



## LOGAN HITTLE

ASSISTANT ATHLETIC DIRECTOR OF NIL - OSU

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[www.uarotary.org](http://www.uarotary.org)

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For make up locations, check the club web site or call the make-up hotline at (614) 470-1002.



Our speaker today was **Logan Hittle**, Assistant Athletic Director for NIL at Ohio State. NIL refers to the system of compensation for college athletes in exchange for the use of their name, image and likeness. Logan is an OSU graduate and received his Masters Degree in Sports Administration from the university.

Ohio State's athletic department prioritizes student athlete development, with a focus on providing resources and support. Logan discussed NCAA policy complexities including the prohibition on paying athletes and limitations on recruiting inducements. He also addressed the impact of external collectives. Collectives are non-profit organizations organized to gather resources and distribute them to student athletes under existing rules and regulations. Logan noted that the existing rules and regulations are changing rapidly – even day-to-day – as the system is developing across multiple state laws and legal interpretations from the courts.

The university has committed resources to manage and support NIL activities. He cited AD Gene Smith for his support. Three key words represent the basis for OSU's approach to NIL: Empowerment, Education and Execution. The 1,000 athletes at the university should be empowered to pursue available opportunities. They should be educated about the most effective and appropriate way to engage the NIL system. Finally, the university will provide allowable guidance about the proper execution of an NIL package.

Under Ohio law there are certain prohibited areas for NIL deals. Among them are cannabis, hard liquor, tobacco, gaming and adult entertainment. Here again, Hittle noted that these types of restrictions and guidelines may vary from state to state. This adds a potential level of complexity and confusion to the recruiting process as athletes consider their college options.

NCAA regulations currently prohibit a school's use of NIL inducements in the recruiting process. Additionally, direct "pay-to-play" is also prohibited. Logan emphasized the current uncertainty in the system due to ongoing legal cases, potential Federal legislation and various state activities.

Ohio State does not permit NIL promotional activities by a student athlete during official university events. In addition, athletes may not enter into promotional deals that conflict with current university contracts. University staff is not allowed to negotiate on behalf of an athlete.

At this time, 500 Ohio State athletes have entered into about 2,900 NIL deals. Information about deal details is confidential – not available to the public. Some NIL deals include entire teams rather than individual athletes.

**CLICK HERE** to view this meeting and all previously recorded Rotary meetings



## GREETERS

### March 5

Steve Frame  
Jessica Grisez

### March 12

Tom McClain  
Tim Irwin

### March 19

Brent Jackson  
Barri Jones

## REGISTRATION DESK

### March 5

Ted Foster  
Brendan King

### March 12

Rick Barth  
Tom Westfall

### March 19

Jim Winfree  
Dave Shelby

## CALENDAR

### March 5 - Boathouse (Confluence Park)/Zoom

Ryan Adkins, Farm Tech with  
Adkins Farm

Host: John Krauss

### March 12 - Boathouse(Confluence Park)/ Zoom

Jeff Reed, "Honda, Ohio,  
and the Future of Mobility"

Host: Jessica Grisez

### March 19 - Scioto CC/Zoom

Barry McGraw, Founder and  
Chief Laboratory Officer –  
Ohio Soy Bean Council

Host: Molly Fontana

## VOLUNTEER OPPORTUNITIES

Submit your volunteer opportunity  
to [herb@herbgillen.com](mailto:herb@herbgillen.com) for inclusion  
in the Rotaryview Newsletter.

## SOCIAL EVENTS

Please submit your social event  
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## OUR NEXT MEETING

### MARCH 5TH

Boathouse(Confluence Park)/Zoom

Upper Arlington  
**Rotary**  
Club



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Here are some points from the Q&A.

- Recent court rulings in Tennessee and Virginia allow for boosters to negotiate with recruits and transfers, but there are still many unanswered questions and compliance concerns.
- Trying to find a balance between operating with integrity and being aggressive in recruiting, while also navigating the complex and evolving landscape of college athletics.
- Potential tax implications of donations to nonprofit organizations like collectives, emphasizing the importance of consulting with a tax expert.
- Concerns about athletes coming to college with pre-existing deals, highlighting the need for schools to address these issues.
- The university maintains an interactive "job board" which connects athletes, companies and fans with an interest in potential NIL arrangements. (See [ohiostatebuckeyes.com/NIL](http://ohiostatebuckeyes.com/NIL))
- The absence of national level rules and regulations makes understanding and managing the NIL process difficult.

## THE MEETING



Vice President **Angela Lanctot** presided today. She asked **Michele Hoyle** to offer the invocation and lead us in the Pledge of Allegiance.

**Jim Nicklaus** asked **Andy Schmidt** to introduce his guest **Joe Mathias**. There were no visiting Rotarians today.

NOTE: We meet next week (3/5) at The Boathouse (Confluence Park).

## NOTES AND ANNOUNCEMENTS:



**John Krauss** announced a Fundraiser Committee meeting immediately following today's club meeting.



Jack and Sandra Cotter attended Southside Corpus Christi Rotary Club on February 7th and exchanged Rotary banners with Sulu Modak, President of Southside CC Rotary Club. Jack Cotter presented UA Rotary Club Vice President Angela Lanctot with the Southside banner at this week's meeting.

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# SORTING OUT WHERE TO CONTRIBUTE

Where do your contributions go? There are three main organizations where we as Upper Arlington Rotarians direct our Rotary giving. Sometimes it can be confusing, so here is something to hopefully help keep things straight.

ORGANIZATION	DONATION DESIGNATIONS	ADDRESS	MEMBER CONTACT	EMAIL
Upper Arlington Rotary Club	Club dues	P.O. Box 12013 Columbus, OH 43212	Peggy Concilla	concillapl@gmail.com
Upper Arlington Rotary Foundation	Annual \$365 and some other club funding requests	1704 Sundridge Dr. Columbus, OH 43221	Andy Livingston	andy.w.livingston@gmail.com
Rotary International Foundation	\$125 Club, Paul Harris and Polio Plus	244 Daniel Burnham Sq. Columbus, OH 43215	Debbie Johnson	debbiejohnson33@gmail.com