

## Sports and Entertainment Breakfast Series

### The New Meadowlands: Everything That You Ever Wanted To Know About Building a Billion Dollar Stadium in Today's Economy

#### Speaker Profiles

##### **Mark Lamping**

President & CEO

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Mark Lamping was named President and CEO of the New Meadowlands Stadium Company, LLC on April 1, 2008. Lamping, reports directly to the board of directors of this joint venture between Jets Development LLC and Giant Stadium LLC, oversaw construction and operations of what is not only the new home for two iconic NFL franchises but is the sports and entertainment capital of the region. Lamping manages all business operations related to the new stadium, including but not limited to its legal, sales and marketing, and government affairs, design and development, and third-party event business. In addition to the minimum of 20 NFL games that will be played at the New Meadowlands Stadium each season, the stadium will host events ranging from college football to international soccer tournaments to major concerts and more.

Prior to joining the New Meadowlands Stadium Company Mark was the President of the St. Louis Cardinals from September 1, 1994 until March 31, 2008. In addition to the club's 1996, 2000, 2001, 2002, 2005 Central Division titles and 2004 National League Championship, the Cardinals earned their 10<sup>th</sup> World Championship in 2006. In 1999 and again in 2003, the Cardinals were honored by United Sports Fans of America as Major League Baseball's Fan Friendly Team for their superior efforts to make a day at the ballpark more affordable and enjoyable. In addition to managing the club's business and facility operations, Lamping led the Cardinals new ballpark initiative. On April 10, 2006, Opening Day, the Cardinals officially dedicated the new privately financed ballpark, Busch Stadium. The perfect ending to the inaugural season at new Busch Stadium was the Cardinals winning their 10th World Championship.

In February 1994, Lamping was appointed Commissioner of the Continental Basketball Association. Prior to that Lamping served as Anheuser-Busch's Group Director of Sports Marketing for five years. In that position, he managed the company's TV and radio sports production division and all domestic and international sports marketing activities for Anheuser-Busch's beer brands, including sponsorship agreements for the Olympics, the World Cup and all major professional sports, including Major League Baseball, the National Football League, the National Hockey League and the National Basketball Association.

A St. Louis native, Lamping holds a bachelor's of science degree in accounting from Rockhurst University in Kansas City and a master's degree in business administration from Saint Louis University. He currently lives in New York City with his wife Cheryl. Mark and Cheryl have 3 children, Brian, Lauren, and Timothy.

### **Mark Bingham**

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Mark joined the New Meadowlands Stadium, LLC in May of 2007 as one of the first employees of the joint venture charged with the sales and marketing of the suites in the new sports and entertainment facility that will serve as the home stadium for the New York Jets and New York Giants.



Mark brings over 25 years of sports marketing experience to this project, having served as President of Octagon Marketing, and SVP of Marketing & Broadcasting for the New York Mets, among other roles. Mark was graduated Cum Laude from Harvard University with a BA in Economics.

**Ed Schauder**

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Ed Schauder heads the Sports and Entertainment Law group in the New York office of Haynes and Boone, LLP. Prior to joining the firm, Mr. Schauder conceived and implemented a unique concept in sports marketing. By forming incorporated entities made up of members of championship sports teams or professional athletes linked together by similar accomplishments, he created programs to protect and market their intellectual property. From initial contact with the athletes to obtaining licensing rights, corporate sponsorships, endorsements, autograph memorabilia deals and appearances, Mr. Schauder represented some of sports history's most beloved and storied teams, including the 1969 Mets, 1977 Yankees, 1972 Miami Dolphins, 1980 United States Olympic Hockey Team, and 1986 Giants. Mr. Schauder has more than 18 years of experience in the sports intellectual property rights, and advises clients in mergers and acquisitions, venture capital, and general corporate planning and representation.

His representative negotiated agreements include:

- Appearances for Hall of Fame and other athletes, including Larry Bird, Walt Frazier, Pete Rose, Yogi Berra, Goose Gossage, Lawrence Taylor, Bill Walton, Gayle Sayers, Tom Seaver, Ron Guidry, and Rod Gilbert
- Endorsements for a public beverage company with New York Yankees pitcher Mariano Rivera and Anaheim Angels outfielder Torii Hunter
- Serving as Director of Legal and Business Affairs for 4Kids Entertainment, Inc., a public company that served as licensing agent for Nintendo, World Wrestling Entertainment, James Bond, The Shadow, Harlem Globetrotters, Robocop and the Negro League Baseball Players Association, among others
- Advising Locker Room Memorabilia in exclusive memorabilia agreements with David Wright, Ryan Zimmerman and others
- Consulting for Steiner Sports and Locker Room Memorabilia in connection with game used equipment deals with the New York Mets
- Television Rights with Madison Square Garden to the "Monster Wars" television program
- Representing the 2011 World Police and Fire Games