

EAGA Business Builder

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April 04, 2023

Today's guest speaker was Kurt Roth—505 Sports Venture Foundation



This morning's presentation was all about NIL and how it relates to UNM's ability to compete when recruiting athletes for their sports programs. Perhaps it would be beneficial to have a brief explanation of NIL before we get to the notes about Mr. Roth's presentation. "NIL" is an acronym for 'Name, Image and Likeness' and refers primarily to the use of those characteristics for promotional, advertising and marketing ventures. The current situation regarding amateur athletes' ability to be compensated for the use of their NIL began in 2009 when former UCLA basketball star Ed O'Bannon sued the NCAA, Electronic Arts and Collegiate Licensing Company over their use of former players' images in DVDs, video games, photographs, apparel and other material without compensating the athletes for that use. Over the next few years, various other entities and athletes joined the suit, and it was modified multiple times while progressing through the court system until finally reaching the United States Supreme Court in 2021. In July of that year, the Supreme Court ruled that college athletes could legally control their own name, image, and likeness. Immediately after that ruling, amateur athletes in all sports, and at all levels, began signing marketing deals. Recent rankings of NIL ventures from On3Sports lists at least 3 high school athletes in the group of top 100 NIL arrangements. As a high school senior, Brony James, the son of Labron James, is listed as having a current NIL value of \$7.5 million. The vast majority of discussion concerning NIL, however, relates to collegiate athletes, in both men's and women's programs, in multiple sports and at large universities as well as at smaller schools. The promotion of an athlete's ability to 'cash in' on their NIL has become a major recruiting tool these days and has substantially altered the process for encouraging athletes to consider going to a particular institution. All of that leads up to the reason for Mr. Roth's presentation this morning. Kurt grew up back east, and first came to UNM in 1973 in search of a degree. He graduated in 1977 and returned back home to begin his professional career. Through the years, Kurt has kept an interest in the UNM sports programs. At one point he even assisted then head basketball coach Fran Fraschilla with recruiting players from the east coast. Mr. Roth has been a UNM basketball season ticket holder for a number of years, has served as a Trustee to the University of New Mexico Foundation and is a member of the Tom C. Popejoy Society and the New Horizons Society at UNM. His interest in the success of UNM athletic programs brought Mr. Roth back to New Mexico last August and he has formed a company called 505 Sports Venture Foundation. The business "... assists with securing endorsements, appearances, and other NIL-related financial opportunities." They "...offer support and resources to clients, including financial literacy, compliance reporting, contract vetting, tax assistance, mentoring and personal growth opportunities." Though hoping to work with all sports programs at UNM sometime soon, at this point, because of restrictions by the University, 505 Sports Venture Foundation's activities primarily concern enticing quality basketball players to come play for the Lobos. The plan is to pay UNM athletes for the use of their name, image and likeness when used in the advertising and marketing programs of local businesses. Mr. Roth's business model is to create a privately backed program where community donors will contribute \$20 per month to be a member. Athletes will then be contracted to make monthly on-site appearances at a member's facility for an autograph session, or another similar event. If 4,000 community donors sign up, that will generate roughly \$80,000 dollars per month for use in the NIL program. In the last year, Mr. Roth's company paid about \$545,000 to UNM basketball players for these type of events. His hope is be able to pay \$1 million per year in the near future. The NIL 'business' has become such a huge part of the recruiting process for all universities that the smaller, less recognized, schools like UNM will have to step up their fund raising efforts in order to get quality players to participate in their programs. Mr. Roth hopes to improve UNM's ability to attract quality athletes by promoting the University's ability to compete in the NIL opportunities that are available here. 505 Sports Venture Foundation is licensed by UNM Sports Properties and 505 is having an invitation-only event on Wednesday, April 26th from 5pm to 8pm at Fusion ABQ where participants can get more information about all of this. As a member of EAGA, you should have already received your invitation to that event via a forwarded email from Mark Tobiassen. If you want to know more about 505 Sports Venture Foundation, their website is <https://www.505sports.org>.

Contact information for Executive Director: Mario Hernandez

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8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113

Leads, Reciprocity & Notes:

None submitted this week

- ◆ **Welcome to our newest member:**
Performance Ranch Category: Fitness Gym
Representative Lawrence Herrera Phone: 505-405-3599 email: lawrence@theperformanceranch.com
- ◆ Board members please note that there will be a board meeting right after breakfast this coming Tuesday, April 11th
- ◆ John Rockwell is hosting an open house for EAGA members at Sierra Peaks
April 18 @ 8:30am
Where: Sierra Peaks
4801 Lincoln Rd NE,
Albuquerque, NM 87109
Website: <https://www.sierra-peaks.com>
- ◆ This year's EAGA Annual Golf Tournament is planned for June 6th. It will begin at 1:30 in the afternoon. More information will be provided in the near future. If you have a specific question, you can contact Committee Chairman, Jerry Becker via email jerry@steamaticnm.com.
- ◆ From Mario: Our members have continually shared their challenges with finding and retaining quality employees. The state is offering training and recruiting highly technical talent in NM. Monica Sandoval-Johnson is providing the training for free (typically \$50) using the promo code [Training23](#) during registration. See pages 3 and 4 of this bulletin for more details. Please direct any questions regarding this event to Monica Sandoval-Johnson: monica@stemboomerang.org.
- ◆ Dale Armstrong wants to share with our membership. <https://www.roadmaptoprosperity.com>. If you have any questions about this, please contact Dale Armstrong darmstrong@tlcplumbing.com

Badge Board Greeters

- Apr 11th Nestor Romero—The Payroll Company
- Apr 18th Michal Kocurek—Atmosphere Commercial Interiors
- Apr 25th
- May 2nd
- May 9th
- May 16th

Upcoming Speakers

- Apr 11th Kit Turpen—Berger Briggs Insurance
- Apr 18th Tyler Niedermeyer—Buildology
- Apr 25th Guest Speaker—Herman Leproski - Delancey Street Foundation
- May 2nd Jack Thompson—Legacy Mortgage
- May 9th Nestor Romero—The Payroll Company
- May 16th

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Are you one of the many small businesses face challenges recruiting and retaining highly technical talent in New Mexico? Thanks to the funding provided by the State (EDD), we have organized a 6-session training series, ***Effective Hiring & Employee Retention Strategies for NM Small Businesses***. The series is designed to assist STEM-related and manufacturing small businesses in NM. We have a lineup of NM-based subject matter experts who will address the challenges and provide interactive instruction and best practices on topics that include: attracting talent, interviewing effectively, employment law, fostering company culture and employee retention strategies. Please see the flyer below with information on each week's session topic and speaker.

The training series will be held on Wednesdays starting on April 19, 2023, from 4:00 - 6:30 at Q Station in Albuquerque with in-person and virtual participation options. We also understand that finding time to attend can be a challenge. Therefore, **attendees can choose to zoom in to the session each week OR watch the recorded session on at their leisure. Attendance is not required.**

Please Register here: [https://stemboomerang.org/training-program/\[stemboomerang.org\]](https://stemboomerang.org/training-program/[stemboomerang.org])

We encourage up to 4 members of a company to attend including C-suite, managers, HR, and personal. As a New Mexico business, the training series cost is covered by NMEDD (1200 value!). Please use promo code **Training23** at checkout to get the registration fee fully waived.

Please direct any question to myself (reply to this email) or Wendy Ederer at 505-238-3004.

Monica Sandoval-Johnson, PhD

Co-Founder + CEO | STEM Boomerang

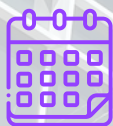
(505) 261-3915

[Boomerang New Mexico \[boomerang-nm.com\]](https://boomerang-nm.com) Career Portal



*A Training Series For
New Mexico Small Businesses*

EFFECTIVE HIRING & EMPLOYEE RETENTION STRATEGIES



**First session
starts April 19th**



**Wednesdays
4 - 6:30 PM**



**Q Station
Nob Hill in ABQ**

**Optional Virtual
attendance &
recorded series**

Hiring and retaining talent in a post-pandemic work environment is challenging. If you are facing these issues or if you are a startup with plans to hire within the next year, this training program is designed for you! The State of NM is funding this workshop series that is packed full of experts to help you develop useful strategies for hiring and retaining a workforce.

**Only a \$50 Registration
Fee for NM Small Businesses!**

Register Here:

[www. stemboomerang.org/training-program/](http://www.stemboomerang.org/training-program/)

Networking and refreshments at every session!



monica@stemboomerang.org



**Week 1
Monica S.
-Johnson**

*Recruiting STEM
Talent in NM*



**Week 2
Joe Mercadante**

*Effective Ways to
Attract Top Talent*



**Week 3
Grace Lerner**

*The Art of
Interviewing
Candidates*



**Week 4
Danny Jarrett**

*Employment Law
Best Practices*



**Week 5
Annemarie
Henton**
*Fostering Company
Culture*



**Week 6
Dale Armstrong**

*Retention is the
Heart of Innovation*