



Joe Battista is a professional speaker, author, columnist, and owner of Pragmatic Passion LLC Consulting. His book *"The Power of Pragmatic Passion – 7 Common Sense Principles for Achieving Personal and Professional Success,"* was released in September of 2018. Joe currently serves as an Area Representative and Board member for the South Coastal Fellowship of Christian Athletes (FCA) and as an instructor and lecturer for Overspeed Hockey.

Joe is a former Vice President of Hockey and Business Administration for the Buffalo Sabres (NHL) and Director of Amateur Hockey for the Pittsburgh Penguins (NHL). At Penn State University he was the Executive Director of The Nittany Lion Club responsible for annual fundraising (\$14 million per year) for Athletics, and a Major Gift Fundraiser for the Smeal College of Business. He served as the Vice President of Business Development and an Executive Coach for the National Athletic and Professional Success Academy (NAPSA), and an Advisory Board member for Northwest Bank and the Happy Valley Adventure Bureau (HVAB) Sports and Entertainment Alliance.

Known as "The Godfather of Penn State Hockey," he was the head coach of Penn State Ice Hockey for 19 years, where his teams won 512 games and six (6) ACHA national championships. He helped secure the largest single philanthropic gift in Penn State history (\$88 million) from Terry and Kim Pegula in 2010. The gift grew to \$102 million to establish NCAA Men's and Women's hockey teams and construct the award-winning Pegula Ice Arena. As an Associate Athletic Director, he oversaw the arena design, construction, operations and transition of the teams to NCAA Status.

Joe's passion for helping others is based on his long-time mantra that "Someone has to care." He was a co-founder of the American Collegiate Hockey Association (ACHA) that now oversees 560 programs in 5 Men's and Women's Divisions. He is a member of the ACHA Hall of Fame, The Penn State Hockey Hall of Fame, and the Pennsylvania Sports Hall of Fame. The American Hockey Coaches Association named Joe the 2014 winner of the prestigious "Lou Lamoriello Award" for his career contributions to college hockey.

Joe is a 1983 graduate of Penn State's Smeal College of Business. He resides in Bluffton, South Carolina with his wife Heidi (PSU '81 & '83), and they have 3 children, Brianna (PSU '15), Jon (PSU '16), and Ryan (PSU '22).

PRAGMATIC



PASSION, LLC

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 Pegula (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 4-time ACHA National Championship Hockey Coach, he helped secure Penn State's largest gift ever from Terry and Kim Pegula to build the award-winning Pegula Arena.



Learn more at 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 Tackle4Cancer)

Passionate words from a former player...



Curtiss Patrick

Oct 8, 2019 · 🌐

Today is my 40th birthday. I woke up early this morning (probably because I'm so old now) and laid there thinking about how I felt. The overwhelming feeling I have is thankfulness. Since I don't get many chances to publicly thank people I thought this might be a good time to do it:



I'm thankful for my college coach, Joe Battista. He is the personification of having a dream and relentlessly working towards that dream until it comes true - even if it takes a few decades. His passion for his players and the game of hockey was infectious and every single one of us left Penn State not just a better hockey player but a better person. He taught us that there is way more to life than hockey and that service to others is our highest calling. Most of all, he is just an extremely fun guy who loves to laugh and constantly build up people around him. To a guy, everyone that I played with at PSU has been extremely successful post-college. It could be a coincidence but I think it's much more likely that JoeBa's influence was a much stronger force than any of us fully appreciated while we were there.