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From the Director

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FROM THE DIRECTOR, ANDREW BRANDT

I. ABOUT THE CENTER

Founded in February 2012 with a \$5 million leadership gift from Jeffrey S. Moorad '81, the Jeffrey S. Moorad Center for the Study of Sports Law aims to advance a new era of education for the sports industry. With a unique emphasis on the development of practical skills, the leadership of a true thought leader in sports law and business, and access to top sports industry executives, the Center hopes to become the new paradigm of education and discussion regarding sports law. The Center will educate, inspire, and prepare students for various roles in the sports industry. Simply, the Moorad Center will become a destination for dialogue, debate, analysis of law, business, and policy within the sports industry.

II. MEET THE FOUNDER: JEFFREY MOORAD

Jeffrey Moorad has been one of the most recognizable names in sports industry for over 25 years. The founder of Moorad Sports Management, Moorad began specializing in athlete representation in 1983, representing such Major League Baseball stars such as Manny Ramirez, Ivan Rodriguez, Mo Vaughn and several others. In 2004, Moorad was named a member of the executive team of the Arizona Diamondbacks. In 2009, he and a California-based group reached an agreement to purchase 100 percent ownership of the team over several years. Moorad served as Vice Chairman and Chief Executive Officer of the San Diego Padres until the group sold ownership of the team in 2012 for a substantial profit.

III. MEET THE DIRECTOR: ANDREW BRANDT

It is a privilege to introduce myself as the Director of the Jeffrey S. Moorad Center for the Study of Sports Law at Villanova University School of Law. Our aim is to transform the study of sports law through the combination of a rigorous academic core and a robust practical skills program. Utilizing my twenty-five years of practical experience in the sports industry, representing both organizations and individual athletes, will help realize this transformation, and ultimately mature the Center into the thought leader of the sports industry.

I come to Villanova with a varied and diverse background in many areas of sports business and law. After attending Stanford University and Georgetown Law School, I began my career as a player agent with ProServ, managing NBA and NFL players includ-

ing Michael Jordan, Patrick Ewing, and Boomer Esiason. In 1991, I became General Manager of the Barcelona Dragons in the NFL's World League, where, as the youngest GM in professional sports, I helped introduce American football to Europe. Following my time with the Dragons, I returned to player representation with Bob Woolf Associates in Boston, representing NFL players such as Ricky Williams, Matt Hasselbeck, and Adam Vinatieri. In 1999, I returned to the organizational side when I became Vice President of the Green Bay Packers, handling the team's player contracts, Salary Cap management, and business operations through 2008, a nine-year tenure with only one losing record. I presently serve as ESPN's NFL Business Analyst, offering my unique perspective on a wide variety of off-field issues, in addition to teaching Sports Law and Negotiations at the University of Pennsylvania's Wharton School.

I plan to apply my experiences as an agent, team executive, and media personality here at Villanova in leading a unique and differentiated Sports Law program. Using my knowledge and experience gleaned from twenty-five years in the business, I will help the Center achieve the status that Jeffrey Moorad envisioned – a center where students can look to for expert opinions and guidance in the highly competitive world of sports business and law.

IV. ANNUAL SYMPOSIUM: “CONCUSSION CONUNDRUM”

Our 2013 “Concussion Conundrum” Symposium is just one example of the unique opportunities afforded by the Jeffrey S. Moorad Center. We explored, debated, and educated the audience on the key issues that athletes, teams, leagues, doctors, and lawyers encounter regarding head injuries and brain trauma in sports. It was a transformative event in Sports Law and timely in light of the ongoing NFL Concussion Litigation. Local and national media outlets including the Associated Press, Sports Illustrated, ESPN, Sporting News, Philadelphia Daily News, 6 ABC, and KYW Radio were present to capture and report on this landmark event.

The first panel, “*Framing the Issue*” featured commentary from former professional athletes such as Keith Primeau (former NHL Center) and Brian Westbrook, offering their emotional personal experiences and unique insights into the cultures of their respective sports and all emphasized the need for concussion awareness in both amateur and professional sports. Panel Two, “*Building the Case – A Legal and Medical Background*,” allowed medical and legal scholars to lay the foundation for liability issues concerning concussion injuries, paving the way for the third panel, “*Concussion Injury Litigation*,” where leading attorneys including Sol Weiss, co-lead counsel

in the NFL Concussion Injury Litigation, provided first-hand insights into the NFL case three weeks prior to the April 9, 2013 oral arguments before Judge Brody of the U.S. District Court for the Eastern District of Pennsylvania. The final panel, “*What’s Next?*,” featured well-known media personalities that have debated the concussion issue over the years, and explored present and future trends surrounding sports-related concussions.

V. LOOKING FORWARD

The future of the Center is full of bright opportunities for students, alumni, and local sports fans alike. The Moorad Center is backed by the support of its accomplished Board of Advisors, who collectively provide critical advice and guidance to the Center’s leadership. This renowned Board includes notables from numerous facets of the sports industry, including Major League Baseball, National Basketball Association, the National Football League, National Hockey League, player representation agencies, and sports media. Our Board members serve as resources for student opportunities in the field, and also join me for panels, interactive discussions, and symposia.

Some of our new initiatives include:

(1) A destination web site to provide news, updates, legal analysis, and other commentary on breaking stories and trends in the sports industry. The site features my commentary as it appears in national media as well as two student driven blogs – the Moorad Sports Law Journal Blog and the Sports Law Blog. The Moorad Sports Law Journal Blog, with posts drafted by staff writers and board members on the Journal, provides complete academic analysis along with legal citations on various topics. The Sports Law Blog provides similar legal and business analysis with the goal of keeping its audience abreast of the most current developments in the sports industry.

(2) A Sports Law Competition to be hosted here at Villanova Law. We recognize a need for a dynamic competition that adapts to the pressing current issues in sports that vary from year to year. Rather than being locked into a specified topic, the Moorad competition – to be scheduled in conjunction with our annual, cutting-edge symposium – will address the most current issues in sports with contestants judged by industry professionals who stand at the forefront of these very issues.

(3) “Fireside chats” with leaders in the sports industry, as I sit down in a comfortable relaxed setting with sports leaders to provide

students opportunities to get to know the industry as well as its key players.

(4) Field application projects with Board members and other industry professionals. Students will be asked to research and generate comprehensive legal analysis of a given topic to be supervised by a Moorad Center faculty member. Not only will this unique opportunity foster relationships between Villanova Law students and sports industry professionals, but it will provide students with the practical, real-world experience that the Moorad Center strives to impart. In fact, professional sports leagues and teams have already reached out to the Moorad Center for help in researching current, real-life legal issues and for job opportunities.

(5) Online education to showcase our Center and bring my insights and experience to a national audience. Participants in this online course would be eligible for Villanova's Sports Management Certificate Program.

(6) Sports Business Camp. In response to a strong interest by younger students, the Moorad Center will host a sports business and law summer camp to students from age 15-22 looking to get a competitive edge on their peers in entering the sports industry.

The Moorad Center, despite still being in its infancy stage, has already provided students with the opportunity to learn from and work alongside sports industry leaders and current practitioners. As we grow, we will continue to explore sports-related legal matters, foster discussion of topical business issues, and provide various perspectives of news in the sports world. I truly believe that with the resources and brand name provided by the Villanova University School of Law, compounded by the unique practical guidance that I bring as the Center's Director, and the unparalleled leadership from our Board of Advisors, the sky is the limit for the young Moorad Center.

