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Peru State Distinguished Speaker Series Kicks-off Monday

(KTNC)--The inspiration behind the Disney film "The Million Dollar Arm" will kick-off Peru State College's 2014-15 Distinguished Speaker Series.

JB Bernstein will speak at the College Theatre at 7:00 p.m. Monday.

Bernstein is a 25-year veteran of the consumer goods and sports marketing industries. He was the mastermind behind the "Million Dollar Arm" contest, a reality TV show and talent search for baseball players in India. The contest yielded the first two Indian-born men to ever sign pro sports contracts in the United States, both signing with the Pittsburgh Pirates. Bernstein's story is the subject of a Disney motion picture released this past May.

Bernstein is co-founder of the Access Group of Miami, and has represented top athletes including Barry Bonds, Barry Sanders, Emmitt Smith, and Curtis Martin, and was the head of licensing for Major League Soccer from 1995 to 1997.

Bernstein has a bachelor's degree in political economics from the University of Massachusetts-Amherst and a Master's in business administration from the London School of Economics. He has also achieved a Ph.D in physics from the University of Southern California and is pursuing a second Ph.D in a related field.

Bernstein's presentation on Monday is free and open to the public.

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