

## **BIOGRAPHY FOR JULANI GHANA (Long Version)**

Julani Ghana is currently the President and CEO of Pro Sports Community Consultants ([www.prosportscommunityconsultants.com](http://www.prosportscommunityconsultants.com)). As the one-time NBA Executive, the former Manager of Community Relations for the 2001 NBA Eastern Conference Champion Philadelphia 76ers, Julani received his Bachelor of Science Degree in Marketing from the Philadelphia College of Textiles and Science (now called Philadelphia University) in 1986. As an undergraduate at the Division II powerhouse, Julani was nominated as a pre-season Honorable Mention Small College All-American basketball player. He finished his collegiate basketball career as a two-time All-Conference selection, the team's Most Valuable Player, and the school's all-time leader in assists and steals. Julani's teams won over 80 games and reached the NCAA Division II regional championships in 1983 and 1985.

After numerous basketball opportunities (including tryouts for two NBA teams and a short European basketball professional career) Julani returned to the university setting to pursue a Master's Degree. In 1990, he headed to West Chester University to begin his coaching career and assumed the title as Assistant Director of Admissions and Coordinator of Multicultural Student Outreach and Enrollment.

In 1992, he was selected to teach in The Gambia, West Africa as part of the Honorable Dr. Leon Sullivan's International Foundation for Education and Self Help and in 1996, he traveled to Ghana, West Africa where he engaged in post graduate research in Pan African and Caribbean Studies at the University of Ghana in Legon. As part of that experience, Julani was also instrumental in implementing West Chester University's cross-educational and cultural student exchange program, which selects talented students from the university to travel to the University of Ghana each summer. In 1995, Julani completed his graduate studies in Higher Education Counseling with an emphasis in Multicultural, Sports Counseling and Psychology

Julani has traveled to many countries throughout the United States and Africa and in June 2001, he was a part of group that traveled to Cuba for an 11-day research tour that involving the survival of traditional African cultural systems and the general lifestyles of contemporary Cubans of African descent in socialist Cuba. During that experience, Julani specialized in the Cuban educational, medical and athletic systems as well as their national philosophies on international social/race relations through the usage of sports.

As a well respected lecturer, his workshop topics include: “The Role of the Afrikan American Student and Faculty in the 21<sup>st</sup> Century”, “Who is the Afrikan Man and Woman in America?” “Self-Reliance and Black Man-Garveyism”, “Panel-The Status of Black Men in America”, “Black Power and Black Culture”, “The Road to Education”, “Proposition 48, Real Help or Real Racism”, “Athletics-Here Today, Gone Tomorrow”, “Being Greek or Being Black”, “Recruiting and Retaining Culturally Different Students at Traditional White Universities”, “Training Vs Education and Students of African Descent at Traditionally White Institutions”, “Learning How to Hear the Heartbeats of Africa’s Drums”, “Spanish Speaking Africans of the Diaspora”, “Athletics: A Key to A New Life”, and “African Centered Approaches to Personal & Professional Development-Applying it to Student Development and Recruitment”, “New Jock Ballers-Professional Athletes in the 21<sup>st</sup> Century”, and “Get Off My Back-I Ain’t Michael Jordan!”

Julani has served on various local community boards throughout the Delaware Valley, at one time held memberships in organizations such as the Association for the Study of Classical African Civilizations, Black Coaches Association, Universal Negro Improvement Association & African Communities League, and the All-African Peoples Revolutionary Party. He is the founder and current President of the Brotherhood of NyEkundu-NyEusi-Majani (aka Beta Phi DiGamma), which in KiSwahili means Red-Black-and Green and serves the community as an African centered fraternal-type organization that teaches Pan-African and African-Centered philosophy to its members. Julani is also a percussionist/instrumentalist of traditional African percussion instruments (the ceremonial drums of Ghana, shekere, boudophone, and bells) having played along side local, national, and international masters such as Mogauwane Mahloele (Azania/South Africa), Zumbi Soweto and Baba Crowder (Philadelphia), and the legendary Babatunde Olatunji (Nigeria).

In the fall of 2001, Ghana was recruited by his hometown NBA team, the Philadelphia 76ers to serve as their Manager of Community Relations. In this capacity, he worked directly with the players improving their individual community links and overall team image. In this position, he also served as one of the Sixers’ vital links to the grassroots organizations within Philadelphia’s tri-state community. Julani coordinated and later expanded the team’s largest outreach initiatives including the Sixers Neighborhood Basketball League (SNBL) their highly successful Latino Basketball League, as well as their Summer Hoops Program, which featured former NBA superstar, World. B. Free.

In just his second year with the Sixers, Ghana was called upon to be one of the lead organizers for the league’s 2002 NBA’s All-Star Game Weekend Festivities in Philadelphia and was responsible for setting up community camps and appearances by NBA legends such as Hall of Fame inductee, Nate “Tiny” Archibald and Kelly Gibson of the WNBA World Champion Houston Comets as well as setting up multiple community linkages for NBA Entertainment and the NBA’s Jam Session activities.

It was during this time with the Sixers' as an executive that Ghana began to make a name for himself as the creator of unique grassroots linkages between individual players and the community. In particular, Ghana spearheaded projects involving then Sixers (now Cleveland Cavaliers') co-captain and star guard Eric Snow. Some of Snow's community projects created by Julani include the introduction of his now highly successful Father-Son One-One Programs and additional unique programs developed from Snow's vision and concern about the lack of parental involvement, particularly by fathers, in the lives of their sons.

Over a two-year span, Julani continued his relationship with Snow assisting him in donating more than \$20,000 to Philadelphia area community organizations that focus on father. He also began to do creative community programs with other members of the Philadelphia 76ers. Snow (along with superstar guard Allen Iverson) was already receiving major media attention having led the Sixers to the NBA Finals in 2001 and he was consistently mentioned as one of the NBA's Good Guys. However, with now Ghana assisting in his new community ventures, Snow received a multitude of major awards including the NBA Sportsmanship Award (Joe Dumars Trophy), the NBA's Community Assist Award (which came with a check for \$5,000) and the National Fatherhood Initiative's National Fatherhood Award (an honor he accepted in San Antonio Texas with other nationally recognized public figures such as Redd McCombs, owner of the Minnesota Vikings and Tony Dungy, head coach of the Indianapolis Colts).

It was from this overwhelming desire by individual players for more contact with their communities that Julani left his post with the Sixers to start his own business venture, Pro Sports Community Consultants/PSCC ([www.prosportscommunityconsultants.com](http://www.prosportscommunityconsultants.com)).

Now as the Founder and CEO of PSCC Julani has made it his business to do independent community consulting and marketing for a host of NBA players such as Willie Green (Philadelphia 76ers), Mo Peterson (Toronto Raptors), Marc Jackson (New Orleans/Oklahoma City Hornets), DeSagana Diop (Dallas Mavericks), Ira Newble (Cleveland Cavaliers), and Snow. Through this endeavor, Julani builds tailor-made community legacies for professional athletes, entertainers, and public figures.

Snow has already reaped the benefits of Julani's work through PSCC. In his inaugural season in playing for his hometown Cleveland Cavaliers, he was the recipient of the City's top service honor (2-time Alfred J. Lerner Community Service Award), the NBA Community Contribution Award during the 2005 NBA All-Star Festivities in Denver, and later last spring received the J. Walter Kennedy Citizenship Award, regarded by the National Sportswriter Association as the highest recognition for an NBA player. Snow has appeared on ESPN2's Cold Pizza Morning Show and Pardon the Interruption, NBATV for their debut community show telecast, and was recently featured during a TNT Broadcast for his work in the Northeast Ohio community involving fathers and his Shoot for the Moon Foundation ([www.shoot4themoon.org](http://www.shoot4themoon.org)).

Last summer, Julani organized a community basketball camp and appearance for New Orleans/Oklahoma City Hornet star power forward, Marc Jackson and is completing a unique academic and mentoring collaborative partnership with the School District of Philadelphia aimed at 9<sup>th</sup> grade urban males called the “Marc Jackson Academic & Basketball Training Camps”. This unique program provided academic, social, and educational development for inner city young men from Philadelphia through a creative integration of basketball-related classroom experiences.

Julani also spearheaded Detroit area “Community Basketball Clinics” for NBA Star Ira Newble as well as community public appearances for former University of Texas star Daniel Gibson and Brazilian national basketball star Anderson “Wild Thing” Varajeo (all of whom currently play for the Cleveland Cavaliers). Julani’s current project involves Philadelphia 76ers star guard Willie Green who is featured in a unique weekend academy mentoring program that highlights the works of professional athletes, entertainers, and other public figures who in used their fame in order to change their communities and the world.

He is also targeting some international programming for DeSagana Diop of the Dallas Mavericks that will ultimately involve Diop’s home country of Senegal West Africa and NBA basketball camps for disadvantaged youth in the islands of the Caribbean.

For more information on Pro Sports Community Consultants, log onto [www.prosportscommunityconsultants.com](http://www.prosportscommunityconsultants.com).