

# History and Future of Hockey

Pierre Page, Red Bull Salzburg, 14-05-10.

## *History of Hockey: The Early beginnings*

The world's first hockey team: the McGill University team in 1881 at the Crystal Palace Rink in Montreal



1. **1800's mid years:** Hockey most likely spread throughout Canada via Scottish and Irish immigrants and the British army. It came to be known as "**Hoquet**" ( Shepherd's stick ).
2. **1850's:** Some historians say that British oldiers stationed in Halifax and Kingston played the first reorded hockey games in the mid 1850's
3. **1860:** The word "**rink**" came from curling in **18th-century** Scotland. Early hockey games allowed up to 30 players a side on the ice at any one time, and the goals were two stones, each frozen into one end of the ice.
4. **1860:** The first use of a "**puck**" instead of a ball was recorded at Kingston Harbour, Ont.
5. **1875:** Montreal Stages First Indoor Public Performance Game - James George Aylwin Creighton was born (1850) in Halifax. He was educated at the Halifax Grammar School and Dalhousie University where he graduated with an Arts degree. He moved to Montreal in 1872 and taught his new Montreal friends to play Nova Scotia's new winter game of Ice Hockey using sticks called "Ice Hurley and Ice Hockey The game was played according to 'Halifax Hockey Club Rules. Nova Scotia's world-famous Starr 'Hockey Skates', made by the Starr Manufacturing Company Ltd. of Dartmouth Nova Scotia, patented in 1866, were the only self-fastening skates available in the world at the time. Hand-made hockey sticks, carved by Nova Scotia's native Mi'kmaq craftsmen had been sent up by Creighton's friends from Nova Scotia especially for Montreal's first games. Several of the players on these teams were students at McGill University. In 1877, J.G.A. Creighton decided to return to further his education and enrolled at McGill Law School. The same year that McGill formed an Ice Hockey team of its own! The students playing for McGill would do much to popularize the game in subsequent years
6. **1875:** On March 3, 1875, captain Creighton's McGill defeated captain Fred Torrence's Victoria team 2 "games" (i.e. goals) to 1. It was the first known game which was pre-announced, where two named teams played on a confined ice area (a rink), where all names of the players were recorded as well as the score and the game was played with "a flat circular piece of wood", a puck. The game was played at the Victoria Skating Rink in Montreal.
7. **1876:** The **1st artificial ice rink** was built in Chelsea, London, England.  
The Glaciarium was built near the King's Road in London by John Gamgee .
8. **1879:** Rules were set by students at McGill University in Montréal, Canada, in **1879**.
9. **1880's :** Several amateur clubs and leagues were established in Canada by **1880's**. Some say the first Amateur Hockey League was organized in Kingston, Ontario, Canada in 1880.
10. **1881:** Ice hockey was first played in either Windsor (Nova Scotia), Kingston (Ontario) or Montreal (Quebec) depending on who you believe and how you read the evidence
11. **1881:** world's first hockey team: the McGill University team in at the Crystal Palace Rink in Montreal
12. **1883:**The game became so popular that the first "world championship" of ice hockey was featured in Montreal's annual Winter Carnival in 1883 and the McGill team captured the "Carnival Cup
13. **1893:** The first game believed to have been played in the United States was in **1893**.

14. **1893:** Frederick Arthur, Lord Stanley of Preston and Governor-General of Canada, donates the Dominion Hockey Challenge Cup trophy to be known as the Stanley Cup. The first winning team is from the Montreal Amateur Athletic Association, champions of the AHAC.
15. **1900:** The goal net is introduced
16. **1902:** The first ice hockey games in Europe were played at the Prince's Skating Club in Knightsbridge, England, in 1902.
17. **1905:** Belgium and France played two international games on March 4. Three years later, the LIHG (later the IIHF) was founded in Paris, France.
18. **1908:** The IIHF, founded on May 15, 1908 in Paris, France, is the governing body of international ice hockey and inline hockey
19. **1910:** Two years after the foundation of "Ligue Internationale de Hockey sur Glace" (LIHG, the predecessor of the IIHF), the European Championship in the Swiss village of "Les Avants", near Montreux, was the first official hockey tournament for national teams. Great Britain, Germany, Belgium and Switzerland were the official participants with the Oxford Canadians taking part in three out-of-competition games, winning each with relative ease. In the official championship, the Brits defeated Germany 1-0, Switzerland 5-1 and a 1-1-tie against Belgium was enough to claim the first ever gold medals in ice hockey. Bohemia and France withdrew two weeks prior to the tournament. Although the championship was played with curved sticks and a puck, the game still carried more resemblance to bandy. Teams played 2 x 15 minutes,
20. **1910:** National Hockey Association is formed.
21. **1911:** Teams in Western Canada form the Pacific Coast Hockey Association
22. **1911:** Blue lines are added to divide the ice into 3 zones. Goaltenders are permitted to fall to the ice to make saves. Forward passing is allowed in the neutral zone. The 60 minute game is divided into three 20 minute periods. Game changed from two 30-minute periods to three 20-minute periods.
23. **1912:** The number of players on the ice is reduced from 7 to 6/team.
24. **1917:** Four NHA teams reorganize to form the National Hockey League
18. **1920:** Ice Hockey was added to the Olympic Games in **1920** end of the ice.
19. **1924:** The NHL increases the regular season schedule from 24 to 30 games. Players who were on the 1st place Hamilton Tigers team refused to compete in the **1925** playoffs unless they were paid for the extra games played. The players were suspended and the team subsequently sold to the New York Americans.
20. **1929:** The first offside rule is introduced
21. **1930:** The LIHG European Championship 1910 eventually evolves into the World Championship
22. **1936:** Great Britain wins the Olympic gold medal in Garmisch-Partenkirchen, Germany .
23. **1937:** The first rule to deal with icing is introduced.
24. **1942:** For the next 25 years the league will be comprised of the Montreal, Toronto, Detroit, Boston, NY Rangers and Chicago, now known as "the Original Six."
25. **1946:** Babe Pratt becomes the first NHL player suspended for betting on games.
26. **1949:** The center red line first appears on the ice.
27. **1950:** Czechoslovakia was the best national team in the world in the years following World War II. The team won the 1947 and 1949 World Championships and lost the 1948 Olympic gold to Canada. Just before the national team was about to board the plane for Great Britain on March 11, 1950, the players were handcuffed by the national state security police (KNB, Czechoslovakian forerunner to the KGB) and taken to jail.

28. **1954:** Jaroslav Drobny is the only man that can say he won the rare combination of the World Championship (Czechoslovakia) and Wimbledon
29. **1956:** The USSR enters Olympic ice hockey for the first time, winning the gold medal.
30. **1957:** Worlds final in front of 50,000 fans at soccer stadium in Moscow, Russia. The Swedes hung on, and the 4-4-tie against Russia gave them a second World title.
31. **1957:** The first NHL Player's Association exists with Detroit's Ted Lindsay as president. The owners soon crush the organization and the Red Wings trade Lindsay to the last place Chicago Black Hawks.
32. **1960:** Fibreglass Canada and Goalie Jacques Plante developed the first-ever hockey goalie mask in
33. **1963:** The first NHL amateur draft is held in Montreal, with 21 players selected.
34. **1965:** Ulf Sterner plays four games with the New York Rangers, becoming the first Swedish-born player in the NHL.
35. **1969:** Aligning the game with the NHL, the IIHF voted to allow body-checking in all areas of the ice. Previously, hitting was allowed only in the defensive zone. A defenseman, inside his blueline, could hit an attacker. But the forward was not allowed to bodycheck a defenseman in his defensive zone. The neutral zone was a "demilitarized zone" – no hitting allowed. The rule was designed to ensure the safety of defensemen skating back into their own zone to chase down loose pucks.
36. **1970:** Canada declined to host the 1970 tournament, withdrawing from international hockey., vowing not to return until an open competition was accepted.
37. **1972:** The WHA (World Hockey Association) begins play.
38. **1972:** Canada-Soviet Series. Canadian players who have jumped from the NHL to the WHA are not invited to play. Canada wins the last three games to finish with four wins, three losses and a tie, clinching the series.
39. **1973-74:** Borje Salming becomes the first European superstar — paves the way for other Euros
40. **1974 Worlds:** The perfect game against the best team: Czechoslovaks-Soviets 7-2
41. **1974:** The USSR wins the first World Junior Hockey Championship.
42. **1976 —AT THE World Championships in Katowice, Poland,** Poland beats Soviet Union 6-4.
43. **1976:** Canada defeats Czechoslovakia to win the first Canada Cup tournament.
44. **1977:** Canada returned to the world championships eight years later, in 1977, when the IIHF and the sporting world accepted to adopt modern eligibility rules that didn't make any distinction between amateurs and professionals.
45. **1979:** The World Hockey Association folds.
46. **1980:** The United States defeats the USSR in the semi-final and Finland in the final to win the Olympic gold medal. **The "Miracle on Ice"**.
47. **1980:** Hockey escape of the century – Stastnys land in Quebec
48. **1983:** The NHL has a new 5 minute sudden death overtime period at the end of ties games in the regular season.
49. **1987:** Vienna court decides the 1987 Worlds medal race

50. **1988:** GRETZKY TRADED TO LOS ANGELES SENDS SHOCKWAVES THROUGH THE HOCKEY WORLD – August 9, 1988
51. **1989:** Sergei Priakin plays for the Calgary Flames, becoming the first Soviet player permitted to join an NHL club.
52. **1989:** Tretiak first European player to be inducted into Hockey Hall of Fame
53. **1990:** FINALLY, THERE'S A REAL FINAL GAME. THE IIHF ADOPTS A PLAYOFF SYSTEM in ALGHERO, Italy — September 5-7, 1990
54. **1990:** Canada wins the first Women's World Hockey Championship.
55. **1991:** The NHL introduces video review.
56. **1991:** There were 25 nations competing in the IIHF championship program.
57. **1992:** RUSSIA, TEAM WITH NO NAME, WINS OLYMPIC GOLD IN ALBERTVILLE, FRANCE UNDER THE NAME OF Commonwealth of Independent States.
58. **1992:** With the fall of the Berlin wall on November 9, 1989, and the final dissolution of the Soviet Union on December 26, 1991. Nine new countries, who earlier were part of other nations, applied for new membership; Latvia, Estonia, Croatia, Lithuania, Ukraine, Slovenia, Belarus, Kazakhstan and Azerbaijan.
59. **1994:** In the league's first major labour dispute, NHL players are locked out for 103 days at the beginning of the 1994-95 season. The regular season, which begins January 1995, is the shortest in 53 years.
60. **1995:** Jaromir Jagr becomes the first European to lead the NHL in scoring.
61. **1998:** The NHL begins using two referees in each game.
62. **1998:** For the first time ever, the NHL shuts down for 17 days so its best players can compete in Nagano Winter Olympics. Czech Republic wins the gold medal.
63. **1998:** The United States defeats Canada to win the first Olympic gold medal in women's hockey.
64. **2000:** RECENTLY SEPARATED, CZECHS AND SLOVAKS MEET IN WORLD CHAMPIONSHIPS FINAL on May 14, 2000 – St. Petersburg, Russia. Czechoslovakia split into the Czech Republic and Slovakia on January 1, 1993.
65. **2002:** The 2002 Olympics were, in many ways, the start of 21st century hockey. The new rule of no centre ice line for passing, the no touch icing and the hurry-up face-off created a new “Entertainment”.
66. **2002:** NHL players return to the Winter Olympics, with Canada winning the gold medal. The victory comes 50 years to the day after the last Canadian gold medal in men's hockey.
67. **2002:** Canada defeats the United States to win the second Olympic gold medal in women's hockey.
68. **2002:** The Detroit Red Wings win the Stanley Cup. Nicolas Lidstrom is the first European to win the Conn Smythe Trophy awarded to the NHL best defenseman.
69. **2004:** The United States wins its first ever World Junior Hockey Championship.
70. **2004:** Canada wins the second World Cup of Hockey, defeating Finland 3-2 in the championship game and finishing the tournament undefeated.

71. **2004:** On September 15, the owners lock out the players, putting the 2004-05 NHL season on hold pending a new collective bargaining agreement.
72. **2004-05:** NHL-lockout floods European leagues with 388 players
73. **2005:** **“Skill and Speed”** became the NHL priorities. Referees are asked to call all infractions.
74. **2005:** On February 16, the 2004-05 NHL season is officially cancelled because of the failure to reach a new collective agreement.
75. **2006** Torino Olympics: IIHF and NHL adopt new rules showcasing hockey as a unique sport of **“Speed and Skill”** to a projected TV audience of 2.3 billion viewers.
76. **2006:** Sweden becomes the first nation to capture gold in the Olympics and World Championships in the same calendar year.
77. **2007:** There were 46 nations competing in the IIHF championship program .
78. **2008:** the IIHF was celebrating its 100 year anniversary, honouring it with a host of ambitious new projects,
79. **2010:** The MVP award voted on by NHL players is getting a makeover to honor Ted Lindsay, who fought for their rights more than 50 years ago.
80. **2010:** While there are 68 total members of the International Ice Hockey Federation (IIHF), 162 of 177 medals at the IIHF World Championships have been taken by seven nations: Canada, the Czech Republic, Finland, Russia, Slovakia, Sweden and the United States

## *Future of Hockey*

### **Where are we?**     *....we`re trying to find our place on the Entertainment World Stage*

Hockey is part of the “Entertainment” world, of the “Entertainment Age”!

**Entertainment** has become the driving force of the new world economy.

Hockey and Sport represent a significant part of our different lifestyles and thus automatically becomes a subject of discussion.

**Entertainment** can provide pleasure or relaxation to an audience, no matter whether people are passive as in watching opera or a movie, or active as in games;

**ENTERTAINING** is making someone happy by your actions or your conversation.

A good entertainer can cure people. Entertainment can make them - laugh, cry....feel good, upbeat, positive, motivated, believe they can bounce back, overcome adversity and believe they can be whatever they want to be..

Characters are more important than the situation. It's the connection with the characters that will build long term loyalty. Getting to know a whole new cast of characters from season to season can also be captivating.

People have a built-in need to admire talent, especially undiscovered talent. Where they go, so could they!

**Violent entertainment** tricks our bodies into believing that we're in danger, so the body responds appropriately. Violence and sensation deliver a natural high. Our brain keeps telling itself that it's not real, so just calm down.

The new technology being incorporated into video games is making it more and more difficult for our brains to determine what's real.

Why do we enjoy being entertained more when we're in a crowd? It communicates potential danger quickly through the group. So, for humans, emotions are highly contagious. We pick up on the mood of the crowd around us and eventually synchronize our own mood to it. We are social animals and emotions are contagious

We're looking for long term loyalty. We're looking for an audience that stays consistent enough that we can start to effectively target marketing messages to them with some understanding of who they are.

### **World Structure of Hockey matters:**

The **NHL** (National Hockey League, Ligue Nationale de Hockey) is an unincorporated not-for-profit association which operates a major professional ice hockey league of 30 franchised member clubs competing to win the Stanley Cup. Six are located in Canada and 24 in the United States. Headquartered in New York City, the NHL currently has players from about 20 different countries.

The **IIHF (International Ice Hockey Federation, Ligue Internationale de Hockey sur Glace)** is the worldwide governing body for ice hockey and in-line hockey. It is based in Zurich, Switzerland, and has 68 members. It is responsible for the management of international ice hockey tournaments (Olympics), and maintains the IIHF World Ranking. Despite its worldwide authority, the IIHF has little control of hockey in North America, where the National Hockey League (NHL) is the highest hockey organization. Its base of power rests in Europe with the respective national governing bodies and leagues. Canada (Hockey Canada) and the United States (USA Hockey) are the only members who have their own rulebooks. Decisions of the IIHF can be appealed to the Court of Arbitration for Sport in Lausanne, Switzerland

**FIFA**, the Fédération Internationale de Football Association (International Federation of Association Football) is the international governing body of association football. Its headquarters are located in Zürich, Switzerland, and its current president is Sepp Blatter. FIFA is responsible for the organization and governance of football's major international tournaments, most notably the FIFA World Cup, held since 1930. **FIFA** has 208 member associations, which is 16 more than the United Nations and three more than the International Olympic Committee, though five fewer than the International Association of Athletics Federations.

**UEFA**, the Union of European Football Associations (*Union des Associations Européennes de Football*) is the administrative and controlling body for European football. UEFA represents the national football associations of Europe, runs Europe-wide national and club competitions, and controls the prize money, regulations and media rights to those competitions. **UEFA** is the biggest of six continental confederations of FIFA. The current UEFA President is Michel Platini.

## Where are we going? .... Develop-Entertain-Win

- **The “Entertainment World” is going “3D”** ....Boxing, Formula 1, Cinemas, World Cup, Cirque du Soleil.....

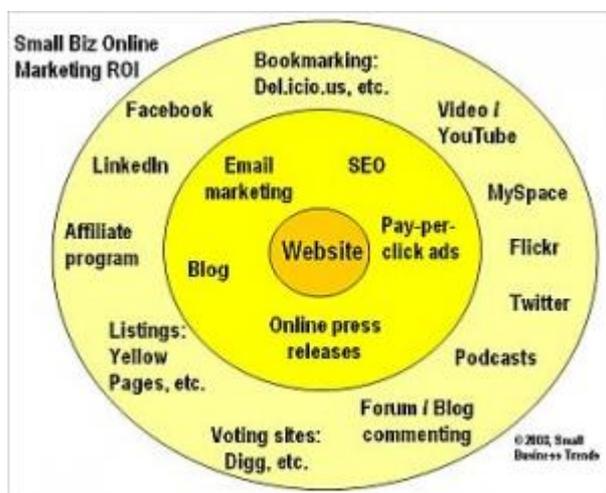
FIFA World Cup with Sony will deliver 3D images from up to 25 matches of the 2010 FIFA World Cup in South Africa. “This propels the football fan into a whole new viewing dimension and marks the dawning of a new era in the broadcasting of sport,” said FIFA Secretary General Jérôme Valcke.”

- **Hockey can become a sustainable sport** *if these issues are addressed: Criteria for sustainable development of “Hockey”, Hockey activities in Nature and Countryside, Hockey Activities in built-up areas, Hockey Facilities, Hockey and Mobility, Hockey Equipment, Environmental Education ...*

At the World Conference on Sport and the Environment in 1995, IOC President Samaranch expressed: "The International Olympic Committee is resolved to ensure that the environment becomes the third dimension of the organization of the Olympic Games, the first and second being sport and culture."

- **Hockey Marketing** – Develop-Entertain-Win....related...

**Hockey now has unbelievable Marketing Techniques!** Social media guarantees new capabilities and many new ways to market. The center of our marketing plan should be our website, mainly the **“bulls-eye of the circle”**. In the smaller-inner circle are five more marketing activities with high payoff: email marketing, blogging, online press releases, pay-per-click ads, and search engine optimization (SEO.) You can reach more people with new methods, and target them better. You should adopt new techniques because they are powerful and cheap.



- **Hockey is going Global?** You will decide to grow up and become global or you are born global. Priorities are **"Design and quality or... Price."** Try to be very versatile and flexible. Some build an infrastructure but building relationships makes a big difference. **If there are things you can't make or build, you know someone who can.**
- **Hockey Merchandizing** is trying to catch-up to a **\$213 billion industry**

**World Sports Merchandizing:** the 2006 FIFA World Cup involved 170 licensees and the delivery of labels and hangtags to 400 different locations worldwide. The 2004 Olympics, meanwhile, involved 19 licensees and two international sponsors, between them producing 35 categories of products with 4,000 different item references, each of which was protected by one of eight different types of authentication label or tag and sold through 12,000 different retail outlets. Ideally, the label and tags should be produced on demand so that inventory levels are kept to a minimum.

Formula One motor racing, uses holography to protect its treasured brand identity, with many of the top racing teams now featuring security holograms to protect their official merchandising from the counterfeiting.

There's little surprise to learn that it was in the US - and in the major sporting leagues - where the sports merchandising industry we see today really took off at the beginning of the 1990s.

Today, all the major US leagues have embraced holography to varying degrees to protect reputation, brand image and, importantly, revenue streams. The big four: American football (NFL), baseball (MLB), basketball (NBA) and hockey (NHL) all have successful licensed product protection programmes to monitor royalty income while a number of the smaller leagues, such as soccer, have followed suit.

**Sports Business Simulation (SBS)** reports that the size of the sports business industry reaches an estimated value of **\$213 billion** - twice the size of the US auto industry and seven times the size of the movie industry.

The NFL leads revenue values with an annual income in excess of \$2.5 billion. The NFL is swiftly followed by major league baseball with revenues of \$2.3 billion. Colleges, NASCAR, NBA, NHL, and other leagues, teams and sports together generate \$5.6 billion. All have lucrative official merchandising programmes protected by hologram-based security tagging systems.

## • **Ticketing Strategies: ....Develop-Entertain-Win....related...**

**Luxury suites and Premium seating:** In the last 20 years, luxury suites and other premium seating have transformed the way sports franchises make money and build venues. It offers the latest amenities and top of the line service for a hefty price. Suites in prime locations go from \$150,000 to \$400,000 a season — a price that is likely to keep going higher.

Premium seating, which also includes club seating, courtside seating and party suites accounted for just 3% of the seats in a given building in 1990. Today, premium seating accounts for almost 25% of seats in new buildings and often goes for double or triple the cost of their less luxurious counterparts.

### **Franchises can project nearly half of all ticket revenue from premium seating**

This source of revenue is so vital that many buildings have been torn down or renovated on the sole reason that they didn't have enough premium seating.

"It wouldn't be economically viable to build a venue without a mix of premium seats — even minor league or secondary market venues," said Marshall Glickman, former president of the NBA's Portland Trailblazers and now CEO of consulting firm G2 Strategic.

Luxury suite money is considered contractually obligated income because individuals and corporations sign leases for an 8-to-10-year period. Since a team can't guarantee a bank it will sell out every single game, this is a way to show its minimum ticketing revenue.

While it still serves a financing role, premium seating has become a major source of revenue for franchises and a form of business entertainment for corporations. Businesses use suites to entertain potential clients, retain current ones and recruit future employees.

"Premium spaces are things that companies tend to covet. The suite option has always provided a unique venue for corporations to

have access to entertaining clients,” said Paul Swangard, managing director of the Charles Lundquist College of Business at the University of Oregon.

**Experts said they are seeing a shift away from traditional luxury suites and a move toward more club seating and other premium seats because people like to be in a more social atmosphere.**

Today, the suites are being placed closer to the playing field and even in some cases below it. Several NBA venues have built suites beneath the court with the option for several occupants to sit courtside.

Given the hefty price tags that accompany premium seats, franchises are expected to give customers the best accommodations, including the latest high-definition televisions, top-notch service and plush seating areas.

“The challenge is to make the suite experience more than just a place to watch the game,” said Jim Grinstead, publisher of Revenues from Sports Venues.

Experts said franchises must be ready to adapt to the ever-changing desires of premium seat holders.

Flexibility means creating suites that can easily be converted to other types of premium seating. Customization is another key in the current premium seating market, with leaseholders now having the ability to put their mark on their suites. Some businesses choose to put their logo on the walls or in various other areas of a suite – something that adds value to the investment.

**Selling tickets:** The Dallas Cowboys recently announced that they will become the first team in the NFL to allow groups to share tickets. The Cowboys are slated to implement a system that enables a group of people to purchase a single ticket, and once inside the stadium, the group can take turns going into the game from a giant screen-area.

The NBA's Memphis Grizzlies created a terrific elf animated video to help drive ticket sales during the Holiday season

The "Wizards vs. the World" tab leads to a creative webpage that features a breakdown of 85 players representing 38 countries currently competing in the NBA.

In 2008, the New York Knicks created a tremendous resource - the Knicks Business Alliance - to drive sales/B2B efforts amongst the businesses of the team's season ticket holders.

The Columbus Blue Jackets designated 250 SUBWAY Fresh Seats for five (5) select games during the 2009-10 season. When the allotted tickets are gone, fans can use the voucher as a \$5 discount on select area tickets.

The Phoenix Coyotes are offering a "We Win, You Win" promotion designed to drive attendance at select games this season. As part of the team's "Join the pack" season marketing initiative. The Coyotes have designated five (5) home games this season where fans can win a free ticket to a future home game if the team wins.

The Chicago Wolves of the AHL is offering all fans who purchase a non-discounted playoff ticket of \$20 or more a complimentary pregame meal during the team's 2008 playoff run

The Firstbank in Colorado installed a series of rotating display signage that featured a collection of business cards representing their small business customers with the tagline, "We care about small business... "We care about our season ticket holders").

The NBA Utah Flash of the NBA D-League asked their mascot to live atop of a billboard along I-15 in American Fork, UT until the team sold 500 incremental season ticket packages... so he did.

Marquette University is leveraging its Twitter page (@MUAthletics) to drive awareness to the page with posts that say, "Watch videos, earn prize points, spread the excitement of #mubb basketball" and "100 reasons to Experience Marquette Basketball. Have fun and let us know what you think".

This season, the Milwaukee Brewers are running a "[Dollars for Dingers](#)" ticket promotion where fans can save \$1 off a Loge Outfield ticket (regularly \$28) for EACH Brewers home run hit over a 10-day stretch of the season.

- **Food and Concessions Strategy – Develop-Entertain-Win.....related**

Concessions revenues are critical to the overall success of any sports franchise (National Sports Services).

US Tennis Open big initiatives was to procure at least 10% of their produce locally.

Food sales at Shea Stadium (NY Mets) were up 43 percent. Lower prices on such core items as hot dogs, water, soft drinks and beer... The strategy was that if we earned the customers' trust, they would reward us with greater participation. We were definitely going to generate less per unit; we knew that. But we thought we would sell more units because people felt comfortable there. This, to me, is the future.

- **Hockey and Human Resources – Develop-Entertain-Win.....related**

To succeed, human resources must be a strength of your organization

## **How do we get there?**

- **Convince People To Invest In HOCKEY'S FUTURE** : *Hockey's Future should be "Different and Significantly Better" than other "Entertainment" options.*

1. **"Speed and Skill"** as opposed to interference, holding, hits to the head and intent to injure...
2. *Control Violence as opposed to a movie like "Kick-Ass" or sports like UFC (Ultimate Fighting championship), Underground Cage Fights, Women Cage Fighting, MMA Cage Fighting, Hardcore Bare Knuckle Cage Fights....,*
3. *Get rid of "Zone Defense" such as the trap (1-4, 1-2-2, 1-3-1...)...NBA did that for a while and was much more exciting.... "Show Time LA Lakers"*
4. *Make sure that "Players Associations" do not reward the "Status Quo" or demand the plyers to do less. Players need to train differently and significantly better in the "Pre-Season, in the season, in playoffs.*
5. *Players need to train more while team physiologists and fitness coaches need to measure more....*

6. *More fast, skilled and productive forwards need to play as defensemen*
7. *Forwards have to learn how to skate backwards*
8. *More players need to shoot more at "Shooting Centers", need to learn to score on "Rebounds" (67%). Tennis players hit balls and ½ hours per day. Golfers hit 1000 balls or more per day. Scorers need to shoot more and learn how to score on rebounds.*
9. *More players need to create scoring chances.....plus and minus scoring chances.*
10. *We need to identify and reward players who create chances and score."Computer Scouting" ....., Money Ball"*
11. *We need to play less games (2 per week) and develop more....Develop, Entertain, Win!*
12. *Or we need to play more games if it helps make more money*
13. *But "Playing more games" involves allowing 5 players to take a week off per month to train more .....as Phil Mickelson does to keep improving....and have at least 5 or 6 units of "5" ready to play.*
14. *"Playing more games", Develop-Entertain-Win involve playing all 8 defensemen and 12 forwards..*
15. ***Playing "5 Players-No Positions" and involving all 8 Defensemen and 12 Forwards create "Tempo" & "Entertainment***
16. *Scoring-checkers, Checking-scorers, physical-scorers, tough-scorers, offensive Defensemens are "Entertainment"*
17. *These players will play "Good Defense" or will pay the price if they want to win. But they need to be able to allowed to create create chances and produce (Plus).*
18. *Rinks should have a "Scoring Chance Clock" and updates on players who create chances.*
19. *More "Global Development" .....European & North American Coaches working together in North America and Europe*
20. ***As Michael Eisner (Disney) said it best: we need to come up with what is a 2 point goal.***
21. *Engineers need to build new "Backward Skating Treadmill" or skating ramps.*
22. *Goalies need to be free to move and handle the puck better .....pass and shoot better*
23. *Goalies need better gloves to stickhandle, pass and shoot better.*
24. *We need to produce better and lighter ankle guards for players to bloc shots.*
25. *Hockey went from 3 by 7 feet nets to 4 by 8 feet nets.....Time to move on to bigger nets....*
26. *Why were the offensive zones made bigger a few years ago? ..Time to make them bigger*
27. *Time to have a shot clock...Puck Control is a priority but creating chances is "Entertainment".*
28. *Olympic size rinks or 4 on 4 hockey.....*
29. *We need new hockey equipment.....lighter and more protective*
30. *We need to stop blaming referees for calling too many penalties or not calling enough penalties*

31. *We need to identify how many interference and holding and tripping penalties are not called in a game and determine the source of the problem. Players are normally the main source of the problem. Coaches 2<sup>nd</sup>. Organizations 3<sup>rd</sup>. League 4<sup>th</sup>. Referees Training Program 5<sup>th</sup>. Referees 6<sup>th</sup>.*
32. *We need to identify how many hits to the head and intent to injure infractions are not called in a game and determine the source of the problem. Players are normally the main source of the problem. Coaches 2<sup>nd</sup>. Organizations 3<sup>rd</sup>. League 4<sup>th</sup>. Referees Training Program 5<sup>th</sup>. Referees 6<sup>th</sup>*
33. *We need to identify how many slashing, spearing, cross-checking and high-sticking infractions are not called in a game and determine the source of the problem. Players are normally the main source of the problem. Coaches 2<sup>nd</sup>. Organizations 3<sup>rd</sup>. League 4<sup>th</sup>. Referees Training Program 5<sup>th</sup>. Referees 6<sup>th</sup>*
34. *We need to identify how many other infractions are not called in a game and determine the source of the problem. Players are normally the main source of the problem. Coaches 2<sup>nd</sup>. Organizations 3<sup>rd</sup>. League 4<sup>th</sup>. Referees Training Program 5<sup>th</sup>. Referees 6<sup>th</sup>*
35. *We need “computerized Off-sides “ like in Tennis....*
36. *We need computerized goals*
37. *We need the referees to operate from a position off the ice....plus a head Video referees announcing infractions*
38. *We need new rules such as:*
  - *Automatic Icing*
  - *Penalty shot after so many Interference, holding and tripping infractions*
  - *Penalty shot after so many hits to the head and intent to injure infractions*
  - *Penalty shot after so many slashing, spearing, cross-checking and high-sticking infractions*
  - *Penalty shot for instigating a fight. If a goal is not scored, it results in a full 2 min. penalty.*
  - *Any penalty in the last minute of play results in a penalty shot. Anyone can take it.*
  - *Any penalty between the 58<sup>th</sup> minute and 59<sup>th</sup> minute results in a 4 on 3 situation for the remainder of the game regulation time.*
  - *Shot Clock for a shot on net...*
  - *Full 2 minute penalty for using “Zone Defense” or “Trap”.*
39. *We need rosters of at least 27 players (5 Units of 5) in order to rest 5 players (1 Unit) one week / month*
40. *Europe has no drafts.....Players need to declare which country and which league they want to be drafted.*

## ● **Think Business.**

### **National Football League,**

**Richest Team:** Washington Redskins: **Estimated Value:** \$952 million. Revenue for the 2002 season was \$227 million. About 28% (\$65 million) came from ticket sales. Player expenses amounted to \$72 million. (FedEx) is paying \$7.6 million per year to have its name on the stadium. That deal is set to expire in 2025. Other corporate sponsors include Anheuser-Busch, Cadillac, Pepsi, and Nextel. The Washington Times reported that the team's sponsorship deals are worth more than \$30 million a season. Snyder paid \$750 million when he bought the team and stadium in 1999. The investment appears to be paying off.

**Runner-up:** Dallas Cowboys, **Estimated Value:** \$851 million . During the 2002 season, the Cowboys pulled in \$198 million. About \$30 million (or 15%) came from gate receipts. Total payroll was \$85 million.

### **National Basketball Association**

**Richest Team:** **Los Angeles Lakers** **Estimated Value:** \$447 million. Revenue for the 2002-03 season was \$149 million. About 41% of that money (\$61 million) came from people who visited Staples Center. The payroll accounted for \$66 million in that

season.

**Runner-up:** New York Knicks, **Estimated Value:** \$401 million. Revenue for 2002-03 was \$160 million, which actually exceeded the Lakers' total. The Knicks pulled in more at the gate; receipts amounted to \$66 million, or 41% of total income. New York also paid out more to its players. Payroll was \$80 million.

### **National Hockey League**

**Richest Team:** New York Rangers, **Estimated Value:** \$272 million. This team is part of Cablevision Systems' sports division, which includes the Knicks and Madison Square Garden, where both teams play. Like the Knicks, the Rangers have seen years of lousy performance and horrible management. But the Blueshirts still make lots of green. The team made \$113 million in the 2002-03 season. Gate receipts accounted for \$42 million, or 37%. Player expenses were \$79 million. The Rangers benefit from the richest cable deal in the NHL. The Rangers also benefit from sponsors like IBM, Nextel, Panasonic, American Express, and Continental Airlines.

**Runner-up:** Dallas Stars, **Estimated Value:** \$270 million. Another team from Big D is making it big. The Stars made \$108 million in the 2002-03 season, with about 52% (\$56 million) coming from gate receipts. Payroll was \$68 million.

### **Soccer ("Fussball")**

**Richest Team:** Manchester United. This franchise is to [soccer](#) what the Yankees are to [baseball](#). (On a side note, the Yankees' cable channel carries Manchester United games.) A 2001 report by the accounting firm Deloitte Touche says the team's revenue was \$177 million. Gate receipts accounted for \$55.4 million (31.2%). Television income was \$46 million, or 26% of total revenue. Corporate sponsors kicked in \$28 million (about 16%). About 20% of revenue came from merchandising. Payroll was about \$21 million.

The team made \$75 million by selling star player [David Beckham](#) to Real [Madrid](#).

**Runner-up:** Real Madrid. The team had a revenue of about \$157 million, according to that same 2001 Deloitte Touche report. The somewhat ambiguous category called "sporting income" accounted for 54% of total revenue (\$85.2 million). Members, season tickets, and boxes contributed \$22 million to the team's finances.

### **Formula 1 Racing**

**Richest Team:** [Scuderia](#) Ferrari Marlboro. Ferrari leaves all others in the dust on the racetrack, and on the balance sheets. This team is so dominant that Formula 1 leaders have been climbing the walls trying to figure out ways to keep other teams solvent. Last month, officials announced that all teams would get a \$10 million boost.

The team has an annual budget over \$250 million. Lead driver [Michael Schumacher](#) earned about \$50 million a year. Corporate sponsorships account for about 80% of a team's income. Team Ferrari cars bear the logos of Shell, Bridgestone, Vodafone, and AMD. Marlboro is a title sponsor; as such, its name is part of the team name. That kind of exposure costs the cigarette company about \$50 million.

**Runners-up:** Toyota, McLaren, and Williams. These teams have budgets between \$100 million and \$250 million, but none of them have accumulated enough wins and money to keep pace with Ferrari.

According to Forbes magazine the top 5 teams in Baseball (MLB), basketball NBA), football (NFL), soccer, hockey in terms of revenue are:

- New York Yankees \$277 million
- Boston Red Sox \$206 million
- New York Mets \$195 million
- Los Angeles Dodgers \$189 million
- Chicago Cubs \$179 million
  
- New York Knicks \$196 million
- Los Angeles Lakers \$170 million
- Chicago Bulls \$161 million
- Detroit Pistons \$154 million
- Cleveland Cavaliers \$152 million

- Washington Redskins \$312 million
- New England Patriots \$255 million
- Dallas Cowboys \$242 million
- Houston Texans \$225 million
- Philadelphia Eagles \$224 million

Now Forbes has different revenue numbers for soccer teams than Deloitte had. The Forbes numbers are substantially lower than Deloitte's, but let's use Forbes numbers so that we can compare all the sports teams with one common set of numbers, from one source

- Real Madrid Spain \$374 million
- Barcelona \$331 million
- Juventus \$321 million
- Manchester United \$310 million
- AC Milan \$305 million

So the only US sports franchise that can compete with soccer is the Washington Redskins. And even then, the Redskins are only the 4th largest sports team in the world in terms of revenue. The Top 5 richest sports teams are:

- Real Madrid Spain \$374 million
- Barcelona \$331 million
- Juventus \$321 million
- Washington Redskins \$312 million
- Manchester United \$310 million

Is it any wonder that American sports owners are buying European soccer teams, especially those in the English Premier League? With English teams selling for just over 1x annual revenue, they are much cheaper (and profitable) than US sports franchises.

- More European Hockey Teams should have 1 owner. NFL Teams have one (1) owner.
- Think: Develop-Entertain-Win
- Think "A New Training Model" .....
- Think "5 Players No Position"
- Think "Forwards playing as Defensemen"
- Forwards learning how to skate backwards
- "5 Players creating chances and producing"
- Think "global"
- Think World Population Marketing
  - China – 1.3 billion
  - India – 1.1 billion
  - USA – 309 million
  - Brazil – 192 million
  - Nigeria – 154 million
  - Russia – 141 million
  - Japan – 127 million
  - Mexico – 107 million
  - Germany – 81 million
  - France – 65

- England – 62
- Italy – 60
- South Africa 49
- South Korea – 49
- Spain – 46
- Ukraine – 46
- Poland – 38
- Think of creating a 2 point goal
- Review The Society of Sports Psychology`s 9 recommendations to reduce sports violence

**Recommendation 1:** Management should make fundamental penalty revisions so the rule-violating behavior results in punishments that have greater punitive value than potential reinforcement.

**Recommendation 2:** Management must ensure proper coaching of teams, particularly at junior levels, which emphasizes a fair play code-of-conduct among all participants.

**Recommendation 3:** Management should ban the use of alcoholic beverages at sporting events.

**Recommendation 4:** Management must make sure facilities are adequate regarding catering and spacing needs and the provision of modern amenities.

**Recommendation 5:** The media must place in proper perspective the isolated incidents of aggression that occur in sport rather than make them "highlights."

**Recommendation 6:** The media should promote a campaign to decrease violence and hostile aggression in sport which will also involve the participation and commitment of athletes, coaches, management, officials, and spectators.

**Recommendation 7:** Coaches, managers, athletes, media, officials, and authority figures should take part in workshops on aggression and violence to ensure they understand the topic of aggression, why it occurs, the cost of aggressive acts, and how aggressive behavior can be controlled.

**Recommendation 8:** Coaches, managers, officials, and the media should encourage athletes to engage in pro-social behavior and punish those who perform acts of hostility.

**Recommendation 9:** Athletes should take part in programs aimed at helping them reduce behavioral tendencies toward aggression. The tightening of rules, imposing of harsher penalties, and changing of reinforcement patterns are only part of the answer to inhibiting aggression in sport. Ultimately, the athlete must assume responsibility for his or her behavior.

By incorporating these ideas with the development of an athlete the focus can be on the skills that it takes to be successful without the use of violence. Outside of wartime, sports is the only setting where violence and aggression are not only tolerated but also encouraged and rewarded by members of the society.