

BIOGRAPHY FOR JULANI GHANA (Short Version)

Julani Ghana is currently the President and CEO of Pro Sports Community Consultants (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.

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 pro basketball superstars such as Hall of Fame inductee, Nate "Tiny" Archibald, former NBA All-Star, World B. Free, and Kelly Gibson of the WNBA World Champion Houston Comets while also serving as a vital link 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).

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 and NFL players including: Willie Green (Philadelphia 76ers), Mo Peterson (Toronto Raptors), Marc Jackson (New Jersey Nets), Jamar Martin (formerly with the Dallas Cowboys and Miami Dolphins), DeSagana Diop (Dallas Mavericks), Kenny Peterson (Green Bay Packers), Ira Newble (Cleveland Cavaliers), and Eric Snow (also of the Cleveland Cavaliers). Through this endeavor, Julani builds tailor-made community legacies for professional athletes, entertainers, and public figures.

Snow has quickly 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 (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. He has appeared on ESPN2's Cold Pizza Morning Show, on NBA TV for their first 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).

This past summer, Julani organized a community basketball camp and appearance for New Jersey Nets star power forward, Marc Jackson. Under Julani's guidance and through PSCC, Jackson plans to have a strong impact in his native North Philadelphia neighborhoods including the unveiling of a NBA-themed academic and basketball camp targeted to inner city youth that will provide skill development, career awareness, and mentorship. This will be a collaborative between Jackson, PSCC, and the Philadelphia School District in the spring of 2006.

There are other creative community projects in the works that will involve Cavaliers defensive specialist Ira Newble of Detroit Michigan as well as Toronto Raptors shooting guard Maurice "Mo" Peterson in his hometown area of Flint Michigan. PSCC 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.

For more information on Pro Sports Community Consultants, log onto www.prosportscommunityconsultants.com.