

DRIVEN TO SUCCEED: TERRY ADAMS

THE ADAMS LAW FIRM

BUSINESS
SPORTS
ENTERTAINMENT
PROPERTY & ESTATES



Terry Adams, Meredith Bond, David Hedrick, Bryan Capps. Not pictured: R. Scott Pearson

OKAY, I'LL JUMP RIGHT IN.

Congratulations on being selected in our Top Attorney Issue in Contracts and in Sports & Entertainment. What exactly does a Sports & Entertainment Lawyer do? Really, the Sports & Entertainment businesses just like any other businesses. You deal a lot in contracts, negotiations, conflict resolution and risk management.

So with sports, are you an agent, like Jerry Maguire?

Well, I am a licensed agent, but not much like Jerry Maguire. I represent NFL guys and aspiring NFL guys as an agent but I also represent other agents, players and sports-related businesses as legal counsel. I don't run all over the country in a recruiting frenzy--all of my clients so far have come to me as referrals.

Really, anyone we may have heard of?

Sure. We represented Al Wilson's linebacker camp, did some contract work with Carolina Panthers' quarterback Matt Moore, served as an advisory board

member of Johnny Long's Training Academy, handled some work with the largest college football fan website in the country, and we are working with a defensive backs coach with the Detroit Lions, who also happens to have a Harvard Law degree, just to name a few.

What about Entertainment Law, I see that you are an award-winning songwriter yourself?

Yes, thanks for that. I grew up in a musical family. My mom is a songwriter, so I come by it naturally. With regards to Entertainment Law, I generally focus on representing songwriters. I know from my own family experience that writers too often get into bad publishing deals that could have been prevented if they had only known what they were getting into.

I guess then it makes sense that Sports & Entertainment go hand and hand with Contract Law?

Exactly. Most times you are using the same skill set negotiating for an entrepreneurial

endeavor as you do in the business of sports or music, but it always helps to have an in-depth knowledge of your client's industry.

What other kinds of contract work do you handle?

We work with a lot of entrepreneurs. It is sort of a cradle to grave business practice. Many times I start by forming the business entity and operating agreement, work over time on the firm's contracts and conflicts, and handle the eventual winding up or acquisition of the business. We also do a great deal of real estate work, contracts, easements, things of that nature.

What do you like most about being a business, sports and entertainment attorney?

That's easy--assisting in achieving the client's dreams. I also really love my clients. It's great to be around talented, creative, motivated risk takers on a day-to-day basis.

You've worked as an actor, a musician, as a political consultant and you're a military man. What drew you to the practice of law?

I really see the practice of law as the last bastion for the Renaissance man. I am interested in lots of things, and I'm a voracious reader, traits that generally draw me to the practice of law. Every industry on the planet needs legal representation. If you see the practice of law from that perspective, you will never get bored.

You have been involved in the community with quite a bit of pro bono activity. Tell me about that.

It started out as a way to help struggling songwriters keep from getting hustled when they came to Nashville. Through word of mouth, we let the community know that I would review single song deals and publishing agreements, occasionally pro bono. We've been able to help a lot of writers with that program.

And that turned into the Center for Entrepreneurship at the Adams Law Firm?

Yes. When the economy went south, I started seeing the need for entrepreneurs to have some access to legal resources they were generally lacking, so we started having semi-monthly meetings to help the community.

Besides running a successful law practice and working in multiple business ventures, what do you do for fun?

I really enjoy my work. A lot of the time,

work is play for me. When I watch a football game or see a new songwriter, I'm working. I still like to workout, go to the movies, play music and read.

Who do you like currently in music?

I really like Jamey Johnson a lot right now. He's like a blast from the past - kind of like the Highwaymen had a child.

How about your favorite sports teams?

Hey, I am a Tennessean from birth and a UT alum, so I still heavily support the Vols in whatever sport they are playing. I love baseball and make it a point to see the Red Sox, the Reds and the Braves whenever I can.

What are you reading right now?

I recently started Thirteen Days by Robert Kennedy and A Team of Rivals by Doris Kearns Goodwin, but I am always reading a dozen books at once. I just finished Talib's Black Swan, good stuff.

You seem to have a lot going on. How do you successfully manage all of this day-to-day?

I call it a high "Do Quotient." There are lots of smart people in the world, but most people underemphasize the power of a smart work ethic.

It looks like the sports business and the music business are heading in opposite directions. Working in both, how do you see the future of those industries?

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Pro sports are more popular than ever. I think that will continue into the foreseeable future unless management and labor find a way to kill the golden goose.

How about the music business?

They are having a tough time. Eventually, I think technology will catch-up and we will be able to crack down on piracy much easier than we can today. The good news is that music itself is probably more popular than ever.

You hung out your own shingle and have been successful in growing a law practice. What advice would you give to someone following in your footsteps?

Just do it, but learn all you can about the industries that you want to work in and be prepared to work more than you have ever dreamed. It is a great calling, but it's not without sacrifice.



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SUCCESS: I REALLY ENJOY MY WORK. A LOT OF THE TIME, WORK IS PLAY FOR ME. WHEN I WATCH A FOOTBALL GAME, I'M WORKING.