



Brian Schoenborn Makes Guest Appearance on My Town Podcast

Spencer Fane attorney [Brian Schoenborn](#) recently appeared on the *My Town* Podcast episode, *Forgotten Story of Minnesota's First Settlers*.

In his conversation with host Cory Hepola, Brian discussed his German ancestors – who were among the first Minnesota settlers in the 1850s, continuing the family tradition of farming while balancing his legal career, the responsibility he feels to give back to the community, and his work in the sports law sphere. Brian's love of his community served as a connecting thread throughout the episode.

"I want to be at home. My family's been in the St. Cloud area and St. Joe area forever. I want to make a difference in my hometown. You've got to be for where you're from, and I'm from this area. I'm for this area. I want to make a difference here," he shared, recalling his answer to a university professor asking where he wanted to be in five years. "And so, I did. And fortunately, I've been able to do things nationally and internationally. It's amazing how being in a smaller town doesn't mean you're stuck in the smaller town. You can do a lot to impact a lot of lives positively. And so, in sports business and things that I've been able to be involved in, I've been able to do things all over, but I'm still grounded here, and it just means more. It feels more significant and intentional."

At Spencer Fane, 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, 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 United States. 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.

Watch Brian's full podcast episode [here](#).