legal matters for the two companies including the areas of sponsorship, broadcasting and new media, licensing, property rights acquisition, stadium lease agreements and international game promotion. His responsibilities also include developing and managing the trademark strategy for the League and its 18 Clubs.

Recently, Ordower has been actively involved in a flurry of expansion activity, with the League expanding to Philadelphia in 2010, Portland and Vancouver in 2011 and Montreal in 2012. He also played a leading role in the finalization of a new 5-year collective bargaining agreement and aided in the re-launch of MLS' new website, MLSsoccer.com, both in 2010.

Ordower has spent the majority of his professional career with MLS and SUM. He has been working at the League office since 1997, its second season. In previous roles within the company Ordower has worked in the Player Department and the Operations Department. During this time, Ordower negotiated hundreds of MLS player contracts. Ordower also created, and continues to manage, the League's Substance Abuse and Behavioral Health Program, one of the most comprehensive and forward-thinking programs in professional sports.

Prior to joining MLS, Ordower worked with tennis and basketball agents at ProServ, Inc. in Arlington, Virginia.

Ordower earned his law degree in 1996 from The George Washington University Law School in Washington, D.C. He is admitted to practice in New York and Massachusetts. Ordower graduated from Boston University, magna cum laude, in 1993, with a Bachelor of Arts degree in English.

Born October 11, 1971 in St. Louis, Missouri, Ordower resides in Maplewood, NJ, with his wife and three children.



May Scheve Reardon
Executive Director
Missouri Lottery



The Missouri Lottery Commission named May Scheve Reardon of St. Louis as the executive director of the Missouri Lottery during a commission meeting held December 9, 2009 in Jefferson City. Reardon is the Lottery's fifth executive director since Lottery sales began in January 1986. Reardon, the first woman to hold the position, brings extensive leadership experience in the financial, nonprofit and government sectors, including 12 years as a state representative serving on budget, appropriations and a joint committee on gaming and wagering.

Reardon has worked as an assistant vice president at Regions Morgan Keegan, a private wealth management firm in St. Louis. Her nonprofit experience comes from her work as director of development at the Richard A. Gephardt Institute for Public Service at Washington University in St. Louis. Reardon also has been an adjunct professor of political science and communications at Webster University since 2005.

Reardon has a bachelor's degree in communications from Saint Louis University and a master's degree in communications from Webster University.

As the executive director of the Missouri Lottery, Reardon will oversee 163 employees and report to the Missouri Lottery Commission. The Missouri Lottery Commission is a five-member commission, appointed by the governor and approved by the Senate, to govern the Lottery. The four other commissioners are Gina Hoagland of Ladue, Jacque Land of St. Louis, Stephen Snead of Turners and Pamela Wright of University City.

The Missouri Lottery generates nearly \$1 billion a year in sales and contributes more than \$200 million annually to Missouri public education programs, including A+ Scholarships, Special Education Excess Costs, Vocational Technical Schools and capital improvements at several Missouri public higher education institutions.



Ben J. Reiling
Director, Motorsports Marketing
Coca-Cola North America



Ben Reiling is the Director of Motorsports Marketing for Coca-Cola North America. He and his team are responsible for the marketing partnerships and implementation of the NASCAR, NHRA, Driver and Track assets for the Company's portfolio of Brands.

Ben joined Coca-Cola in 1998 as a member of the Retail Marketing team working with key customers in every major channel of trade before moving to National Sales Promotion positions on the Coca-Cola, Diet Coke, Dasani and POWERade brands.

He was promoted to Sports Marketing Manager in 2002 to lead the Company's first-ever sports entitlement relationship with the National Hot Rod Association. Through the launch of this partnership he managed the relationships with the NHRA, multiple drivers and teams, other primary sponsors, and agencies. Leading a cross-functional team of internal and external personnel, the implementation unique Retail and Experiential Marketing initiatives delivered double-digit incremental sales for POWERade via the NHRA relationship.

Promoted to his current role in 2007, Ben has assisted in expanding and adjusting the portfolio of motor sports assets for Coca-Cola, including agreements with NASCAR, NHRA, the teams and drivers comprising the Coca-Cola Racing Family, Speedway Motorsports Incorporated, International Speedway Corporation, and Indianapolis Motor Speedway. During this time, Coca-Cola Sports Marketing has earned the Sports Sponsor of the Year award from the Sports Business Journal and earned its second Marketing Achievement award from NASCAR.

Prior to joining Coca-Cola, Ben worked in sales promotion and experiential marketing for Contemporary Marketing Group and The Waylon Company in St. Louis.

A graduate of the Trulaske College of Business at the University of Missouri-Columbia, Ben and his wife, Susan, also a graduate of the University of Missouri-Columbia, reside in St. Louis with their three children.



Ryan Rodenberg

Assistant Professor

Department of Sport Management

Florida State University

THE FLORIDA STATE UNIVERSITY

Ryan Rodenberg is an assistant professor in the Department of Sport Management at Florida State University. Prior to entering academia, he served as Associate General Counsel at sports marketing firm Octagon in Washington, DC from 2003 to 2007. His PhD is from Indiana University (2009). He earned his law degree from the University of Washington in 2000 and his undergraduate degree from Creighton University in 1997. He has published a number of academic articles in both law reviews and peer-reviewed journals.

Reprints of his work are available at his website (www.sportslawprofessor.com) and SSRN. He can be followed on Twitter at @sportslawprof.



Jeffrey Stern
Managing Partner
IFM North America – IFM Sports Group



Jeffrey Stern is Managing Partner of IFM North America, part of the IFM Sports Group – the leading international provider of research and consulting in sports marketing. Jeffrey drives the corporate sector of the business industry leading in complete measurement and managed service practices which deliver customized solutions for planning and deployment of current and future sponsorship activities.



Eric Stisser
Senior Vice President – Business
Development
St. Louis Blues



Eric Stisser was hired in September 2006 as the Senior Vice President of Business Development for the St. Louis Blues and Scottrade Center. He is responsible for managing and developing the business relationships and generating revenues in corporate sponsorships, advertising sales, promotions and executive suite sales. He also works closely on the development of special events and the overall marketing and branding for the Blues and Scottrade Center.

Prior to joining the Blues, Stisser worked for the St. Louis Rams for eight seasons. He served the Rams as the director of corporate sales & marketing. Stisser's duties included the marketing and selling of corporate sponsorships, promotions, stadium signage and executive suites for the Rams. He also played a key role in the stadium naming rights sale of the Edward Jones Dome in 2001.

Before Stisser worked for the Rams, he was the assistant director of business development for the league office of the Continental Basketball Association in St. Louis in 1996. He later served as the director of marketing & corporate development for the Illinois Olympic Sports Festival (Prairie State Games) in Fairview Heights, IL.

Stisser began his career as the assistant director of admissions and later director of admissions at Lake Forest Academy in suburban Chicago from 1994-96 where he also served as assistant coach in football, basketball and baseball.

Stisser received his bachelor's degree in communications from DePauw University (Greencastle, IN) in 1994. While at DePauw, Stisser played quarterback on the football team, was active in broadcast journalism at the Media Center and he served as President of his Fraternity. Eric later completed his Masters of Business Administration at Washington University in St. Louis in 2001. Eric lives in Webster Groves with his wife, Rebecca, and his two children, Emily (8) and Graham (5).



Rudolph Telscher
Principal – St. Louis Metro
Office
Harness, Dickey & Pierce



For over 20 years, Mr. Telscher has litigated a wide array of intellectual property disputes in district and appellate courts throughout the United States. His cases have included disputes over patents, trade secrets, trademarks, copyrights, Internet rights, rights of publicity, First Amendment issues and matters involving antitrust.

Mr. Telscher and his litigation teams have not lost a trial, arbitration, or other case dispositive motion in over a decade. During this same period and for each case not settled following decision, Mr. Telscher and his team have been affirmed on appeal. He is also a certified mediator and has substantial experience mediating and arbitrating IP disputes. Prior to law school, he worked as an engineer for a leading defense contractor, applying his skills in the areas of avionics systems engineering and software development.

Some highlights of Mr. Telscher's career include:

CBC Distribution v. Major League Baseball: First chair representation of CBC. On First Amendment grounds, defeated Major League Baseball's claim that the use of player names and statistics in fantasy baseball games violated player rights of publicity. The fantasy industry was estimated to be worth 1.5 billion annually at the time of the litigation. The case ended with the Supreme Court denying certiorari.

CBS v. National Football League Players Association: First chair representation of CBS. On First Amendment grounds, successfully defeated the NFL's allegations that the use of player images and names in fantasy football games violated player rights of publicity.

Litecubes v. Glow Products: First chair representation of Litecubes. Obtained a jury verdict of willful patent and copyright infringement in favor of Litecubes, which was upheld on appeal at the Federal Circuit, and deemed a Top 20 appellate decision of 2008. The case involved the "Litecube" product, as featured on Good Morning America, The Jay Leno Show, The American Music Awards, and CSI Miami.

Synergetics v. Hurst & McGowan: First chair representation of Synergetics in a trade secrets case involving laser products used in vitreoretinal eye surgery. Obtained a jury verdict awarding the maximum damage request of \$1,700,000 in actual damages and \$600,000 in punitives. Verdict was upheld on appeal in 2007.

Mr. Telscher has a J.D., *with high distinction*, from the University of Iowa and a B.S. in Electrical Engineering, *with honors*, from the University of Missouri.



Bob Wallace
General Counsel
St. Louis Rams



Bob Wallace has been in the NFL for over a quarter century, serving in a variety of capacities ranging from chief player contract negotiator to overseeing business operations, and for years has been one of the highest-ranking minority executives in professional sports.

Wallace's responsibilities with the St. Louis Rams included broadcast and stadium negotiations, strategic planning and departmental supervision, while overseeing all revenue generating activities of a franchise with gross revenue over \$200 million and double digit profits. Wallace negotiated the naming rights deal for the Edward Jones Dome and oversaw all of the Rams' legal work. Wallace's recent work outside of his Rams responsibilities has included mediating disputes, hosting a radio segment on the business of sports, and mentoring and consulting with professionals and sports figures.

Before joining the Rams in 1995, Wallace was the Assistant to the President, General Counsel and chief contract negotiator for the Philadelphia Eagles from 1991-1994. At the Eagles, he was responsible for all player signings and legal matters and helped with the Eagles transition to the NFL salary cap system. Prior to that, he began his professional career with the St. Louis Football Cardinals as outside legal counsel and chief contract negotiator from 1981-1991 where he was also responsible for all player signings. While earning his law degree in 1981 from Georgetown University, he served as a legal intern for the late NFL Commissioner Pete Rozelle. Wallace received his undergraduate degree from Yale University, where he lettered as a running back for the Bulldogs.

Wallace's leadership within the sports and business world has translated to the community where he is active in many civic and charitable organizations, including serving as President of the Board of Giant Steps of St. Louis, a school for children with autism. In 2008, Wallace completed his three-year term as the chairman of the board of the Urban League of Metropolitan St. Louis. Additionally, Wallace served as an officer of the St. Louis Sports Commission and serves on a number of other area boards, including the United Way, Webster University School of Business and UMSL Chancellor's Council. A board member and the current President of the Sports Lawyers' Association, Wallace teaches at Washington University School of Law and has also taught sports law at the St. Louis University School of Law. In 2010, Governor Jay Nixon appointed Wallace to the Governor's Council on Disabilities. He continues to make numerous speaking engagements annually to audiences ranging from local school children to national business leaders. Wallace is married to Julie and has two teenage boys, Grant and Eric.