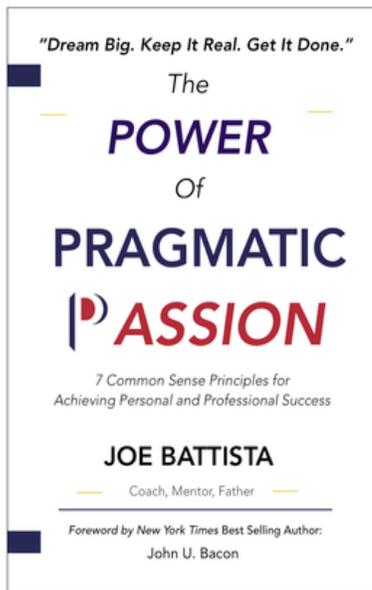




KEYNOTE SPEAKER • JOE BATTISTA

SUNDAY NOVEMBER 4



Joe Battista coached ice hockey at Penn State University for 26 years. During that time, he led the team to six ACHA national titles. He also coached Team USA in the 2003 World University Games. He is a member of the American Collegiate Hockey Association Hall of Fame, Pennsylvania Sports Hall of Fame, Penn State Hockey Hall of Fame, and the Penn Hills Hall of Fame.

After his coaching days at Penn State, Battista served as Executive Director of the Nittany Lion Club for the University from 2006-2009. Battista graduated from Penn State University Smeal College of Business in 1983 with a degree in marketing. Later, he became Director of Major Gifts at Smeal College of Business.

In 2010, Battista was instrumental in facilitating the largest philanthropic gift in Penn State University's history, an \$88 Million donation through the generosity of Terry and Kim Pegula, owners of the Buffalo Bills and Buffalo Sabres. The gift eventually grew to \$102 million to build the Pegula Ice Arena and to establish two NCAA Division I ice hockey programs.

Battista was a proud member of "Team Pegula" that designed and built the 6,000-seat, double-rink arena on time and under budget. The arena won five major architectural and construction awards and has played to capacity crowds for men's hockey since opening on October 11, 2013. In just its 5th season, the Men's team reached the #1 ranking in NCAA college hockey in January of 2017 and won its first ever Big Ten

Championship and NCAA tournament game.

After his successful years at Penn State, he was hired by the Buffalo Sabres to become Vice President of Hockey and Business Administration. After 2 years with the Sabres, he left to become a private sports and fundraising consultant. Battista has also worked in a variety of sports marketing and management positions with the Pittsburgh Penguins and Culver Military Academy.

In 2016, he became the Executive Director and Chief Development Officer for the Lock Haven University Foundation. He left there and started his own business, Pragmatic Passion, LLC, a consulting business that focuses on keynote and motivational speaking, business development, and non-profit fundraising. He also serves as the Vice President of Business Development for the National Athletic and Professional Success Academy (NAPSA).

He lives in State College with his wife Heidi (PSU '81 & '83) and son Ryan (State High Class of 2019). Heidi and Joe also have a daughter Brianna (PSU '15) who works for Boston Scientific in Pittsburgh, and a son Jon (PSU '16) who works for Weebly in San Francisco.

His new book about Pragmatic Passion, which he describes as "a 7-Step Program designed to help you live the Life you mean to and realize your dreams, practically" will debut in August. He will be signing copies of the book during the Author Luncheon on Sunday, Nov. 4.



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