

# THE FISCHLER REPORT

## HOCKEY'S WEEKLY THINK TANK

SEPTEMBER 22-SEPTEMBER 29, 2015

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### OBSERVATIONS:

\*GARY BETTMAN eventually will be confronted with a tantalizing question: Should the NHL permit sponsored jerseys? Certainly there is precedent for putting advertising on hockey uniforms. The lucrative practice has been in vogue throughout Europe for decades. Then again, what is good for Europeans is not necessarily advantageous for the world's greatest league.

"We're not currently considering putting advertising on NHL jerseys," says Bettman.

However, the secret word is "currently." And now that the NHL/NHLPA has gone into partnership with Adidas--taking over from its cousin, Reebok--more changes can take place. The well informed NHL analyst John Shannon asserts that ads on sweaters is not out of the question.

"Make no mistake," says Shannon, "change is coming. We had already been warned that advertising of some sort (beyond the manufacturer) could possibly appear at next year's World Cup. Most believe that will, in fact, be the case."

Since Bettman uttered the decisive word be prepared for more than just team logos on jerseys -- sooner rather than later.

\* JOHN TORTORELLA'S hire as head coach of Uncle Sam's World Cup team is a case of justice triumphing. Torts paid dearly for, really, what were minor indiscretions blown way out of proportion by the media and powers that be.

John is a brilliant, dedicated coach who'll get the best out of his sextet. What's more this indubitably will lead to his hire as an NHL bench boss no later than next season; and maybe sooner.

### GOSSIP:

**Andrei Vasilevskiy's** absence after his early September surgery to remove a blood clot near his left collarbone could hurt the Lightning more than many believe. Andrei had been diagnosed with vascular thoracic outlet syndrome. ...A daunting chore for any penalty-killing combo will be Pittsburgh's power-play unit including **Sidney Crosby**, **Evgeni Malkin**, **Patric Hornqvist** and **Kris Letang**, who will anchor the point. Oh yea, the fifth man could be the most important and that's **Phil Kessel**. ...With **Milan Lucic** shipped to **Los Angeles**, **Boston** needed size and grit so the team scooped up **Zac Rinaldo**. The former Flyer pest is ready and anxious to engage in Beantown and the Bruins are willing to accept. They have only one request: no suspensions. ...**Maple Leafs** General Manager **Lou Lamoriello** is already leaving his mark in Toronto north of the neck. **P. A. Parenteau** cut his hair shorter to "pass the Lou test." What change in policy will happen next in Leaf Nation? ...Many players in the last week have noted how difficult this off-season has been for free agents. **Jiri Tlustý**, who planned on heading to the KHL unless he had a guaranteed deal, was signed by the Devils at the eleventh hour and mentioned this free agent reality. **Tyler Kennedy**, a tryout in New Jersey's camp, echoed the sentiment. Yet, this odd off-season worked in the favor of the Sabres who snagged defenseman **Cody Franson** right before camp opened. A top-four defenseman, Franson will be a catalyst for the Buffalo blue line and will be a top guy on their power-play unit. But the best part of the deal for Cody? Facing his former team in Toronto where he played four seasons: "It's going to be fun to go in there and try to take two points off those guys every time." ...The winds are swirling in **Carolina** as the Canes and **Eric Staal** are not close to a contract extension. The electric forward is entering the final year of his contract and *Sportsnet.ca's* **Elliotte Friedman** has an interesting take and says although Staal "has a great setup" in Carolina, he may "benefit from a change." Stay tuned.



## HOCKEY'S ALL-STARS WILL SHINE EVEN BRIGHTER THIS SEASON

When the best players in the NHL and AHL take the ice this year at their mid-season All-Star Games, all of them might shine a bit brighter as both the Bridgestone Arena, host of the NHL All-Star Game and the OnCenter War Memorial Arena in Syracuse, NY, site of the AHL All-Star Game are illuminated with LED lighting.



The Nashville Predators recently installed an LED digital lighting system from Ephesus Lighting at Bridgestone Arena to join the growing list of professional hockey venues lit with LED.

At last count six NHL arenas and seven AHL venues employ the innovative new lighting system that provides the ultimate environment for players and enhances the game for fans in the arena and those watching on HD TV.

“It’s ironic that the first sports arena to ever be lit with LED lighting and our most recent installation will both be hosting the NHL and AHL All-Star Games this season,” said Mike Lorenz, President of Ephesus Lighting. “Facility operators have come to understand that our digital lighting solutions create the optimal stage for fans and performers. As a result there is a new standard of what fans, performers, television broadcasters and facility operators expect from lighting.”

At Bridgestone Arena, the new LED lighting system features Ephesus’ color-tuning fixtures in the arena as well as Prism full spectrum color fixtures both inside and outside of the arena to allow for the creation of colorful light shows. Despite reducing the number of fixtures by half, the new system is projected to improve the light levels while yielding a projected energy savings of more than 75 percent.

“The combination of the improved lighting and fan entertainment elements coupled with the environmental benefits and lower operating costs made this solution an easy choice to add to our upgrades to the Bridgestone Arena this summer,” said Tim Friedenberger, Vice President of Facility Operations for Bridgestone Arena. “We are especially excited about showcasing the new system during NHL All-Star Weekend, when the eyes of the hockey world are upon Nashville.”

“The system provides us greater control over the lighting than ever before,” Predators Senior Director of Broadcasting and Entertainment Bob Kohl said. “Everything will look better and crisper for fans at the arena, viewers watching at home and the players, who will appreciate the elimination of shadows and glare on the playing surface.”

Ephesus Lighting has led the LED lighting explosion at sports and entertainment facilities across North America by engineering LED lighting solutions that provide a significant increase in illumination when compared to all other lighting systems.

Ephesus’ LED lighting is brighter, and through its industry-leading glare-control innovations, its fixtures shine more uniformly on the playing surface, creating a better stage for players and fans both in the stadium and those watching on high-definition television.

The versatility of LED also allows for operational flexibility and the creation of programmable light shows for fan entertainment. Ephesus LED solutions are easy to install, maintenance-free for years and offer facilities the lowest total operating costs.

Since lighting the first sports venue with LED technology in North America in 2012, Ephesus Lighting luminaries have been operational for over 20 million hours at indoor and outdoor sports and entertainment venues across North America including; University of Phoenix Stadium, the Canadian Tire Centre, Duke University, Cornell University and many more.