



## **West Coast Choppers Icon Jesse James and Super Bowl Champ Carl Banks Join Inaugural Baja Outing of Maverick Business Adventures™**

*Cable TV and pop-culture phenomenon Jesse James and two-time Super Bowl champion Carl Banks will be guest celebs on Maverick Business Adventures' "Ultimate Baja Experience" late January 2008. Both exude the winning spirit that will be in evidence as a select group of top-gun entrepreneurs ply adventures and share stories about creating and running successful businesses on this inaugural trip of this new, for-members-only active travel club.*

Potomac, MD ([PRWEB](#)) January 6, 2008 -- Cable TV and pop-culture phenomenon Jesse James and two-time Super Bowl champion Carl Banks will be guest celebs on Maverick Business Adventures' "Ultimate Baja Experience" late January 2008.

Both, says Yanik Silver, Maverick Business Adventures™ founder, exude the winning spirit that will be in evidence as a select group of top-gun entrepreneurs ply adventures and share stories about creating and running successful businesses on this inaugural trip of this new, for-members-only active travel club.

"Club trips promise to be unique and exotic adventures with a mix of high-level networking and informal business building sessions matched with several days of exhilarating activities," says Yanik. "Inviting along colorful celebrities known for their own business acumen helps create even more memories."

James began amassing his \$200 million a year ventures in a friend's garage five years ago. He now has over 50 employees, an 18,000-square-foot facility and sells his custom cycles for up to \$150,000 each to a celebrity clientele like Shaquille O'Neal, Keanu Reeves and Kid Rock.

Banks, a former Pro-Bowl linebacker with the NY Giants will watch the Super Bowl with the group. He will shed light on his own entrepreneurial ventures including GIII apparel and Famous 58 barbecue sauce while offering insights on playing in the world's most watched sporting event.

Maverick Business Adventures' inaugural outing, scheduled for Jan. 29 to Feb. 2, 2008, precedes a VIP Big Game Party in Cabo San Lucas on Sunday, Feb. 3. Superior dining and lodging match the unique combination of Baja activities: off-road adventure driving, surfing, whale encounters and, dear to Silver's heart, business-building sessions where successes, skills and knowledge are shared openly and candidly.

A self-described "adventure junkie," Internet entrepreneur and self-made millionaire, Silver has found that his own life-changing experiences such as running with the bulls, bungee jumping, sky diving, road rallies and Zero-Gravity flights have brought a profound sense of accomplishment and led to breakthroughs in ideas and business thinking.

The Maverick Business Adventures™ club is limited to top entrepreneurs, CEOs and business owners with proven abilities and success. On each trip, members participate in professionally orchestrated adventure outings that encourage the type of high-level networking and sharing that can only occur outside of normal business settings. For details visit [www.MaverickBusinessAdventures.com](http://www.MaverickBusinessAdventures.com) or call 240.744.0165.

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