

# dkc NEWS from

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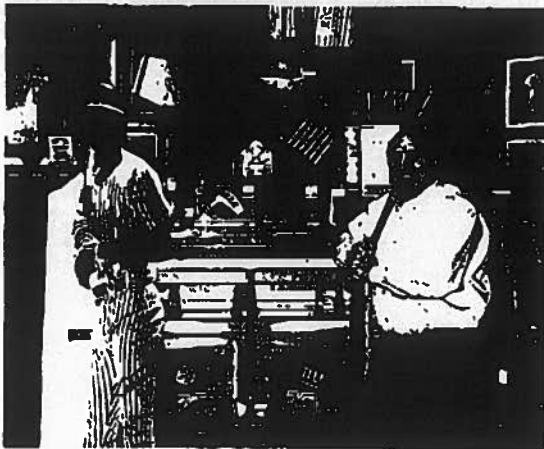
# WESTCHESTER

MARCH 2002 **spotlight**

## westchester chronicles The Sporting Life

**A**s assistant general manager of the then-trendy Hard Rock Cafe in Manhattan, Brandon Steiner made some valuable friends. Real valuable. They were friends that enabled him to start a business that, this year, should bring in \$30 million in sales. Were his friends dealers in gold? Holders of valuable government secrets? Nope. Professional athletes.

"Players like Keith Hernandez, Darryl Strawberry and Lawrence Taylor used to



Brandon Steiner with a life-size replica of Derek Jeter

come in all the time," says the 42-year-old Scarsdale resident. "With hundreds waiting on line for a table, my job was to get them in and seated. They returned the favor with invites to their birthday parties and tickets to games."

When family and friends learned about his "friends," the requests for favors poured in. "Everyone was asking me to get them signed balls and jerseys. I asked the players who handled that for them. They told me 'nobody.' People assume agents handle player marketing, but most just do contracts and take care of other legal matters."

Steiner saw an opportunity. With wife Mara, then a CPA for a Big Eight accounting firm, the father of two and Little League coach, began scheduling appearances for athletes and, in 1987, launched Steiner Associates.

The company has since grown into 70-employee Steiner Sports Marketing and Steiner Sports Memorabilia, which

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