

Making his re-mark



Director of Athletics **DR. DARYL GROSS** and **BRANDON STEINER** announced Syracuse Steiner Collectibles, a multi-faceted marketing partnership that gives Orange fans access to Syracuse sports memorabilia and players, in August, 2006.

To some, he's one of the most accomplished entrepreneurs in recent years. To Dr. Daryl Gross, Director of Athletics at Syracuse University, he is "Willy Wonka, because he makes dreams come true." To others, Brandon Steiner '81 is just a businessman.

As the founder and CEO of Steiner Sports, the largest sports marketing company in the country, Brandon Steiner is anything but your average businessman. Steiner, an alumnus of the School of Management, struggled through most of his life before making it big. Now, he is making his grand re-appearance at SU in hopes of training the next marketing guru.

Coming to Syracuse

Steiner's road to Syracuse was anything but ordinary. He attended a pass/fail high school in Brooklyn. Although he struggled academically at times, he was involved in numerous extracurricular activities, including serving as the treasurer of his high school. Following graduation, Steiner

wasn't willing to settle for a trade school. He wanted something more – he wanted Syracuse.

It wasn't long before the high school senior was on his way to upstate New York. The trip began in New York City at seven o'clock in the evening and lasted well through the night. Utica College and Ithaca College were among his campus stops, but Steiner's journey finally ended in Syracuse.

"As soon as I walked onto campus I was like, 'This is perfect,'" Steiner recalls. "I'm a Brooklyn guy, I can't be going to some place in the sticks. I didn't want to go to a place in [the] city. I wanted to have something in between."

That "something" was Syracuse. After deciding to pursue an accounting degree, Steiner researched the academics at Syracuse and realized the strengths of the department at the School of Management. However, it wasn't until his admissions interview that he finally saw his future unfold.

"I had a moment with the admissions officer," Steiner said. "It was probably one of the best interviews and one of the best sells. You talk about making a great sell."

With the help of financial aid, it wasn't long before Steiner was officially enrolled at Syracuse University. Little did he know that this was just the beginning.

Becoming an Orange Man

Steiner's arrival at Syracuse proved to be as successful as he hoped. He began to get acquainted with student-athletes, including former New York Giants running back Joe Morris, during a time, as Steiner described, when the football program was "really turning around."

"I was very involved with a lot of the football players and I think that was great for me because it obviously led me into the sports business," Steiner said. "I learned how athletes think and how they are."

Steiner took advantage of the liberal arts background at the University and

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