

## RE: HIS TURN AT BAT

Rob Zeytoonian, M.Ed. '99

Ken Shulman's intriguing profile of Rob Zeytoonian gives readers lots of reasons to root for any Major Leaguers using Mr. Zeytoonian's bats. May at least one of them hit about eighty home runs next season. How can you not love the story of a one-man company dedicated to the proposition that his baseball bats are better than Hillerich and Bradsby's? Beyond that, Shulman finds in Zeytoonian's quixotic enterprise the secret to happiness...or at least one of them: figure out how you might be able to combine your passion with an opportunity to make a living, and go for it until somebody makes you stop.

Thanks, Ken, for the story. Thanks, Rob, for the adventure.

—Bill Littlefield

Host, NPR's *Only A Game*

Author, *Only A Game*,

(University of Nebraska Press, 2007)



Can One-Man Team Rob Zeytoonian '99  
Make it in the Sporting Goods Big Leagues?



His Turn at  
**bat**

Rob Zeytoonian knows his baseball swing isn't right. "You're supposed to keep your weight like this," he says, a smile. His body was pitched slightly to the rear, the longer bat into hands still crowded in his plastic case. He'd shown in the stands of the Holy Cross College baseball stadium in Worcester, Massachusetts, the Worcester Terriers, like the field before for batting practice, the air popping with the sound of horizontal striking wood.

BY KEN SHULMAN • ILLUSTRATION BY SCOTT LAMMANN