



*“This summer I really started to put what I was learning at Regis to work for the company.”*

### University Relations

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Like so many businesses, the Haag Bat Company was born out of need. Alex Haag, then a freshman baseball player at Ponderosa High School in Parker, Colo., wasn't satisfied with any of the available wood bats. He didn't like the way they felt in his hands. And the right bat, as any baseball player will tell you, can prove the difference between a lazy fly ball and a line drive in the gap.

Alex's father, Jim, an engineer and fellow baseball enthusiast, understood his son's predicament. He wanted his son to succeed, so he proposed a solution. "He told me he would make me a better bat," Alex recalls. They discussed details, and then Jim disappeared into the garage. Several days later, he presented Alex with a new bat.

It wasn't long before people noticed Alex's homemade bat. Friends began asking if they, too, could order bats. Three years of requests convinced the Haags that they were on to something, and so, when Alex was a senior in high school, the Haag Bat Company was born.

Four years later, the company has long since outgrown the family garage. They sell their bats at baseball tournaments and also have bats available at local retail stores. Early on, Alex and his father recognized a market trend. People were shifting from metal to wood bats for safety reasons, but wood had a tendency to break, creating greater costs. As a result, composite bats, which mix wood and synthetic materials, were gaining traction. The Haag Bat Company responded to that trend, working with their manufacturer to create a unique composite bat that blends a maple core with fiberglass material; a bat that feels like whole wood, but doesn't break easily. That switch has paid dividends, as Haag Bat Company now owns most of the market share in Colorado.

Alex had been considering a career in business prior to the emergence of the company, but its early success cemented that idea. Alex is now a junior at Regis. He studies business and plays on the baseball team. These days, every at bat is a marketing opportunity and almost everything he studies gets applied to real life business practice. "This summer I really started to put what I was learning at Regis to work for the company. I focused mostly on sales and marketing, but I've also been working to implement systems for tracking sales in order to improve performance."

Alex plans to finish his senior year and then throw himself into the family business full time. He hopes the company will take off, tapping into markets like junior college baseball programs and, perhaps, even major league baseball someday. But he has no expectations. Mostly he's just happy to bring his love for baseball and his interest in business together in a tangible way. Building a business from the ground up is not easy, but with hard work, adaptability, and a product that meets a market need, Alex believes that the company can keep producing hits.