

## A Tribute to William G. Schmus

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## **A TRIBUTE TO WILLIAM G. SCHMUS**

This issue of the *MARQUETTE SPORTS LAW REVIEW* is dedicated to William G. Schmus, a member of the Executive Committee of the National Sports Law Institute's Board of Advisors, who recently retired as senior vice president, general counsel and secretary for the Miller Brewing Company.

After graduating from Marquette University Law School, Bill joined Miller in 1973 as a staff attorney. He then quickly rose through the ranks of Miller Brewing Company as he was appointed senior counsel/assistant secretary in 1978, assistant general counsel/assistant secretary in 1980, associate general counsel/assistant secretary in 1987, general counsel/secretary in 1988, vice president - general counsel and secretary in 1989, and finally senior vice president in 1993.

Bill has also been dedicated to the Milwaukee community as a member of the board of directors of Froedtert Memorial Lutheran Hospital and the Zoological Society of Milwaukee. He also served on the Board of Advisors of the National Council of LaRaza in Washington D.C.

As a founding member of the National Sports Law Institute's Board of Advisors, according to former Chair of the NSLI's Board of Advisors Professor Emeritus Charles Mentkowski, Bill "financially and personally helped start the National Sports Law Institute." In the early 1990s Bill was also instrumental in creating one of the National Sports Law Institute's first volunteer internships with Miller Brewing Company. Associate Dean for Academic Affairs and NSLI Director Matt Mitten notes that

while serving as General Counsel for the Miller Brewing Company, Bill established an internship for Marquette sports law students that enables them to learn about sports marketing, sponsorships, and licensing. This valuable educational opportunity has benefited many students by facilitating their understanding of both business and legal issues arising in connection with sports marketing, a career path some of our graduates will pursue.

This internship is now the longest running and one of the most popular NSLI internships offered as part of the Sports Law Program at Marquette University Law School.

Bill also was instrumental in providing much needed financial support to the National Sports Law Institute. Dean Mitten observes, "for many years Bill also provided generous financial support on behalf of Miller Brewing that enabled the NSLI to become the premier national

educational and research institute for the study of legal, ethical, and business issues impacting sports.” NSLI founder and Board of Advisors member Martin Greenberg also notes that through Bill Schmus’ leadership, “Miller Brewing became a partner in the vision of sports law as an academic inquiry. Through his wisdom and financial support, the National Sports Law Institute at Marquette University was able to grow and nurture its mission and goals.”

The National Sports Law Institute is indebted to Bill Schmus for the many things he has done for the Marquette University Law School, its Sports Law Program, and especially our students. Bill stepped up to the plate and through his dedication to the mission of Marquette University Law School, ensured that the NSLI and sports law thrived as an integral part of our educational program. We wish him well in his retirement and appreciate his continued support and guidance.