Helen A. ("Nellie") Drew

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PROFESSIONAL SUMMARY

After serving as the first woman in a counsel role to the National Hockey League (NHL), and subsequently becoming the first woman in the C-Suite at Niagara Frontier Hockey, LP (the Buffalo Sabres), I segued into academia 29 years ago. Drawing upon my professional experience, I have built a multi-disciplinary Center for sports education, research, policy and advocacy with a national reputation

EDUCATION

University at Buffalo School of Law

J.D. (1988) Thesis: Dispute Resolution in the NHL Advisor: UB Law alumni/Buffalo Sabres General Manager Gerry Meehan Honors: Prentice-Hall Tax Prize

Harvard/Radcliffe College

A.B. in Government, *magna cum laude* (1985) Thesis: Roe v. Wade and The Evolving Struggle to Define Life Advisor: former U.S. Solicitor General Archibald C. Cox Honors: President Eliot Medal for contributions to undergraduate life

ACADEMIC APPOINTMENTS

University at Buffalo School of Law

Director, UB Center for the Advancement of Sport Professor of Practice in Sports Law 2018-Present Hours per week: 50+

- Created Sports Law Concentration for J.D. program
- Developed the Center for the Advancement of Sport, cross-disciplinary initiative coordinating programming, legislative initiative and research opportunities across multiple University disciplines such as medicine, public health and data analytics
- Created and administered Center business plan and budget
- Applied for and received SUNY Innovative Instruction Technology Grants for unique educational opportunity platform for elite athletes with remote, asynchronous instruction facilitating transition to post-play industry positions
- Developed & presented multiple Continuing Legal Education programs for sports industry & athletic administration personnel on topics ranging from concussion protocol and liability to workers compensation & best practices in hiring & recruitment
- Coordinated student externships with D1 and D2 athletic programs

- Developed and supervised student practica clinics in which law students performed legal services in conjunction with Buffalo Bills stadium project, Name, Image & Likeness (NIL) athlete matters, athlete injury issues, and sports accessibility policy challenges
- Organized multiple Sports Law Round Tables featuring sports industry experts in concussion prevention and treatment protocols, intellectual property, drug testing, diversity & inclusion, freedom of expression, the business of baseball, and more

Lecturer in Sports Law

1996-Present Hours per week: 35

Developed, updated, refined and taught multiple law courses

- Name, Image & Likeness (NIL) Practicum, 2023 Developed and taught practicum course researching and developing policy for Division 1 institution compliance with emerging NIL legislation and regulation.
- Player Injury Practicum, 2023 Developed and taught practicum course researching: 1) relationship of reported head injuries in NFL players to incidents of domestic violence and other incidents involving potential frontal lobe deficiencies and ramifications for league domestic violence and player conduct measures; 2) relationship of lower body player injuries to type of turf and implications for team liability and collective bargaining; 3) impact of pitch clock upon athlete health and development, with ramifications for future policy and legislation
- **Buffalo Bills Practicum, 2021** Developed and taught cross-disciplinary practicum course providing legal, management and data analytics support to Erie County, New York legal counsel in preparation for negotiations with Pegula Sports & Entertainment for new Buffalo Bills stadium project and the proposed renovations to KeyBank Center
- **Sports Bra Problem Practicum 2025-** Developed and taught cross-disciplinary practicum course in collaboration with faculty from the Jacobs School of Medicine & Biosciences, the UB School of Public Health, and the UB School of Engineering & Applied Sciences exploring ramifications of lack of access to appropriate sports gear (sports bras) for girls & women, especially in underserved communities, and advocating for policy to address these deficiencies; grant proposals pending
- **Sports Medicine Credentialling Practicum 2025-** (in development) Developing practicum to review the multitude of trainings required of providers by insurance companies, health care facilities, multiple levels of government and SUNY to: 1) identify the total amount of time required cumulatively to complete the trainings; 2) eliminate redundant/irrelevant content; and 3) work with stakeholders to condense and streamline training to improve providers' mental health
- Special Topics in Critical Data Analysis, Sports Law & Management, 2020 Created series of online, asynchronous courses for targeted audience of elite athletes considering post-transition career opportunities in the sports industry. Individual courses include Roster & Team Management, Facility & Event Management & Sports Law & Data Analytics. Presented in collaboration with University at Buffalo Institute for Computational & Data Sciences.
- Externship with University at Buffalo Athletic Department, 2016 Created externship in which students counsel DI program officials re: evolving issues such as freedom of expression policies applying to student-athletes, social media concerns, Title IX compliance, sexual harassment & discrimination issues, conflicts arising from discriminatory legislation affecting LGBT and transgender individuals, reproductive health, immigration issues and NIL matters
- Sports Law I: The Fundamental Issues & Rules of the Game, 1996 Introductory survey course covering basic principles of amateur and professional sports, including NCAA regulation, Title IX, and labor relations.
- **Professional Sports Contract Negotiation & Arbitration**, **1997** Advanced role-playing seminar in which students research, negotiate and argue salary arbitration cases for professional athletes.
- Sports Law II: The Sports Industry in Law & Practice, 1999 Secondary-level course in which students research and draft components of a complex professional sports franchise transaction.
- **Drug Testing in Professional Sports, 2005** In-depth seminar comparing and contrasting drug testing in amateur and professional sports, culminating with student research papers on individual topics of interest in field.

- Intensive Research & Writing in Sports Law, 2018 Focused seminar group providing unique opportunity for intensive research & writing about current topics in sports law for publication on sports law blog.
- **Title IX: Gender Equity in Athletics, 2019** Upper level seminar examining the continuing evolution and application of Title IX in regulating athletic opportunities, sexual harassment & discrimination & transgender/LBGTQ+ communities.
- **Sports Law in Action, 2019** Capstone course in which students research and write a white paper providing the basis for future New York State bill requiring minimum credentials and training for amateur coaches as well as mandating athletic trainers at public high schools to address concerns such as head trauma, best practices in injury prevention and mental health issues.
- **Sports Law, 2018** Undergraduate course in B.A. in Law major providing overview of role of sports law in amateur and professional sports industry with attention to issues such as high school and collegiate regulation of athletics, current issues in sports law including concussions, mental health and drug testing, and professional sports issues ranging from player health issues to player discipline, franchise relocation and stadium development matters.
- Legal Aspects of Sports, 2016-2017 Undergraduate course for students minoring in sports business administration offered by University at Buffalo School of Management

AWARDS & DISTINCTIONS

Ken Joyce Award for Excellence in Teaching and Longstanding Service to the Law School University at Buffalo School of Law 2013

Faculty Honorary

Coach University at Buffalo Athletic Department Honor 2016

Faculty Editor, UB Law Sports Forum ublawsportsforum.com 2018-

Developed online community for publication of articles by students, faculty, alumni and industry experts on current topics in sports law with over 106,368 views in over 80 countries

Faculty Advisor, University at Buffalo Sports & Entertainment Law Society 1996-

Coordinated budget, multiple networking & social events. Developed programming with Law School Alumni Association for integration of students with alumni community. Students have volunteered as interns at the Mid-American Conference Basketball Tournament, competed at the Tulane Baseball Arbitration Competition and at the Villanova NFL Negotiation competition, as well as attending the MIT Sloan Sports Analytics Conference

Faculty Advisor, Student Lawyer Representative Program

Provided training for student representatives in amateur athlete eligibility issues to facilitate effective representation by student representatives in Student Judiciary Conduct Board matters including Title IX issues

PRESENTATIONS

A Conversation with Del Reid: The Story of Bills Mafia 2025

Organizer & Moderator Sports Law Round Table featuring Del Reid, creator of Bills Mafia, regarding the evolution of the charitable group, licensing, royalties and related matters

Behind the Music: A Conversation with John Simson'78, Composer, Manager, Attorney & Entrepreneur 2025

Organizer & Moderator Entertainment Law Round Table featuring UB Law alum with extensive experience in the music industry, including as founder of The SoundExchange

National Girls & Women in Sports Day Round Table 2025

Organizer & Moderator

Annual event featuring iconic women in the sports industry. From Intramurals to the Olympics: The Evolution of Girls' & Women's Participation in Amateur Athletics. Speakers: Kris Thorsness, of counsel, Bond Schoenick & King, Court of Arbitration for Sport arbitrator, arbitrator for US Olympic & Paralympic Committee, 1984 gold medalist US Olympic rowing team; Vicki Mitchell, Director & Head Coach, UB Track & Field/Cross-Country; Kelly Cruttenden, UB Senior Associate Athletic Director for Compliance

Top Notch Tips From An Agent 2024

Organizer & Moderator Sports Law Round Table featuring tennis agent Jeff Wright

In the Trenches: Representing NFL Players 2024

Organizer & Moderator Sports Law Round Table featuring UB Sports Law alum & NFL agent Shane Costa

UB CSO Plan Your Path Series with Buffalo Sports Entrepreneur Peter Marlette, Jr. 2024

Co-Coordinator Co-hosted event with UB CSO featuring Buffalo pro soccer promoter

The NFL and the Antitrust Law: An Historical Perspective 2024

Organizer & Moderator Panel discussion featuring New York Times sports business reporter Ken Belson and Dean Christine Pedigo Bartholomew

Off the Court: Sports Implications of IP 2024

Speaker International Property Owners 2024 Annual Meeting presentation on Name, Image & Likeness

Title IX in 2024: From Pregnancy to Transgender Student Athletes 2024

Featured Speaker WBASNY CLE presentation 3/7/24

National Girls & Women in Sports Day Sports Law Round Table 2023

Organizer & Moderator

Annual event featuring iconic women in the sports industry. Changing the Playing Field: Perspectives from Women Leaders Across the Sports Industry. Speakers: Kathryn D'Angelo, Buffalo Bills Interim Head Counsel, Sarah Herlihy Willson, Boston Celtics Associate General Counsel, Dr. Ally Howe, Team Physician USA Women's Ice Hockey, Julianne Sitch, Head Men's Soccer Coach, Univ. of Chicago, Lorrie Turner, Chief Legal Officer & Senior Vice-President, New Era Cap Company, Jenny Vrentas, NFL Correspondent, New York Times.

A Conversation with Ukrainian-Born NHL Super-Agent Daniel Milstein 2022

Organizer & Moderator Feature presentation with Ukranian NHL Super-Agent Daniel Milstein focusing upon the challenges of representing Russian NHL players during the Russian invasion of the Ukraine.

The State of Baseball 2022

Organizer & Moderator

Sports Law Round Table featuring Minor League Baseball executive Jonathan Dandes and former minor league player and current collegiate baseball coach Leo Dandes, examining the restructuring of MLB's minor league system and implications for the future.

National Girls & Women in Sports Day Sports Law Round Table 2022

Organizer & Moderator

Annual event featuring iconic women in the sports industry. Speakers: Lisa Friel, Senior Vice-President of Investigations, NFL; Tara VanDerveer, Stanford Women's Basketball Coach; Caren Cook, Deputy General Counsel for Legal & Business Affairs, Atlanta Hawks; Jennifer Bullano Ridgely, Vice-President of Communications, Pittsburgh Penguins; and Cheryl Myers Buth, NBA Agent.

COVID-19 & Athletic Recruitment 2021

Organizer & Moderator

Sports Law Round Table event featuring University at Buffalo Compliance Director Kelly Cruttenden in a discussion of the impact of COVID 19 upon college athletics in general and recruitment in particular.

Sports Betting in New York: An Update with Assemblywoman Monica Wallace 2021

Organizer & Moderator Panel discussion on implementation of sports betting in New York State.

Teach, Lead, Serve: A Playbook for Coaches in a Time of Crisis 2021

Organizer & Moderator Collaborative event with Project Play WNY & Medaille College, featuring Harvard Crimson Men's Basketball Coach Tommy Amaker on mental health and support for student athletes during the pandemic.

Bulls Lodge/Sports Law Round Table: March Madness Bracket Challenge 2021

Organizer & Moderator

Panel discussion on the use of statistics in optimization of basketball coaching and its implications for player privacy and health, featuring Dr. E. Bruce Pitman, Director of the Institute for Computational & Data Sciences and Jonathan Safir, Director of Basketball Operations, University of San Francisco Men's Basketball Program

Insurance Issues in the Sports Industry 2021

Organizer, Moderator & Speaker

Panel discussion featuring KL Gates Partner David F. McGonigle, Practice Group Coordinator Insurance Recovery & Counseling Group, focusing upon the unique insurance issues arising within the sports industry due to the pandemic.

The Bills Stadium Project in Perspective 2021

Organizer, Moderator, Speaker Panel discussion on the options in play for the Buffalo Bills upcoming stadium project featuring New York State Executive Assistant to the Governor for Special Projects, Rich Tobe **View from the Sidelines: The Business and Politics of the NFL 2021** Organizer & Moderator

Panel discussion on current issues in the NFL featuring NFL New York Times correspondent Ken Belson.

Toronto Blue Jays Nest in Buffalo – Dialogue with the Experts 2020

Organizer, Moderator & Speaker

Panel discussion on legal & sports medicine issues related to MLB COVID protocols and Canadian COVID-related restrictions featuring MLB VP of Drug, Health & Safety Programs Jonathan Coyles, Dr. Gary Green, Medical Director of MLB, and Erie County Executive Mark Poloncarz

Playing by the Rules: Sexual Harassment & Discrimination Issues in Employment, Education & Athletics

IWBA 2020 Virtual Fall CLE

Speaker

Presentation on liability associated with sexual harassment & discrimination issues occurring in amateur athletic environments.

Medical Malpractice & Health-Related Issues in Concussion Treatment 2020

Organizer, Moderator & Speaker

Panel discussion on concussion treatment issues and related medical practice concerns featuring UB Concussion Clinic experts Dr. Barry Willer and Dr. John Leddy

A Whole New Game: High Level Sports in a Pandemic 2020

Organizer, Moderator & Speaker

Panel discussion on COVID protocols, athlete safety & legal issues in collegiate sports, featuring Dr. Les Bisson, June A. & Eugene R. Mindell Professor & Chair of the Jacobs School of Medicine's Department of Orthopedics, UB Athletic Director Mark Alnutt, and Dr. Brian Bratta, UB Assistant Associate Athletic Director of Sports Medicine & UB Athletics COVID Response Director

Fantasy Palooza – NCAA Administrators Talk Shop: COVID, NILS & Competition 2020

Organizer, Moderator & Speaker

Panel discussion on student-athlete mental health issues, legal concerns, name, image & likeness & return to play in a pandemic, featuring USC Deputy Athletic Director Paul Perrier '08, Northwestern Associate Athletic Director for Compliance Kristina Minor, and American Athletic Conference Associate Commissioner Ellen Farris"

Fantasy Palooza II – The Status of Sports Betting in New York State 2020

Organizer, Moderator & Speaker

Panel discussion featuring New York State Senator & Chair of the Committee on Racing, Gaming & Wagering, Joseph Addabbo discussing the future of sports betting in New York State.

Polar Park: Examining the Economics of Minor League Baseball in a New Era 2020

Organizer & Moderator

Presentation by Grant Welker, reporter for the Worcester Business Journal, on the economics of the development of a minor league ballpark during the MiLB contraction.

Who Should Be Our Children's Coaches? 2020

Speaker

UB Winter College presentation exploring current legal issues in the context of coaching at the youth, collegiate and professional sports levels

Freedom of Expression: The First Amendment & Athletics 2019

Moderator, Organizer & Speaker

Panel presentation featuring Buffalo Bills player Lorenzo Alexander, NFL agent Shane Costa, noted First Amendment attorney Paul J. Cambria, Jr., and Professor Lucinda Finley, Freedom of Expression expert. Co-sponsored by the Center for the Advancement of Sport and the UB Office of Inclusive Excellence

Out of Bounds: The Legal Ramifications of Toxic Cultures in Sports, Education & Business 2019 Moderator, Organizer & Speaker

A presentation and discussion of cultural challenges across industries and the legal issues they present

Playing by the Rules: Sexual Harassment & Discrimination Issues in Employment, Education & Athletics 2018

Organizer & Speaker

Panel presentation upon the legal requirements, practical ramifications and policy drafting and implementation in employment, education and athletics in the wake of #MeToo, Title IX institutional challenges and evolving best practices

Suny Spectrum Conference 2018

Speaker

Diversity & Inclusion in Athletics: Legalities, Policies & Practicalities Panel presentation upon the legal requirements, policy formulation and implementation and best practices in the intersection of LBGTQI and athletics. Topics included the evolving application of Title IX to sexual violence, sexual harassment and sexual discrimination, as well as engaging the student-athlete population as role models and student leaders.

Mid-American Conference Inaugural Diversity & Inclusion Summit 2018

Speaker

Envisioning & Implementing Diversity in Athletics - Panel presentation upon the legal requirements and the practical ramifications of developing and implementing policies fostering a diverse and inclusive environment in athletics

Difficult Conversations Series 2017: Taking a Knee & Other Issues of Speech & Expression in Sports

Co-Moderator

Faculty, staff and student panel presentation upon the legal and social implications of regulating freedom of expression by amateur and professional athletes

Erie County Bar Association: "After Further Review: Critical Issues in Sports Law" 2015 Speaker

Presenting on emerging issues in collegiate athletics, including licensing, unionization, eligibility and concussions, Buffalo New York

Minority Bar Assoc. of Western New York & The Buffalo Sports & Entertainment Law Assoc.: "Sports & Entertainment Law: Perspectives from the Sports Agent, League & In-House Counsel" 2015 Speaker

Panel presentation upon current issues in professional and amateur sports reflecting the diverse perspectives of different counsel roles, Buffalo New York

PUBLICATIONS

Fifty Years of Frustration? Title IX's Impact Upon Collegiate Coaching & Administration, Marquette Sports Law Review, Fall 2022.

Title IX in Historical Context: Fifty Years of Progress and Political Gamesmanship, William & Mary Journal of Race, Gender & Social Justice, Vol. 29, Winter 2022.

To Protect the Shield: Combatting Domestic Violence in the NFL, SUNY Buffalo School of Law Review, Spring 2015

GRANTS

Baldy Center Grant 2025 "Every Day is Sunday: Exploring Public Sector Policy Investment Choices in Pro Sports Facilities.", scheduled for November 14, 2025. Panel discussion regarding alternatives in public sector investment in facilities for privately owned professional sports teams, featuring New York Times author Ken Belson and Rich Tobe, Director of Special Projects for New York State Governor Kathy Hochul. (\$3,900)

SUNY Innovative Instruction Technology Grant 2023-2024 for Special Topics in Critical Data Analysis, Sports Law & Management series of online courses designed to assist elite athletes in transition to post-play careers. (\$47,400)

Matt Benedict's One Last Goal foundation to attend DSBN International Concussion Conference, Niagara Falls, Ontario, May 2-4th, 2024 (\$5,000)

MEDIA & RELATED EXPERIENCE

"Skin in the Game"

WNED podcast appearance with co-hosts Tim Graham and John Cimperman on Name, Image & Likeness 2/8/25

Defector: The Alex Mogilny Story, Sportsnet.ca

Legal Consultant Provided legal and historical information and analysis for Rogers Communications documentary on defection of Soviet hockey player Alexander Mogilny. Participated in filming of program broadcast nationally in Canada 11/25/14

Bloomberg/BNA Big Law Business

Columnist on Sports Law Issues Contributor of legal analysis of current sports law issues and their impact upon the law and business of sports. Continuing

Sports Law Expert

Quoted in numerous national print, media and on-line sources, including The Wall Street Journal, The Washington Post, Sports Illustrated, The New York Times, Wisconsin Public Radio, USA Today, ESPN, CSN The International Business Times and The New York Daily News on issues ranging from toxic coaching environments and Name Image & Likeness intellectual property issues to the regulation of daily fantasy sports.

RELATED PROFESSIONAL EMPLOYMENT

Niagara Frontier Hockey, LLP (Buffalo Sabres) 1993-1996

Associate Counsel and Assistant Secretary to the Partnership

- Served as associate in-house counsel and corporate officer to National Hockey League team, providing a variety of legal services including player, coach, general manager and other personnel contract negotiation and arbitration services.
- Negotiation and drafting of multiple complex agreements related to the financing and construction of a new facility and NHL approval of same; responsible for synchronization of agreements reflecting public-private cooperative financing of facility.
- Handling of general corporate, financial, labor and immigration matters; served as liaison with NHL League counsel on a variety of matters, including antitrust, labor and financing issues.

Cohen, Swados, Wright, Hanifin, Bradford & Brett 1987-1993 Associate Attorney (upon bar admission; law clerk 1987-1988)

- Served as primary attorney assisting Robert O. Swados, Counsel and Secretary to the NHL and Counsel and Secretary to Niagara Frontier Hockey, LLP.
- Assisted in drafting criteria for three series of NHL expansions.
- Evaluated NHL expansion applications for conformity to NHL expectations and potential legal issues.
- Prepared market analyses and facility lease information for assessment of NHL expansion applicants.
- Assisted in drafting, negotiating and implementing numerous documents related to NHL expansion, including Expansion Membership Agreement and ancillary documents for NHL expansion teams in San Jose, Tampa Bay, Ottawa and Anaheim.
- Coordinated expansion franchise closings.
- Assisted in review of all pertinent documents for every major transaction involving an NHL franchise between 1987 and 1993, including franchise transfers, refinancings and facility construction matters
- Researched, drafted and implemented restructuring of NHL Enterprises (NHL marketing subsidiary) for international tax efficiency.

- Researched and assisted in drafting and implementation of tax-driven conversion of professional hockey club S corporation to an LLP.
- Researched and drafted asylum documentation for Alexander Mogilny, defecting hockey player from USSR Red Army Team.
- Served as counsel for both salary and grievance arbitration matters for NHL club.
- Researched, drafted and argued numerous personnel-related administrative proceedings in multiple states on behalf of Fortune 500 client.
- Provided general labor, immigration and corporate counsel to a variety of clients.
- Prepared and presented several seminars on disability discrimination.

RELATED EXPERIENCE

USA Field Hockey 2018-Present

Judiciary Committee Member

- Responsible for administering and overseeing all administrative grievances and right to compete matters filed with USFHA;
- Identify fair, impartial, qualified individuals to serve on hearing panels;
- Hear and render decisions, or appoint a hearing panel to hear and render a decision, on grievances and disciplinary matters;

Project Play WNY 2019-Present

Train All Coaches Working Group Member

- Team member developing programming and outreach initiatives to foster safe, diverse & inclusive sport participation in youth, particularly from underserved populations.
- Facilitating interaction between subject matter experts such as sports medicine specialists and elite head coaches such as Tommy Amaker with amateur coaches to encourage best practices.
- Creating regional recognition program for role model amateur coaches.
- Coordinating with Buffalo Bills personnel to develop girls touch football interscholastic program as a low-barrier-to-entry participation opportunity.

Williamsville East Field Hockey Booster Club 2018-2020

President

- Point person and coordinator for field hockey participation at modified, jv and varsity levels for Williamsville East High School;
- Instituted Team Snap app for more effective communication and online scheduling and payment; directed participation in numerous tournaments;
- Facilitated participation in WNY Whalers Friday Night Lights summer season program;
- Created new fundraising opportunities;
- Marketed and coordinated 7-week summer field hockey camp to grow interest in the game;

Girls4VarsityHockey Association 2006-2010

Coordinator

- Founding member, point person and coordinator for 3-year regional effort to establish girls varsity ice hockey league in Western New York;
- Presented to multiple school boards and coordinated grassroots level actions involving ten parent groups to provide impetus for establishing a girls varsity ice hockey league;
- Organized and administered countless meetings to counsel and assist parents and athletes in effort; responsible for fundraising, presentation of exhibition games and media management.
- Served as primary liaison with Williamsville District officials.

Harvard Club of WNY 1985-Present

Board Member, Schools Committee Member

- Responsible for planning and implementing programming for membership;
- Coordination with Harvard Alumni Association for delivery of international programming;
- Interviewing and facilitating applications from local students
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Williamsville Girls Varsity Ice Hockey Booster Club 2010-2023 President

• Liaison with Williamsville School District and three high schools; responsible for coordinating fundraising efforts, assisting coaches and generally providing support to team

VOLUNTEER SERVICE

Project Play WNY Train All Coaches Committee (2018-)
WNY Girls in Sports (2018-)
Williamsville Central School District Shared Decision Making Team (District Chairperson) (1998-2023)
Williamsville Central School District Curriculum Council (2016-2019)
Williamsville Central School District Professional Development Committee (2013-2014)
Team Leader Kids' Day for The Buffalo News, (2000-2020)
Coordinator Jeffrey Modell Foundation Kids Day Buffalo for children with Primary Immune Deficiency, (2005-)
Catechist, UB Newman Center (2018-)

PTA volunteer, Williamsville East High School (2006-2023)

MEMBERSHIPS

Sports Lawyers Association Harvard Alumni Association UB Law School Alumni Association UB Alumni Association