

**BERNARD MUIR:** “Good afternoon everyone and thank you very much for coming. This is an exciting day for Stanford, and an exciting day for our men’s basketball program. I love March Madness. Sitting in Anaheim last weekend, watching teams play, it was just really reminder to me of how special this tournament is and how special it is to be at Stanford, because that's exactly where we wanted to go. Having Jerod, Coach Haase here, I'm excited about the future for us.”

“Talking to a number of basketball people, a number of Stanford people in the community these last few weeks, they were pretty excited. One name kept coming up in conversation and it was Jerod. And I was thrilled that we had the opportunity to spend some time together, talked to some of his confidantes in college basketball, and it just became apparently clear that this was going to be the right fit for us.”

“So I am looking forward to working with you and your family. Mindy, it's such a pleasure to have you and the kids here. I got to spend some time with them yesterday. I know they're excited. They've got their Stanford gear and they're ready to go.”

“But we welcome you to the community, and this is a special community. We talk about that often, about the excellence across the board. What I told Coach Haase is as long as you follow the lead of Tara, who happens to be here today, and David Shaw and Sara Lowe in synchronized swimming that just won a national championship yesterday, men's soccer, across the board, the excellence that we have, we want you to join that, learn from it, embrace it, and we'll have a great one and we're excited to kick that off.”

**JEROD HAASE:** “Needless to say it's an exciting time right now for me and my family. I want to begin by thanking a few people, President Hennessy, Provost Etchemendy, as well as the Board of Trustees. I understand and appreciate the opportunity that this is, and I'll do my best to make it a special, special run here at Stanford.”

“I also want to thank Bernard Muir. It's through this process I've been able to get to know him, and one of the things that really makes it stand out is him, that I want to build a strong relationship with him. I think his leadership will be key in what goes on here, but I feel very, very fortunate having gotten to know him. Then the people I've visited with at Stanford to this point have been off the charts, and I look forward to building a lot of different relationships as we move forward.”

“One of the key things I want to make sure people understand - I believe this is a natural transition for me. One thing I tried to emphasize in this process was I believe I'm a good fit for Stanford and the fit is so important. It's one of the things we always talk about in recruiting is that the fit is a key, key part of it, and I hope to prove that I'm a good fit here for Stanford, and I believe it is going to be a good situation. It's important for me during this process to show that I understand the ideals of Stanford. That I'm going to do everything I can to embrace those and run the program the right way.”

“Twenty-five years ago I was a student-athlete with the goal of playing at Stanford. I worked hard and Coach Montgomery and his staff did recruit me. It didn't work out the first time. I wasn't able to come and realize the dream of playing at Stanford at that point. This is a situation where I have a second chance at something very, very special. The goal right now is to take advantage of that opportunity and build something the best we possibly can as I lead this program.”

“As Stanford celebrates 125 years, there will be transition in leadership. I think it's important that this leadership and this change and this chapter is an opportunity to make great things happen. With the

basketball program, I think it's important that we do everything we can to reflect the ideals and values of not only the athletic department but the university as a whole, and I take that charge very, very seriously.”

“In terms of the program, and that's what I see, is an opportunity to build a basketball program here, there are a variety of things that are going to make our identity. On the court we do have a strong goal of winning championships and putting out a championship-level team. I want a team that is always very unselfish, tough and disciplined, and on the court I think it's going to be an exciting brand of basketball. On the recruiting side of things, it's very simple. At Stanford, you're trying to recruit the best student-athletes, and they have to have both sides of that -- being phenomenal basketball players, but the academic side is important.”

“With the team, the academic success is going to be a priority. We're going to have an opportunity to recruit the best and brightest, and we'll emphasize that as well. I was fortunate to be a two-time Academic All-American, my mom was an educator, my best friend is an educator, my sister is an educator, so that part of it has always been important to me throughout the recruiting process. But while they're here, we'll emphasize the guys not only survive the rigors of Stanford but thrive in it and leave here ready to become great members of society.”

“The involvement in the community is going to be a big part of the program as well. The players and I will be heavily involved in the community as much as we possibly can. We're going to try to build a brand and getting out and meeting people is going to be important.”

“In Birmingham over the last four years, we had a great, great run, and my family, my three kids and my wife Mindy were fantastic. We grew roots in Birmingham, and one of the hard things about coming was we built so many great relationships and I can promise as soon as we get here we're going to do the same thing. We're going to jump in all the way. We're going to grow roots in Palo Alto, within the Stanford community as best we possibly can. Anytime I'm somewhere, there's probably going to be one, two, three of my kids, my wife, and we're going to jump in all the way, and that's an exciting part of what we're doing.”

“The program is a program about the student-athletes and we're going to do everything we can to make sure they understand that. When I played for Coach (Roy) Williams, I've always felt every decision he made was based on what was best for his student-athlete. My goal is to do the same thing here and make sure the players here know that we always have their best interest at heart. My goal would be some day the student-athletes here have a relationship with me that would be similar to what I had with Coach Williams at Carolina. That relationship has stood the test of time, and it's been something that's been very, very special for me.”

“I met with the players this morning and told them my goal is to treat them with a great deal of dignity and respect, but at the same time push them individually to be the best they possibly can so that it will help us reach our team goals. One of the first things we did was talk about the idea of competing for championships, and I think there is a great belief in that locker room that we compete at a high level right away and sustain that for a long time as well.”

“I'm going to talk to them about the NCAA Tournament, and when I watch the NCAA Tournament and the Final Four, we're not just watching it as fans of basketball, that they're watching it and I hope they have a pit in their stomach, just like I do. That there is a desperate desire to get to the NCAA

Tournament and compete there at a high, high level. I believe that's where Stanford basketball should be, and that's what we're going to strive for early on."

"I'm certainly honored to be the Stanford basketball coach. When I was a player, I was known for an attack mentality with everything I did. I'm going to do everything I can to make sure that attack mentality is part of our culture, part of our program, and get our players to attack the academic side, which I already know they do, and attack the basketball side so that we compete at the highest level."

"I do believe big times are ahead here on The Farm, and I can't wait to get started."

**Q. The main question I have, is it's been many years since Stanford won the conference championship. How realistic do you think it is to win it early in your tenure here or even later on in your tenure? It's been a long time. What makes you think that you can do it?**

**COACH HAASE:** "Well, it's a dream and a goal of mine to be able to compete for conference championships right away. I've been very fortunate to be on a lot of championship teams. After this year, when we get the ring from this year at UAB, I have now 25 rings. I'm 41 years old and have 25 championship rings, and those rings are a product of the people and coaches I've been around."

"One thing I try and do is learn from everybody, learn from the players, learn from the coaches. My goal would be to take all those lessons and all those opportunities and apply them here and help the student-athletes learn and grow and how to compete for championships."

"But, again, I've been very, very fortunate to be around the best athletes in the world and the greatest coaching as well. I'm going to try to take all these lessons and apply them to Stanford basketball. And I do believe there is going to be a great deal of buy-in from the team and a belief from the team that we can achieve great things. I would not be here if I didn't think we could compete at the highest level and do it fairly quickly."

**Q. You mentioned a good fit a number of times, can you say as much as you can specifically about why you think this is a good fit?**

**COACH HAASE:** "One of the things we'll do, and I developed this after a couple years at UAB, are our core values for the program. I'm going to do the same thing here, but I want to give it a little bit of time to make sure that the players and the staff and everything is in line while I develop those core values."

"I do know the core values are going to revolve around character and toughness and discipline and the things that I believe make a program great. When people naturally talk about Stanford, they hold it in such high regard, largely because of the academics, but also because of the competitive success all the teams have had here."

"The things that are important to Stanford, the values of Stanford University and Stanford athletic department, in my opinion, align very, very well with what are important to me and how I want to run my program. That's probably the simplest way to explain it. I think I will be a fit here. I'm going to try to prove that."

"To say I'm humbled about the opportunity would be an understatement. I think I'm not going to have to walk far around the hallways to meet the coaches to understand how many championships and how much success they've had, and I think I can lean on them as well and help grow the program. But I genuinely feel I am a good fit and I'm going to do my best to prove it."

**Q. You talked about your attack mentality. How do you motivate kids 18 to 22-year-olds to have an attack mentality? Also what are some of the greatest things you've learned at different steps along the way and from Coach Williams?**

**COACH HAASE:** "The attack mentality, the first thing I have to do is jump in with both feet and build relationships with the guys. Nobody is going to listen to anybody if they don't feel like they have their best interest at heart. So building a relationship is going to be one of the first things that I work hard at, not only with the student-athletes but everybody around the Stanford program."

"I love a quote Coach Williams used to use "Be led by your dreams, not pushed by your problems." One of the things I'm going to do is explain what it's like for the guys that haven't been in the NCAA Tournament. Explain what it's like to cut down nets and win championships. We're going to be led by our dreams. I believe that can be a great motivating force, and we're going to push that way."

"In terms of lessons I've learned, I think I've been around a lot of very successful people. From Coach Williams in particular, I think the way he treats people, not only his players, not only his bosses, but the janitor, fellow colleagues, the student-athletes, fans, he treated everybody so well that I think that's a great lesson."

"The other thing from Coach Williams is the way he runs a program. I think he does an unbelievable job and the best in the country at running an entire basketball program, but it does really start, in my opinion, with the relationships part."

**Q. Obviously, the Warriors and Steph Curry are all the craze in the Bay Area right now, and I'm wondering whether you have a specific system or style that you plan on using or do you change it depending on your players and the roster that you have?**

**COACH HAASE:** "With the style of play, first thing I'm going to do is call Harrison Barnes and James Michael McAdoo and see if I can hire them on my staff as assistant coaches. So if I can get them from the Warriors to here, we're going to implement that system. But in all seriousness, I've reached out to both those guys who I coached at North Carolina and I think they're excited for the Stanford program and hopefully we'll have them down here soon."

"With the style of play, my goal is to have an attack mentality. We are going to have to get after people defensively and try to create turnovers, try to create some opportunities to go to the other end, but we're going to be smart about it. I'm not going to say we're going to deny every pass all the way out to half court and press the entire time."

"Offensively we'll do the same thing. We're going to share the basketball and do it in a way we move and attack. This year at UAB, we were one of the top five in the country with assists. I think that's important with the idea of unselfishness. Now having said all that, I am going to evaluate the team we have, the recruits that are coming in, look at this puzzle and put these pieces together so that we can be as successful as possible. I think that's my job as a head coach is to try to put the players in a position to be successful."

"If they can't shoot the basketball from three-point line, there is no need to shoot a bunch of threes. If we can't shoot inside, there is no reason to keep throwing the ball inside. So we'll look at everything we have offensively, defensively, and create a game plan. Then it's my job as a coach to put those pieces together and execute it."

**Q. How have things been for you since you were named head coach?**

**COACH HAASE:** Since I've been named the head coach here, it's been a whirlwind -- I think would be the most appropriate way to talk about it. Tons of phone calls, text messages, emails, communication, that part's been great. I don't mind that. I love the idea of working hard, and I kind of like a little bit of chaos. That's kind of fun."

"The hard part is the emotional part. The day when we announced it and talking to my team back at UAB is tough. So you have that aspect of it that it is very emotional, and at the flip side it's extremely emotional thinking about the opportunity that I have here at Stanford. So the emotional side is very, very significant. I think that's the biggest part or the toughest part and the most exciting part of the last 48 hours."

"My family has been fantastic. My kids are fired up. They have their red shirts and they've been great. My wife is fantastic. She knows it's going to be a heck of a challenge the next couple months to get moved here and figure out the schools and get a house sold and everything else. But it is a lot of chaos, but it's been a lot of fun as well."

**Q. What are your plans in putting together a staff?**

**COACH HAASE:** "I have not made any decisions on my staff at this point. I'm going to see where a lot of things go. I'm going to visit with people at the Final Four. I've already started conversations with a lot of people from the current staff, to former players, former coaches at Stanford to a lot of different contacts I have around the country."

"Stanford is a national brand, both Stanford basketball and Stanford University, and I anticipate us recruiting on the West Coast first, but we're going to recruit nationally. I'm going to put a staff together that does a couple things, but the biggest thing is put us in a position to be successful and serve our student-athletes. I don't know exactly what that's going to look like at the end of the day, but it is going to be something that they're going to be loyal to me, support me, and help us create the brand and create the identity we're looking to do."

"I think at the end of the day it's going to be a brand that hopefully every Stanford fan and former players and everybody's really proud of. But at this point it's wide open. I'm talking to a lot of different people."

**Q. Have you reached out to the current players on the team?**

**COACH HAASE:** Yes, the players have been fantastic. I talked to them on the phone before today and then met with almost all of them this morning. I have a couple more I'm going to visit with this afternoon. The response has been really, really good. They seem genuinely excited."

"There is certainly a lot of anxiety with everyone. It's a change. It's a new chapter. But I think the response from them has been very, very good. I do have some relationships with a couple of guys from recruiting them in the past. I've coached them in camps back in the day, so I think we have a starting point there."

"But they've been really good. I have reached out to recruits and I'll continue to do so. So that's certainly a priority right now as well."

**Q. What seems to be the most challenging part of coaching at Stanford versus coaching at other universities?**

**COACH HAASE:** "I think there's a lot, when you really get down to the coaching part of it, I think there is going to be a lot of consistency in terms of how I do things. I do think my style, my brand of coaching will work well at Stanford with these student-athletes. I think it's going to be something that when I go back to fit, I think my coaching style will fit here."

"I am passionate, I am emotional and get excited, but I also really take to heart the idea of I'm going to treat these guys with respect and dignity as well."

"But the challenges are going to be the challenges of getting everybody to compete at the highest level, play as hard as they can, play as unselfish as possible. Whether it's guys from around the country, at Stanford or my own kids, human nature exists in all of us, and I think a lot of those human nature elements will exist here. But I'm optimistic we can do great things."

**Q. I think over the last couple years, speaking as a student, I think the program has fallen a little bit out of touch with the student body here. How do you anticipate reaching out to the student body or maybe you talked about getting more involved in the community, what sorts of steps do you envision yourself taking?**

**COACH HAASE:** "I'll do everything and anything, I suppose within reason and legally, to engage the students and the faculty and everything else. At UAB I was going around and delivering flyers the day of the game to the commons just to tell kids the game is at 7 p.m. tonight, hope to see you there."

"As a head coach and everybody else on my staff is going to understand, this is a comprehensive approach to building the excitement. I know and we all know the best thing to do to get people excited is win basketball games and do it the right way. But there are a lot of steps between that that we can do."

"We started a midnight madness event at UAB that people said was not possible, and we built it up to this year getting to 7,500 people and having an unbelievable event. I'm not saying we're going to do that exact same thing. But we're going to think outside the box, work and build relationships. But I do believe the student section is going to be an important part of what we do."

"I plan on reaching out to them in a variety of ways. If I have to use my kids to get them excited or prance them around and make them feel guilty in terms of coming. But once they come I think they're going to return because of the brand of basketball. But I guess the simple answer is work and build relationships."

**Q. Have you looked at the prices of real estate around here? Do they scare you at all?**

**COACH HAASE:** "I mean, finally my wife is starting to relax and then you go and ask a question like that, so I appreciate that. Yes, I understand the value of real estate and its challenges. But here's an attitude that I have: At Stanford the positives are so, so positive. Not one of the great schools, the great school. It's the greatest institution. The positives are so unbelievably great."

The price of real estate, for example, is a negative. Anything that somebody might consider a negative, I'm going to embrace it and we're going to figure out a way to get it done, whether it's for me and my staff and all those things. All of those are little obstacles."

“Again, another quote that I love is "The only difference between stumbling blocks and stepping stones is how you use them." Anything like that we're going to do our best, we're going to make it work and take advantage of the opportunity. Now that's an optimistic person.”

**Q. Can you give us the names of your children?**

**COACH HAASE:** Yes, Gavin, Garrett and Gabby. So the three G's. And Gavin is 9, Garrett is 6 and Gabby is 4 years old.