

# Sports Law Alumni News

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## CONGRATULATIONS TO SHAWN EICHORST THE 2006 SPORTS LAW ALUMNUS OF THE YEAR AWARD

The Sports Law Alumnus of the Year Award is given to the alum who best exemplifies the following characteristics: dedication to the Sports Law Program at Marquette University Law School while a student; contributions to the Sports Law Alumni Association and the field of sports law in general; and support of the NSLI and Sports Law Program. The 2006 winner of the Sports Law Alumnus of the Year Award is Shawn Eichorst.

Shawn was recently named Senior Associate Athletic Director at the University of Wisconsin. Beginning in April his direct responsibilities will include sport oversight; governmental relations, trademark and licensing; contractual matters; auxiliary services; strategic planning, liaison with campus administration and the Athletic Board; athletic conference representation and special projects.

As Senior Associate Athletics Director for Administration at the University of South Carolina for the past two years Shawn served as the department's chief administrative officer. During his tenure the football program was bowl eligible in each season and the baseball program reached the College World Series. Shawn facilitated and supervised multi-million dollar facility projects including a state-of-the-art football training facility,



and lucrative partnership/ sponsorship agreements. He is a member of the NCAA Division I Student-Athlete Reinstatement Committee and serves on the Executive Committee of the Sports Management Institute.

Named Director of Athletics at University of Wisconsin-Whitewater in June, 1999, Shawn developed one of the top all-around sports programs at the NCAA Division III level. Under his leadership UW-Whitewater posted 4 top 10% NACDA Directors' Cup finishes, won 1 NCAA team championship, had 2 NCAA team runner-up finishes, crowned 5 NCAA individual champions, featured an NCAA Student-Athlete of the Year for Wisconsin honoree, had 74 All-America selections and 7 NCAA Postgraduate Scholarship award winners.

Shawn is a member of the State Bar of Wisconsin and a past member of the Board of Governors. He is a member of the Sports Law Alumni Association, and has taught an amateur sports law workshop at the Law School.

A former all-conference defensive back and captain at UW-Whitewater, Shawn graduated magna cum laude in business in 1990. He earned his law degree from Marquette in 1995. He is also a graduate of the Sports Management Institute. Prior to assuming the athletics director post at UW-Whitewater, Shawn worked as an attorney in Milwaukee.

**Shawn will be recognized as the Alumnus of the Year during the NSLI's Annual Awards Dinner on Friday April 28, 2006, at the Hilton Hotel in downtown Milwaukee. Invitations for the dinner will soon be sent to all SLAA members. Please mark your calendars and plan to attend.**

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

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## **Sports Law Alumni Association Member Profiles**

**GENNI BIRREN** graduated from Marquette in 2004, and recently attended New York University where she received a Masters degree in Sports Business with a focus on facility and event financing and development. Genni just completed a six-month internship in the Operations department of Major League Soccer where she participated in the planning of the 2005 MLS Cup game in Frisco, Texas.

While attending Marquette, Genni served two years as the Treasurer of the Sports Law Society and as a member of the *Marquette Sports Law Review*. She interned for Gamebreakers, LLC and worked with the Marquette Athletic Department during basketball season. She published an article in the *Sports Lawyers Journal* and received the Martin Greenberg award for Excellence in the Study of Sports Law upon graduation. Genni graduated with a B.A. in Philosophy from the University of Wisconsin in 2001.

**GREGORY B. GILL, JR.** received his Bachelor of Arts degree from the University of Wisconsin and graduated from Marquette University Law School in 2002. Upon graduation, Greg served as a criminal prosecutor and additionally served a two-year term as a law clerk for a U.S. Federal Court District Judge, Eastern District of Wisconsin, immediately prior to joining Gill & Gill. Greg was a two-time Big Ten champion as a decathlete and received All

American honors while competing at the University of Wisconsin. Greg Jr.'s practice areas reflect an emphasis on labor and employment law matters.

**CHRIS MCKINNY** has been a staff attorney for Legal Action of Wisconsin since January of 2004. Chris practices in several areas of the law providing free legal services to low-income clients in family law matters (including child custody matters and assisting victims of domestic violence in obtaining divorces), landlord/tenant matters, social security matters (both supplemental security income (SSI) and social security disability (SSD)), public benefits matters (including foodstamps and Medicare) and unemployment compensation matters.

A 2003 graduate, Chris received the NSLI's Sports Law Certificate, served as Managing Editor for the *Marquette Sports Law Review*, and received both the Joseph E. O'Neill Prize for Student Writing and the Carl Scheer Venue Excellence Award. In addition, Chris completed internships for both the Marquette University Subcommittee on Academic Affairs and ScheerGame Sports Development, LLC. Chris received his Bachelor of Science degree from Gonzaga University in both History and Political Science

**NATHANIEL ST. CLAIR, II** is an associate in the Milwaukee office of Foley & Lardner LLP. He is a member of the firm's Electronics, Sports, and Intellectual Property Litigation Practice Groups. His practice includes counseling clients in the areas of Intellectual Property, Sports, and Entertainment.

Prior to joining Foley & Lardner, Nathan was a patent engineer for the legal department of GE Healthcare, working in the areas of patent prosecution, enforcement, patent and trademark licensing, and infringement analysis. Nathan also worked in the legal department of the Milwaukee Bucks, reviewing broadcast rights agreements and trademark infringement issues.

Nathan graduated from the University of Michigan-Ann Arbor (B.S., electrical engineering) and from Marquette University Law School in 2004. He is admitted to practice in the states of Illinois and Wisconsin and before the U.S. Patent and Trademark Office. He is a member of the American Bar Association's (ABA) Entertainment & Sports Industry Section and the Black Entertainment and Sports Lawyers Association (BESLA). During law school, Nathan also served as a member of the *Marquette Sports Law Review*.