

NEW YORK POST SPORTS SUNDAY, DECEMBER 26, 1999

NEW YORK POST

SPORTS BIZ

**RICHARD
WILNER**



THERE HAVE been dozens of all-millennium lists blowing around the sports world the past few months, from the greatest athlete to the greatest sports executive to the greatest team of the millennium. But none is more inventive or more

likely to spark bar-room discussions than **Brandon Steiner's** all-millennium, all-impact sport marketing team.

The sports collectible guru has the usual suspects on the list, of course, like **Michael Jordan**, **Tiger Woods**, **Muham-**

mad Ali, **Babe Ruth** and **Arnold Palmer**. But Steiner also includes some inspired choices like **Bob Uecker**, who has done so much with so little, and **Johnny Weismuller**, the record-setting swimmer who went on to star in 18 Tarzan movies and en-

dorse BVD underwear as well.

Yogi Berra makes Steiner's list, not only because of his Yogisms but because of his Yoo-Hoo past, **Miller Lite** sports and his almost 50 years of success. Along with Woods as part of the next generation, Steiner lists **Mia Hamm**.