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## REX GRAYNER

**Title:** President, founder

**Company:** Student-Athlete Showcase

**Age:** 38

**Key civic affiliations:** Little League Baseball, Pat Tillman Foundation, Champions & Heroes

When Rex Grayner started his own company five years ago, he framed a quote from the movie "Jerry Maguire." It's what Tom Cruise, playing a sports agent, tells a prospective client and promising athlete: "I will not rest until I have you holding a Coke, wearing your own shoes, playing a Sega game featuring you, while singing your own song in a new commercial starring you, broadcast during a Super Bowl in a game that you are winning, and I will not sleep until that happens."

Grayner said it humorously captures the spirit of what he wanted to do with Student-Athlete Showcase, a company in Parker that connects high school student-athletes with collegiate recruiters.

"When I tell people what I do, they often deduce, 'You're like a Jerry Maguire for high school kids,' so the movie scene became more apropos than I anticipated," Grayner said.

He calls his job a "servant leadership role" where he educates and serves others, and said his father, George Grayner, instilled in him the values of education, work ethic, integrity and putting others before yourself.

Grayner appears to be a perfect fit for the role. His mom has pictures of him hitting a wiffle ball at age 2, and he joined his first organized team at age 4.

"So I've been a participant, a fan, a student, a coach and now an executive in sports for 36 years," Grayner said.

— DOUG MCPHERSON | WORDPUB@aol.com

