



Joe Battista is a Professional Speaker, Success Coach, Owner of Pragmatic Passion Consulting, and Author of “The Power of Pragmatic Passion: 7 Common Sense Principles For Achieving Personal and Professional Success.” He is also the Vice President of Business Development and an Executive Coach for the National Athletic and Professional Success Academy (www.napsacademy.org).

Joe has served in numerous capacities in business, intercollegiate athletics, and with professional sports teams including Vice President of Hockey and Business Administration for the Buffalo Sabres and Director of Amateur Hockey Development for the Pittsburgh Penguins. He spent 26 years at Penn State University (1987-2013) in several positions including Associate Athletic Director; Executive Director of the Nittany Lion Club, one of the NCAA’s largest booster organizations; Director of Major Gift Fundraising for the Smeal College of Business; and 19 years as Head Coach of the Penn State Hockey Team where his players won 512 games and 6 American Collegiate Hockey Association National Championships.

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 grew to \$102 million to build the Pegula Ice Arena and to establish two NCAA Division I ice hockey programs. The arena won five major architectural and construction awards and has played to capacity crowds for men’s hockey. In just its 5th season, the Men’s team reached the #1 ranking in NCAA college hockey, won its first ever Big Ten Championship, and NCAA tournament game.

Joe has spent his entire career creating, building, growing, and transforming organizations and teams and serving “the greater good”. He has been a coach and mentor for over a thousand coaches, colleagues, students, athletes, and campers. His passion for helping others is based on his long-time mantra that “someone has to care”.

Joe is also recognized for his many contributions to growing the interest in hockey in the United States including 25 years as a USA Hockey Coaching Certification instructor. Joe was the head coach of Team USA for the 2003 World University Games. In 1991 he was a co-founder of the American Collegiate Hockey Association (ACHA), which has grown to a membership of 530 universities and colleges in five divisions. The ACHA has positively impacted thousands of male and female participants at the collegiate level.

In April of 2014, Battista received the prestigious “Lou Lamoriello Award” from the American Hockey Coaches Association for his distinguished professional career and contributions to the growth of hockey and has been inducted into The American Collegiate Hockey Association Hall of Fame and was inducted into The Pennsylvania Sports Hall of Fame on November 3, 2018.

A Pittsburgh, PA native, Battista is a 1983 graduate of Penn State University’s Smeal College of Business with a degree in marketing. He lives in State College with wife Heidi (PSU ’81 BS, ’83 MS), and has a daughter Brianna (PSU 2015), Jonathon (PSU 2016), and Ryan (PSU Class of 2023).

Dream Big. Keep It Real. Get It Done!

THE POWER OF



**PRAGMATIC
PASSION**

**7 Common Sense Principles for
Achieving Personal & Professional Success**

JOE BATTISTA
FATHER. COACH. MENTOR.

Foreword by New York Times Best Selling Author John U. Bacon

“Joe’s passion for everything he does is infectious. He inspires action, and this book puts it all together.”
Kim Pegala (Owner and President, Buffalo Bills and Sabres)

WHY PRAGMATIC PASSION?

**PASSION
IS NOT ENOUGH!**

Dreams often remain fantasy because we are taught to “Do what we love” and success follows. That’s just not true. It takes time, a pragmatic plan, and intentional effort to create and cultivate your passions and purpose, regardless of your stage of life.

Inside this book, you’ll discover and learn how to apply:

- What Pragmatic Passion is and why it’s needed in today’s distracted and disengaged world.
- 7 Common-Sense Principles to lead you on a practical path to achieve personal and professional success.
- How to use Pragmatic Passion to live a vibrant life, have a meaningful career, be passionate every day, contribute to the greater good, and live comfortably with peace of mind.

If you are looking to create a new purpose for your life, a student (and their parent) contemplating what’s next, a graduate who desires a rewarding job, frustrated with your current situation, or a retiree looking for your next life challenge — Pragmatic Passion is for you!

Joe Battista is a Professional Speaker, Success Coach, and Owner of Pragmatic Passion Consulting. Joe has spent his career transforming organizations and teams while counseling professional and collegiate athletes on life skills and career transitions. A former NHL team executive and 6-time ACHA National Championship Hockey Coach, he helped secure Penn State’s largest gift ever from Terry and Kim Pegala to build the award-winning Pegala Arena.

[Learn more at pragmaticpassion.com.](http://pragmaticpassion.com)



“I am grateful to have experienced the Power of Pragmatic Passion from one of the best coaches in the business while attending the National Athletic and Professional Success Academy (NAPSA). Joe went above and beyond to help me step up my game!”

Dominic Austin (Former NFL Player, Businessman, and Founder of Tackles4Cancer)