

Athletes and Executives Team Up for Business Alliance – New Group Provides Up-Close Access to Sports Stars

MANASQUAN, N.J., Sept. 16, 2013 (SEND2PRESS NEWSWIRE) – Executives now have a unique new weapon in their marketing arsenal: The Athletes & Business Alliance. This newly-formed network enables accomplished business professionals and pro athletes to build personal relationships and discuss success strategies in a symbiotic environment which includes one-on-one meetings and lunches, conferences, and personal appearances as well as a series of unique business/social events where the executives and elite performance athletes will share proven techniques to achieve greatness on and off the field.

“This is a one-of-a-kind organization,” says Peter Grandich, founder of the ABA. “No place else will you find such a large group of well-known athletes who make themselves available to business leaders to help them recruit talent, close a deal, or give their marketing a competitive advantage.”

Grandich explains that the concept for ABA came out of his own professional dealings with athletes.

“Through my businesses, I have seen first-hand how the public is mesmerized by and responds to athletes. I know that harnessing the star power of athletes is a real score for business,” he adds.

According to Grandich, the ABA boasts a select membership of diverse senior-level executives, high-net-worth business owners, and pro athletes. Strictly by invitation, the group provides opportunities for these two distinct and highly sought-after groups to intermingle and establish business relationships, as well as the chance to participate in activities that serve the community.

“From the locker rooms to the board rooms, professional athletes maintain the passion, discipline, and fortitude to thrive in the sport of business,” Grandich says, “and competition is the common bond between the athlete and business executive.”

“The uniforms may be different, but the objectives are the same,” he quips.

“For professionals who believe like I do that your network is your most powerful asset-affecting your income and career success – the ABA will help you meet and exceed your strategic business goals,” he says.

Over 50 current and retired professional athletes are members. Some of the current players include: NY Giants’ Kevin Boothe, NY Rangers’ Michael Del Zotto, NJ Devils’ Mark Fayne, Arizona Cardinals’ Jay Feely, Panthers Domenik Hixon, NJ Devils’ Jacob Josefson, NY Giants’ Antrel Rolle, NY Giants’ Steve

Weatherford, NJ Devils' Dainius Zunrus.

Former stars include: NY Giants' Mark Bavaro and David Tyree; NY Jets' Joe Klecko, Ray Lucas and Marty Lyons; boxing great Gerry Cooney; NJ Devils' Ken Daneyko, Bruce Driver and Grant Marshall; NY Rangers' Ron Duguay, Ron Greschner and Nick Fotiu; Philadelphia Flyers' Bob "The Hound" Kelly and Joe Watson; and Dallas Cowboy Danny White.

For more information about ABA or to be considered for membership, please visit the organization's website at <http://www.ScoreForBusiness.com/> or call Peter Grandich at 732-642-3992.

No celebrity endorsement claimed or implied.

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