



Athletic Business Spotlights Brian Schoenborn as 'Nation's Preeminent Attorney' for Hockey

Spencer Fane attorney [Brian Schoenborn](#) was the center of the recent *Athletic Business* feature, [How Minnesota Attorney Brian Schoenborn, Who Never Played Hockey, Became One of the Sport's Busiest Business Advisors.](#)

In the interview, *AB* senior editor Paul Steinbach highlights Brian's journey into becoming "the nation's preeminent attorney serving hockey-focused business interests from the amateur ranks to the NHL." Brian shared how he got involved with hockey and other sports industries, discussed how he has honed his business ownership skills, and opined on the evolving collegiate to professional pipeline for athletes.

"I love the entrepreneurial journey. I love collaborating with great people. It's a lot of fun to be with great people to accomplish things. I love taking ideas and making them real," Brian said, explaining the most rewarding component of his unconventional career path. "You know, people don't cheer for most businesses, and sports actually bring joy to people in the community. There are a lot of sad and negative things in our world, and to bring happiness and joy and competitive things to people young and old, it's been wonderful."

At the firm, Brian serves as Office Managing Partner for the firm's St. Cloud office. In addition, he maintains a strong law practice counseling families and private businesses on multiple elements of business law, business succession, and estate planning. He also regularly assists sports-related teams, leagues, businesses, organizations, and families. Over the past two decades, he has owned six U.S. Hockey League (USHL) teams and an American Association baseball team, founded and continues to co-own the Sioux Fall Stampede of the USHL, and has worked in the

development, ownership, and operation of sports facilities throughout the U.S. He harnesses this experience to help clients navigate the ins and outs of franchise startups, buying and selling professional and amateur teams, expansion, league operations, facility development opportunities, and more.

Read Brian's full *Athletic Business* Q&A [here](#).