

Big Daddy is taking the world by storm

By Brad Berkowitz, NY Dating Rules Examiner

He can be seen eating pasta at Rao's (<http://www.raos.com/raos-restaurant-new-york.aspx>) in Harlem or dining at Savanna's (<http://www.savannasouthampton.com>) in Southampton. He entertains clients and friends from his box at Giants Stadium and works with New York ballplayers to raise money for their charities. People see him schmoozing with famous athletes and television personalities every night of the week. Basically, he is living the life that every guy wants to live. These are the perks of running a very successful insurance company and being one of the nicest guys in New York City, but things weren't always so exciting for Richard "Big Daddy" Salgado.



Big Daddy starred at the University of Maryland as a guard on the football team, but upon graduation, his football career was over. Not quite good enough to play in the NFL, Big Daddy worked odd jobs for six years after leaving College Park. He didn't know what to do with himself, and after a few years found himself taking care of Neil O'Donnell's father in Pittsburgh five days a week. Big Daddy and the former Steelers and Jets quarterback were roommates in college and very close friends. When O'Donnell's father had a bad stroke, Big Daddy decided to help his friend's father. He fed, bathed and cared for O'Donnell's father and tried to nurse him back to health, all for no pay. Working five days a week taking care of this man took a toll on Big Daddy. He was so tired at the end of the week that he had no time or effort to go out socially. While Big Daddy enjoyed taking care of his friend's father, he knew that it was time to find a career.

After speaking with a friend about the insurance business, Big Daddy felt as if he found his calling. He passed his life and health insurance exams and became an insurance agent at New York Life. He enjoyed the business, but needed more freedom and independence. After a couple of brief stops at Axa and then Penn Mutual, Big Daddy found a place he could finally call his own, Coastal Advisors (<http://www.coastaladvisorsllc.com>). This new company gave him the ability to do what he does best to get more business, network. They provided him with a staff and more support and didn't take an obscene percentage of his business. He also didn't need to place the majority of his business with the mother company.

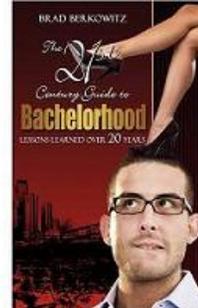
Big Daddy grew his business exponentially and now is the CEO of the company. He provides traditional life and health insurance as well as investments, but is widely regarded as the best "career-ending" and "athlete" insurance agent in the business. Utilizing his contacts in the professional sports arena, especially football, Big Daddy quickly became the go-to guy for athletes to insure their careers. Professional athletes such as Michael Strahan, Justin Tuck and Ryan Braun are clients and friends of Salgado. He also works with athletes in the NHL, NBA and MLB as well as actors, producers and directors in Hollywood and business managers in both Los Angeles and New York City.

As Big Daddy's business has grown, so has his fame. After Darren Rovell did a story about him in ESPN magazine, Big Daddy's business soared.

He quickly became the trusted insurance agent for Reggie Bush as well as other rising stars. The NFL Network did a story about Big Daddy discussing the importance of athletes protecting their careers.

In addition to his successful business, Big Daddy has a big philanthropic presence in the New York area. He recently helped Justin Tuck with his R.U.S.H. for Literacy events (<http://www.justintuck.com/Charities.aspx>) which raise money to make sure kids Read, Understand, Succeed and Hope. The charity donates books and other reading materials to schools in New York City and Central Alabama.

Big Daddy is currently in negotiations to be a correspondent on a new television show which will focus on business. Salgado will be the expert talking about sports business and the importance of athletes investing their assets wisely and protecting their lives and careers. Keep your fingers crossed for Big Daddy and hopefully we will see him on a television show very soon. In the meantime, you can see Big Daddy at the new Meadowlands Stadium, the Hamptons or any fine restaurant in Manhattan. You can also check out the Coastal Advisors website



(<http://www.coastaladvisorsllc.com>) to find out more about what he does for a living.

Brad Berkowitz is a partner at ScheduleSmith, a leading player confirmation site for sports teams (<https://www.schedulesmith.com>) and is the author of: *The 21st Century Guide to Bachelorhood* <http://bit.ly/RhEgp> He also writes a regular article on the New York Giants on NFL Blog Blitz (<http://blogblitz.nfl.com/new-york-giants>) as well as a monthly article on Jdate.com (<http://bit.ly/dbhBPb>)

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