

began enrolling in classes he said would deliver a lot of the things that didn't come naturally. He held a work-study job as an audio-visual assistant, joined a fraternity, and took classes taught by Rick Pitino, a former Syracuse assistant men's basketball coach who is now the head coach at Louisville.

"Syracuse just brought the student out of me because of the diverse amount of things it had to offer," Steiner said.

While he was developing as a student, Steiner was also honing his entrepreneurial skills – skills that he exhibited at an early age. Starting at age five, Steiner operated a lemonade stand; at 10 he managed a fruit delivery service; at 11 he ran a paper route; by age 13, he was already working several days a week. His motivation carried through the years and became a driving force during his career at Syracuse.

"If you talked to people who knew me as a kid, I was always an entrepreneur and always had significantly high business skills and [knew] ways to make money," Steiner said.

Steiner planned a way to raise money for a trip to Fort Lauderdale with his fraternity. He organized a single event on Erie Boulevard, which attracted thousands of students from all the local colleges. The students came to the event expecting traditional college competitions and most importantly, to find out what the craziest school in central New York was. It was at that moment that Steiner realized his true potential.

"The line of cars was so long down Erie Boulevard that you would think they were going into the Carrier Dome," Steiner said. "I was always socially skilled, but this was about coming up with an event and an idea on a high level."

According to Steiner, between three and four thousand students were in attendance.

"For me, at that age, at that time, I was like, that's my coming out party," he said. "That's a lot of people to come to an event

and pay. It was pretty impressive. It was a moment."

The success of that event made Steiner realize: "I can do things."

### Making it in the Real World

Following graduation in 1981, Steiner gained experience working for Hyatt Hotels until landing a job as a manager at the Hard Rock Café.

"Then," Steiner said, "I basically started my own business from there."

In 1985, Steiner opened the Sporting Club. It was one of the first sports bars in Manhattan and gave Steiner the experience he needed to become more successful.

"It was really my link and my connection to a lot of athletes and how I met a lot of players," Steiner said.

After arranging hundreds of athlete appearances, including Giants linebacker Lawrence Taylor and Mets first baseman Keith Hernandez, he began receiving dozens of requests for athlete appearances. Steiner realized he was onto something.

Now celebrating its 20th anniversary, Steiner Sports began as a company that matched players with companies. They were primarily focused on booking athlete appearances. Since then, the business has expanded to promote and sell sports memorabilia and collectibles. Recently, Steiner has found his way back to upstate New York – the place where it all began.

### Returning to The Hill

In August of 2006, Steiner Sports added Syracuse University to its long list of partnerships. Also in the mix are the New York Yankees, Los Angeles Dodgers, Boston Red Sox and Notre Dame Fighting Irish. Steiner's interest in Syracuse stemmed not only from his strong interest in his alma mater, but also in his belief of its relevance today.

"I think it's great to show the history," Steiner said. "We're talking about one of the great sports programs in this country."

Steiner strives to give fans a memorable piece of history. Fans in the "Orange Nation" will be able to collect exclusive memorabilia from one of college sports' most historic programs. Syracuse Steiner Collectibles, the name given to the partnership, has released photo collages featuring collector's pieces of the Carrier Dome hardwood floor from the famed 2003 men's basketball championship season.

"You talk about Syracuse football, basketball and lacrosse and it's nice for alums to be able to have some of that around their offices and homes," Steiner said. "As much as we're dealing with the current team, we're going back and getting signings done by the Larry Csonkas and Jim Browns."

Also helping out with the partnership is Michael Veley, Director of the Syracuse Sports Management program. Together, Veley and Steiner have worked to integrate students into developing a business plan for the new partnership. By doing research on revenue streams and figuring out the best products, the students have been involved in every step of the process.

Gross believes the partnership with Steiner Collectibles is an "amazing feat" for Syracuse University.

"It has been such a pleasure to work with this genius as he has shown us things we could never imagine," Gross said. "Not only is he extraordinary, but as an SU alum, he bleeds orange like no one else."

Steiner also sees it as a benefit to the University community as a whole. Aside from wanting to help raise money for the athletics department, his ultimate goal is to educate students with real-life work experience.

"I think that anytime you can bring in the kids just to see something from the conception to grow is inspiring," Steiner said. "I want kids to understand that you can come up with an idea. You can do something. If you have a good idea, you can do things."

For a complete listing of Syracuse Steiner Collectibles, visit  
[http://www.steinersports.com/ssm/control/category/~pcategory=1006/~browseCats=SU\\_BK\\_Collage/~showSyracuse=1](http://www.steinersports.com/ssm/control/category/~pcategory=1006/~browseCats=SU_BK_Collage/~showSyracuse=1)