



Brandon Steiner Visits SU

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A successful entrepreneur who has created exclusive autograph deals for Derek Jeter, Joe Torre, and Eli Manning, and numerous strategic partnerships with the most prestigious professional sports franchises in the world, Syracuse University alumnus Brandon Steiner '81, the founder and chairman of Steiner Sports Marketing, spoke at Syracuse University April 6. The event included a book signing of Steiner's *The Business Playbook—Leadership Lessons from the World of Sports*. During his visit, he lectured in a series of sport management classes.

An innovative partnership between Steiner Sports Marketing, the David B. Falk Center For Sport Management, and the Department of Athletics provides students with an unprecedented learning experience. The student-run operation, known as Syracuse Steiner Sports Collectibles, obtains, markets, and sells one-of-a-kind SU athletic memorabilia.

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collectibles and fantasy experiences with these and other storied teams have been the benchmark for these partnership successes.

The largest company of its kind in the United States, Steiner Sports Marketing's collectibles inventory includes more than 10,000 items, and the company currently maintains relationships with more than 5,000 professional athletes in virtually every sport. What started as a one-man operation has grown into a booming, 80-plus employee, \$50-million enterprise.

Steiner's visit was also part of a guest speakers' series throughout the year for students in the Sport Management Club, a student-run organization founded in 2005 that has approximately 100 members and has raised nearly \$100,000 for local charities. The SPM Club was recognized with a 2009 Chancellor's Award for Public Engagement and Scholarship and most recently received the 2009 Orange Circle Award from the SU Alumni Association to honor SU alumni, friends, faculty, staff, and students who have achieved extraordinary accomplishments in support of others.

