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westchester chronicles


includes two retail Hall of Heroes stores (one in New Rochelle's New Roc City and the other in Roosevelt Field on Long Island), sports collectibles deals with MLB, the NHL, USA Soccer and the USTA, a Web site (steinersports.com) with 150,000 unique visitors a month, and Last Licks, a memorabilia/ice cream store in Scarsdale. Sixty-five percent of the company's revenues is drawn from collectibles (60 percent signed). His favorite collectible? "When the Rangers won the Stanley Cup in 1994," Steiner answers, "Mark Messier signed a photo for me that reads, 'To Brandon, we did it.'"

The remaining 35 percent of revenues is drawn from marketing (athlete talent and sports consulting). The company even has a parent—media giant Omnicom. Steiner's athlete client list includes Derek Jeter, Mia Hamm, Joe Torre, Mark Messier, Franco Harris, Ralph Branca, Bobby Thompson and Yogi Berra.

"Athlete traffic is up to 3,500 transactions a year," he says. "That includes things like golf tournaments, public signings, spokesperson work, store openings and new drug endorsements." Companies including Modell's, Foot Locker, Don Russ, American Express and Schering Plough have all been clients.

You can feel overwhelmed walking into Steiner's 25,000-square-foot corporate headquarters located in New Roc City. The reception area has a basketball-style hardwood floor, *Sportscenter* blasting from three TV screens and sports photos and prints of athlete's quotes everywhere. Employees' desks are overrun with football helmets, sports action figures, hockey sticks and boxing gloves. The boss's office is no less cluttered.

Steiner, who is a true sports fan (as a kid he went to 40 Yankee games a year) is looking to expand with new products—blowup standees of athletes—and new stores—a second Last Licks shop in Ardsley. "It would be impossible for an individual to start his own sports marketing business today, with all the big marketing firms out there. I was fortunate to get into it in its infancy."

And people still ask him for things, especially "anything signed by Derek Jeter. Anything." 

—John Bruno Turiano