

A CAMELOT

ON JULY 13, 1994, live from the Rose Bowl, nearly one-third

of the world population will witness the opening kick of the World Cup championship game.

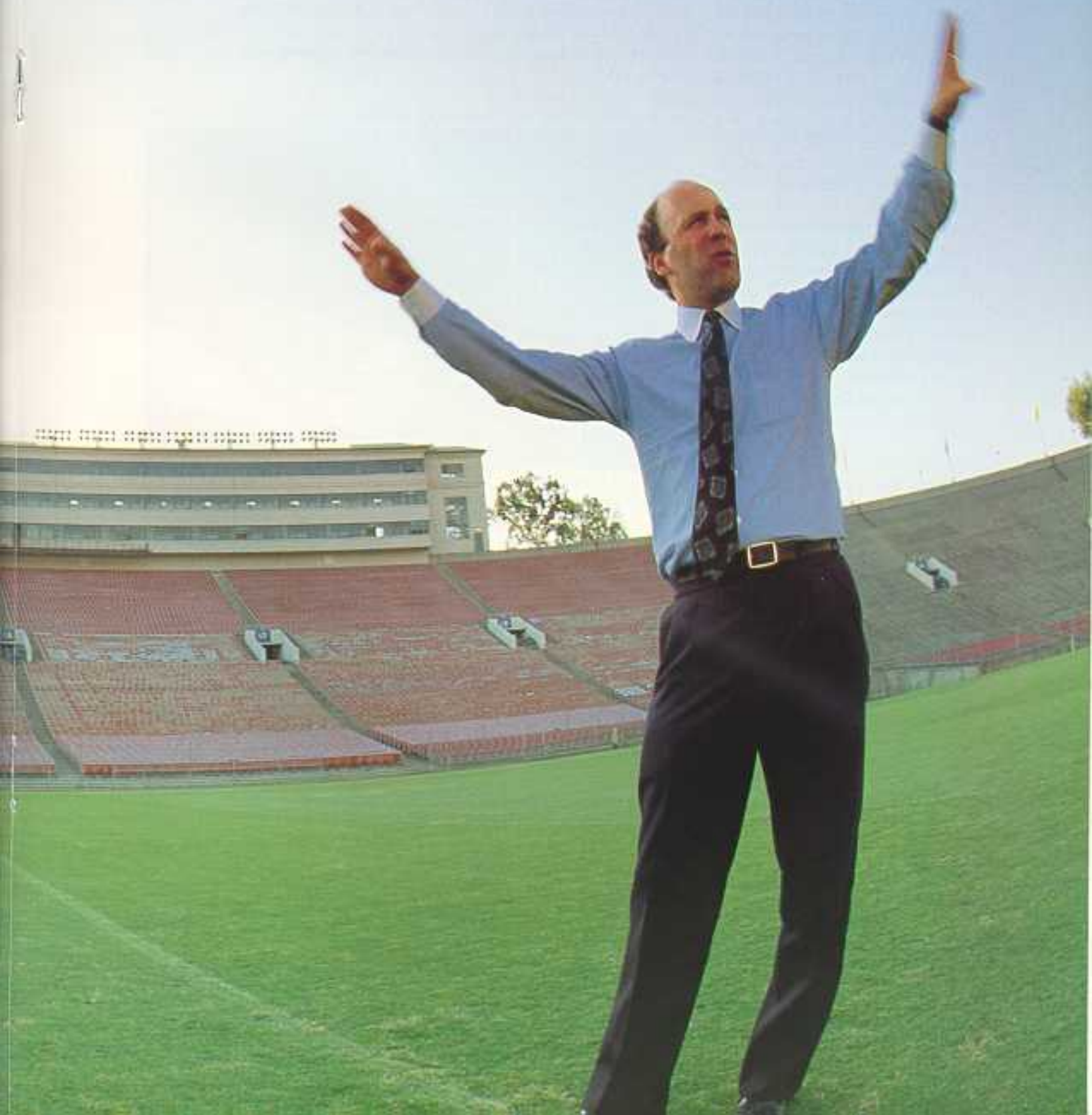
As managing director and CEO of World Cup USA 1994, Inc., **SCOTT LETELLIER** '78 is at the heart

of the competition. In this interview by **LEW CRAMER** '76, Scott shares some of his insights

and experiences while looking forward to 1994.



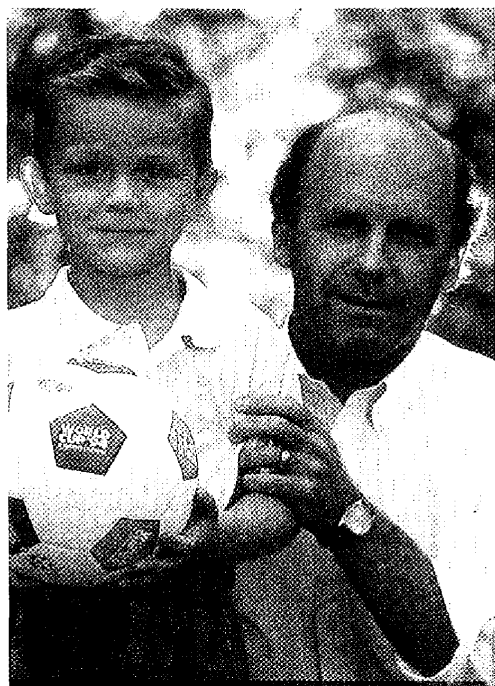
FOR SCOTT



LC: Tell us about the 1994 World Cup and the challenges you face in preparing for it

SL: The 1994 World Cup will be the largest peacetime event in the history of mankind. Over 1.5 billion people will watch the final game in all countries of the world. The event is held every four years, most recently in Italy in 1990, but it has never been held outside Europe or Latin America. Twenty-four nations, including Germany as defending champion and the United States as host country, will compete for the World Cup trophy during a 30-day period in June and July of 1994. Nine communities, ranging from New York to Los Angeles, have been selected as venue sites after several months of rigorous bidding. Although we have rapidly growing soccer participation in the U.S., we are only beginning to show television and spectator interest in the sport. Our challenge is to translate this participation into spectator and television demand, both for the 1994 World Cup and for a new national professional league.

LC: How did you become interested in sports law, and how did you get your start in the field?



SL: My father was the team physician for the Milwaukee Braves and later for the Milwaukee Bucks. I have always shared his deep interest in sports and hoped to combine my professional and personal interests the way he has. When my father's pathologist friend invited us to witness an autopsy, I nearly passed out. It was then that I knew my future was in law, not medicine.

In 1976, during my first year in law school, Major League Baseball Commissioner Bowie Kuhn voided the Oakland Athletics' sale of Rollie Fingers, Vida Blue, and Joe Rudi to the New York Yankees and the Boston Red Sox. The A's owner, Charlie Finley, in turn sued Kuhn in a case labeled the "baseball trial of the century." That summer, as the case unfolded in Chicago's Federal District Court, I followed the developments closely in the Chicago newspapers while working as a tennis pro in Wisconsin. Finley's lawyer was Neil Papiano of Los Angeles, so I decided to see if I could get a summer clerkship with Papiano's firm the following year. I scheduled an interview with Papiano during the fall of my second year (around a Dodgers' game) and was offered a job at Iverson, Yoakum, Papiano & Hatch. I was able to participate in the trial of the Finley case that December while home for the Christmas holidays, and I eventually helped draft the petition for a writ of certiorari to the Supreme Court.

LC: What are some of your best memories of law school?

SL: In those early days, there was a sense that all of us, both faculty and students, had a mission to achieve—full accreditation and professional respect

Though Scott has

been to nearly all of the world's

pinnacle sports events, he said none were

more exciting than his five-year-old

son's first soccer game.

Billy scored three goals.

Neither was assured when we started. This led to a closer relationship between faculty and students. Many other law schools had a certain mean-spirited, survival-of-the-fittest mentality that ours managed to avoid, while still establishing a rigorous curriculum. I think in particular of Woody Deem. As traumatic as his on-camera prosecutorial questioning was, he never crossed the line between instructing and demeaning. Also, Rex Lee was and is an inspiration to all of us. He was particularly gracious when he found that his budget paid the printing costs for *Incites*, an early student scholarly publication that I edited (*Incites* was the first "real" student publication at the JRCLS; please ask older graduates for details).

Certain courses have been especially helpful in both my prior practice and my current position. Courses by Dwight Drake on tax law and advising closely held companies and Reese Hansen's Commercial Code courses were particularly useful in my practice of corporate and securities law. In my last year of law school, I undertook an invaluable sports-law, directed-research program under David Barber, who taught corporate and securities law.

As I suspect is the case with many of us, I now appreciate more the Law School and the unique experience we had.

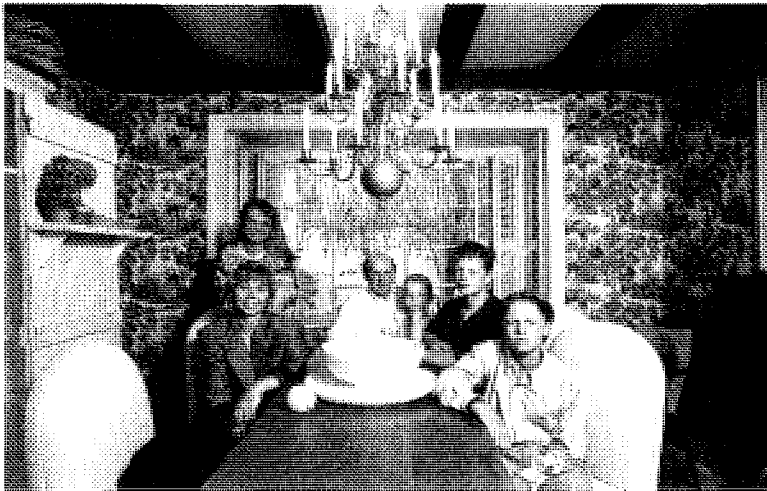
LC: What advice do you have for current students interested in sports law?

SL: Sports law is a misnomer. In reality, it embraces all traditional practice areas—tax, antitrust, corporate, litigation, labor, etc.—applied to an entity

engaged in some facet of the sports business. The best possible preparation for a career involving sports law is an excellent legal education and further experience in one or more of the traditional areas. Unless the student's interest is in athlete management (which is a world unto itself), I would find out which firms represent the major teams in the city where I want to live. Then I would seek a clerkship

responsible for bringing the Olympics to Los Angeles. In 1981 I took a leave of absence from the Iverson firm to work full-time for the Los Angeles Olympic Organizing Committee (LAOOC). While there, I was responsible for 11 different sports, including soccer, baseball, and the equestrian events. I eventually became legal counsel with responsibility for negotiating stadium agreements with the major

Germany hosted, and won, the 1974 World Cup. I became a passionate fan of the sport and watched every minute of Germany's games on television. I returned home determined to become involved in soccer, which I felt would eventually catch on in the United States. While in law school, I contacted the president of the United States Soccer Federation (USSF) and expressed my desire to become



After the announcement that the World Cup finals will be in the Rose Bowl, Scott consolidated headquarters in LA and moved his family back to Southern California (left to right, wife Sherry, Amber, Scott, Billy, Cameron, and Graham "G.T.")

or associate position with such a firm and ask to become involved with the sports clients they represent. New York and Los Angeles are the main locations for firms with significant sports emphases.

LC: You played an important role in the 1984 Summer Olympic Games in Los Angeles. How did the 1984 Olympics prepare you for your current post?

SL: I had decided to practice law in Los Angeles principally because of opportunities in sports law and because the International Olympic Committee had awarded the 1984 Olympic Games to Los Angeles while I was in law school. My resolve to work for the 1984 Olympics came while attending the 1976 Olympic Games in Montreal. Noel Hatch, an LDS partner in the Iverson firm, introduced me to John Argue, the attorney mainly

Olympic venues such as the Los Angeles Memorial Coliseum, the Rose Bowl, and the Forum. Working from the office next to that of LAOOC President Peter Ueberroth, I learned how to stage an event of an Olympics or World Cup magnitude. Also, I had the opportunity to develop close personal relationships with the leaders of soccer's world governing body, the Federation Internationale de Football Association (FIFA) in Zurich, which helped me gain my current position.

LC: How did you become interested in soccer?

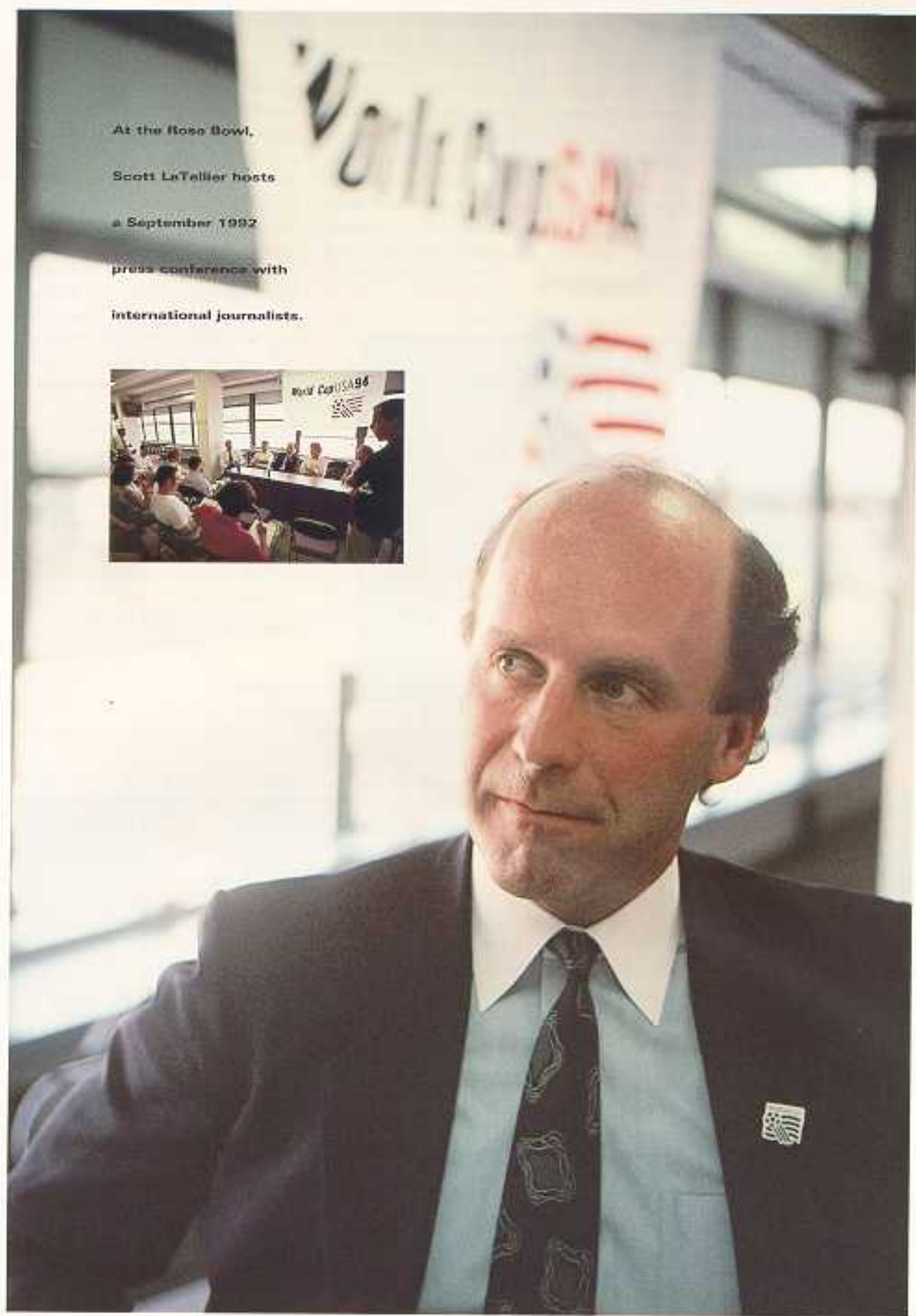
SL: I had a typical American sports upbringing—baseball, football, basketball—with no exposure to soccer. While on a tennis scholarship at the University of Tennessee, I joined the Church and then served two years in the Germany Munich Mission. During the last year of my mission, West

involved with the sport. I was referred to the Southern California state soccer association, which I later represented in various legal matters and at the annual USSF meetings. I was eventually asked to chair several USSF committees.

LC: How have the preparations for the 1994 World Cup affected your personal and professional life?

SL: After the Los Angeles Olympics were over, I moved with my family to Orange County and built a corporate and securities practice in the Newport Beach office of Pettit & Martin. Peter Ueberroth and several other individuals I had met while working with the LAOOC helped me get established. So did Marsh Tanner, a BYU graduate who was managing partner of that office. Our family had a very comfortable life-style, and I fully expected to remain there for many years.

At the Rose Bowl,
Scott LeTallier hosts
a September 1992
press conference with
international journalists.



In order to meet
the heavy demands,
Scott immersed
himself in
state-of-the-art
computer
technology,
including a
program that
calculates his golf
handicap.

In 1987 the USSF decided to bid for the 1994 World Cup, and I was retained to do the contract work with potential stadium sites in the United States. Later, I wrote the U.S. bid document and prepared all of the government guarantees from President Reagan and various agencies of government. On July 4, 1988, FIFA selected us to host the event. Shortly after, I was asked to leave my law practice and head the organizing committee. We decided to establish our office in

Washington, D.C., to take advantage of the favorable time differential with Zurich, to consolidate the government relations office needed in Washington, and to be close to our television and marketing interests in New York. Because the Rose Bowl in Pasadena will be the host for the 1994 finals, we have since consolidated our headquarters in Los Angeles, although we maintain a Washington office and a New York media office. We now have a full-time staff of 60, which is projected to grow to 200, along with thousands of volunteers. My family and I moved back to Southern California this summer.

An especially enjoyable part of my efforts for the 1994 World Cup has been the chance to work with other J. Reuben Clark Law School alumni such as Boyd Black '78 of Latham & Watkins, and Mike Jensen '78 of Luce, Forward, Hamilton & Scripps. Both are counsel (tax and labor law, respectively) to our organizing committee. Gordon Gee (former associate dean) is the president of Ohio State University and was active on behalf of Columbus' efforts to become a World Cup venue. Jeff Jones '78 of Kim & Chang hosted our observation team during the 1988 Olympic soccer tournament in Seoul.

Rondo Fehlberg '79 of Pennzoil in Houston handled several special projects for us when he lived in London, and he attended the 1990 World Cup in Italy as a member of our observation team. We rely on Lew Cramer '76 of U.S. West Communications to introduce us to anyone important in Washington.

LC: How do you balance career, family, church, and personal demands?

SL: Probably as awkwardly as the rest. I did decide about three years ago that the balance we all seek would be easier if I learned to use the computer technology, which has only become available since we graduated from law school. I gave up watching most sports on television and immersed myself in learning various software programs to help organize both my private and professional life. I do all my personal finances and prepare my taxes on the computer, and I use a sophisticated information system to manage my business. Most important, I run a program that calculates my golf handicap. Our offices have a state-of-the-art computer system tailored to our needs in coordinating wide-ranging venue sites, and everyone on our staff either already is or is

rapidly becoming computer literate. With the desktop and notebook computers, electronic mail, network scheduling, relational database, and word processing software used by our staff, we have greatly reduced traditional clerical roles, which is vital in staging the event within our limited operating budget.

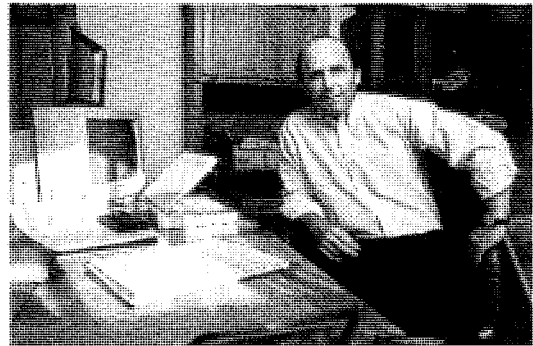
LC: What can you possibly do after the 1994 World Cup to match its excitement and challenge?

SL: No earthly event can rival the Olympic Games or the World Cup in scope. I really have not made any definite plans after 1994, but I suspect I will be doing something closely involved with sports. It would be diffi-

cult to go back to private practice after being away for five years, but I really enjoyed working with Pettit & Martin, and the firm has held the door open for me to return.

LC: I remember you telling me about your 14 lifetime goals while we were young lawyers in Los Angeles. Have you achieved them?

SL: One goal I had as a teenager was to attend each of the 14 pinnacle sporting events: the World Series, the Super Bowl, the Kentucky Derby, the Indianapolis 500, the Masters, a heavy-weight championship bout, Wimbledon, the World Cup, the Olympic Games, the Olympic Winter Games, the Stanley Cup, the NCAA Final Four, the NBA playoffs, and the Rose Bowl. Only the Stanley Cup, the Indianapolis 500, and Wimbledon (projected 1993) remain. Sacrifices had to be made—for example,



I had to drop out of the second semester of Civil Procedure during my first year of law school because the final conflicted with my tickets to the Kentucky Derby. Best of all, I have a wonderfully tolerant wife who has agreed that we will take family vacations during odd-numbered years and attend the Olympic Games and the World Cup in each even-numbered year for the rest of our lives.

Lew Cramer is a member of the Law School's charter class. He is currently vice-president of U.S. West, responsible for its international political relations. During the Reagan administration he served as the director general of the U.S. and foreign commercial service and as assistant secretary of commerce.