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FOR IMMEDIATE RELEASE

TRIAD WEST ENTERS INTO THE SPORTS AND ENTERTAINMENT INDUSTRY

Scottsdale, AZ -- Triad West Inc. the Arizona-based training, consulting and motivational communications company headed by **Dr. Joel Martin**, has been selected by **Everett Glenn**, CEO **Entertainment & Sports Plus (ESP)** to provide business development consultation and training services. Entertainment & Sports Plus is a full-service management firm headquartered in Long Beach, CA. The company represents professional athletes and entertainers in contract negotiations and provides business, financial and personal development services to maximize the business and career success and community impact of its clients. The firm focuses on providing tools and services to help athletes avoid being part of the 80% failure rate athletes experience within 2 years of retirement.

"I see Everett Glenn's vision" says Joel Martin, "I know that the success of Entertainment & Sports Plus will generate a ripple effect that transforms lives and communities. We have assisted firms with similar goals to become successful and we are dedicated to this happening for ESP. By providing our services we can equip young athletes with the skills and training they need and deserve. This is an exciting use of our resources and expertise."

Triad West has solved a wide range of business challenges through solutions that include executive coaching, leadership development, team building, project management, and creativity. "Over the last 15 years," Martin adds, "I have developed an experienced corps of consultants, trainers, and other professionals. We want to exceed expectations with measurable results, a satisfactory ROI, and business improvements. For me that means not only does ESP succeed but we've made life-long success and wealth possible for young athletes."

Says Glenn, "Because of my faith, my own life has been transformed and empowered, and I am confident that with the support of Joel Martin and her team, we can better equip young athletes with the tools necessary to make informed decisions, live victorious lives and achieve life sustaining results. Our goal is to see our clients become better people and better men and women as a result of our association. We are committed to making our clients millionaires at the peak of their game and providing them with the resources and tools to walk away from the game with the financial resources to support their lifestyle goals and objectives on a long-term basis" he adds.

Everett Glenn burst onto the sports scene in 1983 when he negotiated the richest contract for a rookie wide receiver, and the first lifetime income contract in NFL history for Olympic sprinter/hurdler and University of Tennessee **All-American Willie Gault**, and the NBA player contract for 2-time Big-10 MVP and NBA **Rookie-of-the-Year Clark Kellogg**. Over the course of the next 3 years, Glenn directed the affairs of 11 other 1st round draft selections including **Gill Byrd** (Chargers Hall-of-Fame), **Jerry Rice**, **John L. Williams**, and **Super Bowl MVP Richard Dent**. www.espsportslawpro.com

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