

# a CONVERSATION with ED GOINES

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I had the distinct privilege of interviewing Ed Goines, San Francisco 49ers Vice President of Business Affairs/General Counsel. This savvy Stanford/Boalt Hall graduate oversees the team's legal affairs, specifically negotiating sponsorship and marketing contracts, and advising the club in labor, employment and insurance matters.

Prior to joining this storied football franchise, Ed held senior positions in

the legal and business affairs departments of several industry-leading companies, including Ticketmaster, Mattel, Inc., and Major League Soccer, L.L.C. Most recently, he served as Vice President, Assistant General Counsel and Chief Privacy Officer of Ticketmaster Corporation. While at Ticketmaster, he was responsible for the legal and business aspects of the company's online ticketing operations, including negotiation of Internet license, sponsorship and media agreements, and establishing the company's consumer privacy standards.

Ed's story is an interesting one. He was born in President Clinton's hometown of Hot Springs, Arkansas, in 1965. Participating in athletics throughout his life, this four-year letterman decided to apply to Stanford University after looking at his classmate's list of colleges. Not knowing anything about Stanford, he found out

it was in California, applied, and a year later was headed to Palo Alto. After majoring in Political Science, he headed east across the Bay to Berkeley where he graduated from Boalt Hall. At Boalt, his favorite class was Contract

Negotiation, a skill that would eventually benefit him when he took over the legal affairs for the San Francisco 49ers.

His position at the 49ers is one that many attorneys dream of. Like most general counsels, his work at the 49ers varies daily. One hour he will deal with an immigration issue and the next he might pursue a workers compensation settlement or negotiate a contract. I asked Ed what his secret was to obtaining

## Ed Goines on being an African American in Sports Law:

*"If you do good work, this is what people will remember about you, not the color of your skin."*

such an amazing position that "synthesizes his passion with his expertise." He modestly said that it was "being in the right position at the right time" and advised that "if you represent your client zealously, develop good tendencies, become an expert in your chosen area, and most importantly, go for what you want, you will eventually get it." If his success is the proof, we all would be wise to heed his advice.

Ed Goines is clearly bright and driven, however, what his resume does not tell you is that he is a charismatic leader who can serve as an inspiration to many seeking to synthesize their passion with their profession. This man may say that it is hard work and the ability to develop good tendencies that make him successful, however, after meeting him, undoubtedly his dedication and winning personality contribute equally!

## WELCOME!

The State Bar of California's Office of Legal Services, Access & Fairness Programs welcomes two additions to their staff: **Carrie Rosenbaum**, who started February 10, 2003, and **Rod Fong**, who will begin in mid-May of 2003.

**Ms. Rosenbaum**, a recent graduate of University of California at Davis, comes to the Senior Administrative Assistant position in the Program Development Unit with a wealth of involvement in public interest law, having been a law clerk in the Office of the Federal Defender, the California Legislature's Joint Committee on Prison Construction and Operation, and Legal Services for Prisoners with Children, as well as many other programs. She will be staff liaison to the Committee on Sexual Orientation and Gender Identity Discrimination and assist in Program Development projects and events.

**Rod Fong**, who is currently a co-director of the Academic Support Program at the University of San Francisco School of Law, will begin at the State Bar in May when the current school term ends. He has been hired as the Director of the Center for Access and Fairness, created by the Board of Governors in 2001 and charged with designing statewide initiatives to increase and maintain diversity in the profession. Mr. Fong's experience with academic support programs, since 1990, will provide insight and real-world knowledge of current practices in law schools and assist this office in developing programs to support and maintain attorneys in under-represented legal communities. He will also be the staff liaison to the Ethnic Minority Relations Committee.