

MEMORABILIA CONNOISSEUR

BRANDON STEINER

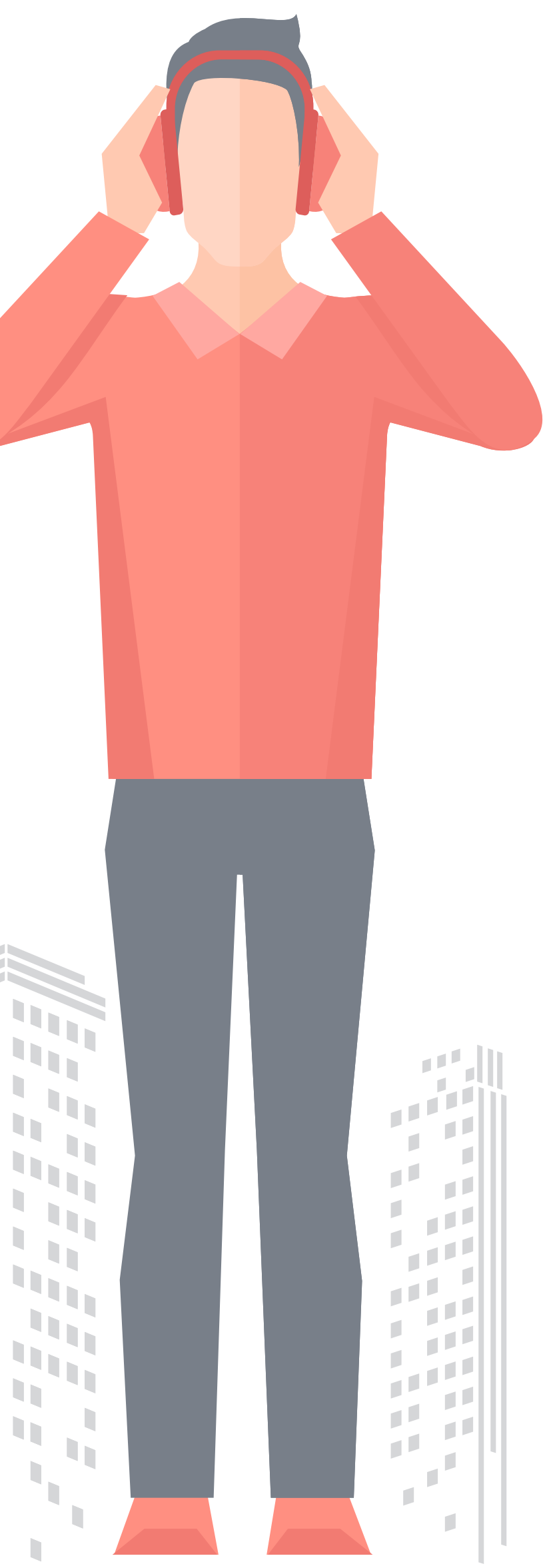


Brandon Steiner is the founder and chairman of Steiner Sports Marketing and Memorabilia, the largest company of its kind in America. Considered a sports marketing guru, Brandon built Steiner Sports from a one-room office, \$4,000 and a single Mac computer in 1987 to a \$50 million company today.

Brandon is a permanent fixture in the media as a regular on ESPN NY Radio 98.7 FM and as host of the Emmy-nominated "The Hook-Up" with Brandon Steiner on YES Network. He has appeared frequently on CNBC, CNN, MSNBC, ESPN, and in newspapers including the New York Times and the Wall Street Journal. The author of "The Business Playbook": Leadership Lessons from the World of Sports and "You Gotta Have Balls": How a Kid from Brooklyn Started from Scratch, Bought Yankee Stadium, and Created a Sports Empire.

Brandon devotes time to and supports several charities, including Family Services of Westchester, an organization that helps provide quality social and mental health services. His latest venture is a new TV show called "Project X" hosted by Brandon Steiner which gives aspiring entrepreneurs the opportunity to gain business advice from Brandon and several celebrity guests. Brandon is a happily married man that lives in Westchester and is the proud father of 3 young adults.

TODAY'S SUBJECTS



Not hung up on title, hung up on providing value



How to not become extinct by learning from the kids you mentor



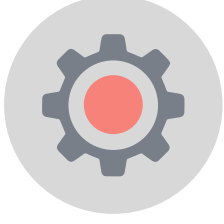
How his failures have led to some of his greatest success



The importance of giving, helping others and doing the right thing in life



The joy of the thank you note



How to reprogram and change your career



Learn how he has lived a life by design, not by default



Mentorship



How to be consistent for a long period of time



Books and people who inspire him

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