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Roger Denny and Bob Lattinville Publish Article on FBS Assistant Football Coaches' Contract Trends

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Spencer Fane LLP attorneys [Roger Denny](#) and [Bob Lattinville](#) recently collaborated to write an article published in *AthleticDirectorU (ADU)* that summarizes the findings from their recent collaboration with *USA Today* on a database of assistant football coach salaries. In the [ADU article](#), they discuss their observations related to trends in the data, including compensation disparities between head coaches and their staff in each of the Autonomy 5 conferences.

The analysis allows them to examine the possible effects of recent trends on determining annual compensations. "Universities may fall into the trap of overestimating and overpaying coaches because they have (a) not identified equivalent or better alternatives in terms of talent, performance and fit; and (b) succumbed to pressure from a largely uninformed, albeit mostly well-intentioned, media and fan/donor base," the two wrote.

Roger and Bob work with athletic directors, athletic departments and coaches throughout the sports industry, providing guidance in successfully navigating complex business, legal and regulatory issues associated with crucial hiring decisions.

ADU seeks to create a transformative learning platform for all members of the college athletics community by delivering action-oriented insights and best practices from accomplished executives, top researchers, and the industry's most influential thought-leaders.

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