

HASD Sports Hall of Fame
Personal Profile

Nominee: ERIC HAAG

Home Phone: 574-532-1900

Address: 51777 Westwood Forest Court
South Bend, IN 46628

Year of Graduation & School: HAMBURG AREA HS, Class of 1986

Athletic Participation - sport(s) & year(s)

High School: BASKETBALL - 4 years; Soccer - 3 years; Track & Field - 3 yrs.

College: BASKETBALL @ MUMFORDSBURG COLLEGE

Professional:

Awards & Significant Accomplishments

(Varsity letters, All-County, All-State, All-American, 1000 points scorer / rusher / passer, coaching record, championship team member, etc.)

High School:

Scored 940 points in basketball - 4th in School History At Time of Graduation

Member of 1982-83 basketball team that started 25-0 and reached the county finals.

Member of 1985-86 basketball team that reached the District 3 Championship game.
All Berks County 2nd Team; 1st Team Division 3; OPTIMIST Au FAN; DUKE DELUCA Au SPOR

College:

Professional: See resume

Submitted by: Steve Degler

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Address: 312 Kniff Corners Rd.
Leesport, PA 19533

Return profile to: Aaron Menapace, Athletic Director, HAHS, Windsor Street, Hamburg, PA 19526, or fax 610-562-2634

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ERIK C. HAAG
51777 WESTWOOD FOREST COURT
SOUTH BEND, IN 46628
(574) 532-1900
erikhaag@comcast.net

PROFESSIONAL EXPERIENCE

NOTRE DAME SPORTS PROPERTIES (2013 – Present)

Senior Vice President

- Manage the day-to-day business operations including sponsorship sales, client services, corporate hospitality sales, and game day operations
- Administrate annual budget in excess of eight million dollars
- Manage key relationships with Notre Dame athletic department and campus staff
- Recruiting and retention of full-time and part-time staff

TOTAL SPORTS ENTERTAINMENT (2012 – 2013)

Consultant, TSE Services

- Provide insight and expertise on the design, construction and operations of sports facilities; both renovations and new construction
- Consult on the implementation and execution of sales, marketing, operations, fan experience and budget plans for sports franchises
- Provide insight and expertise on the design of staff structure and recruiting for sports franchises
- Provide sponsorship and ticket sales training for sports franchises

REX ENCORE, LLC (2006 – 2012)

Executive Vice President & Chief Operating Officer, February 2007 – 2012

Vice President, June 2006 – February 2007

- Managed the design, construction and start-up operations of a Minor League baseball facility in Southern Illinois
- Implement and execute sales, marketing and operation plans for corporate investments including the negotiation of corporate sponsorships and naming rights
- Manage key relationships with industry executives, coaching staff and players in addition to municipal government representatives
- Director of special events division managing concerts, banquets and community relations events
- Assist with the management of other corporate investments
- Oversight of operations for a music, recording and publishing company (Nashville, TN)
- Media spokesperson for sports and music industry investment
- Administrate annual budget in excess of six million dollars
- Recruiting and retention of 20+ full time employees

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NBA - NATIONAL BASKETBALL ASSOCIATION (2006)

Senior Director, Marketing & Team Business Operations, February 2006 – June 2006

- Account Manager for six NBA Development League franchises working directly with team presidents to develop sales, marketing and operational initiatives
- Present NBA best practices at NBA league workshops

PALISADES BASEBALL, LTD. (1990 – 2006)

Executive Vice President, Palisades Baseball, Ltd., 1998 – 2006

Vice President and General Manager, South Bend Silver Hawks, 1996 – 1998

General Manager, Erie SeaWolves, 1994 – 1996

Assistant General Manager, South Bend Silver Hawks, 1992 – 1994

Director of Concessions, South Bend Silver Hawks, 1990 – 1992

- Managed the design and construction and start up operations of three Minor League ball parks (Erie, PA, Niles, OH and Charleston, WV)
- Managed day to day operations for three Single A (South Bend, IN, Niles, OH and Charleston, WV) Minor League baseball franchises and a full-service catering facility
- Implemented and executed sales, marketing and operations plans for all franchises
- Managed key relationships with industry executives, affiliated Major League Baseball executives, coaching staff and players in addition to municipal government representatives for each franchise.
- Media spokesperson
- Managed special events division coordinating concerts and fundraisers
- Assisted with the acquisition and development of Chicago Rush Arena Football League franchise
- Administered annual budget in excess of seven million dollars
- Recruiting and retention for 40+ full time employees

EDUCATIONAL AFFILIATIONS

MUHLENBERG COLLEGE, Allentown, Pennsylvania

Bachelor of Arts, Communications, May 1990

MOUNT UNION COLLEGE, Alliance, Ohio

Consultant/Instructor for Sports Management Program, 1998 – 2003

PROFESSIONAL ASSOCIATIONS

Frontier Baseball League Board of Directors, Former Executive Committee

Chamber of Commerce of Marion, Illinois, Former Board of Directors

Williamson County Tourism Bureau, Former Board of Directors

Rotary Club of Carbondale, Former Member

South Bend Sports Commission Steering Committee, Former Chairman of Publicity Committee

Rotary Club of South Bend, Former Member

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COMMUNITY INVOLVEMENT

Boys and Girls Club of South Bend, Former Marketing Committee
Downtown South Bend Inc., Former Marketing & Public Relations Committee
College Football Hall of Fame, Former Enshrinement Committee

AWARDS & RECOGNITIONS

Frontier League Organization of the Year, 2007, 2009 & 2010
Frontier League Attendance Record, 2007
Frontier League Attendance Leader, 2007 - 2011
Chamber of Commerce of Marion Business of the Year, 2007
Boys and Girls Club of South Bend Spirit of Giving Award, 2004
Midwest League Larry MacPhail Promotional Award, 1997
New York Penn League All-Time Attendance Record, 1995 & 1996
New York-Penn League Executive of the Year, 1995