



THE TIGER 2013 YEARBOOK

THE WORLD'S ONLY CROWD-SOURCED FANTASY HOCKEY LEAGUE

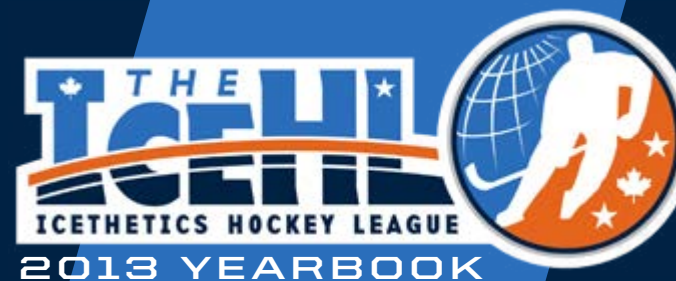


2013 ICEHL POWER RANKINGS

During the summer, a small group sat down to hash out the first ever **IceHL Power Rankings**. But these rankings aren't about how good the fantasy teams are. Naturally, they're all about branding. The committee was asked to consider each team's uniform set, use of logos and overall design flow. The scoring scale is 0 to 100.

RANKING COMMITTEE

- Matt McElroy**, IceHL logo designer
- Tony Pomposelli**, Snipers GM
- Jon Wold**, Wave GM
- Matt Riegler**, Mammoths GM
- Mike Kelly**, Chargers GM
- Ryan Laden**, Archers GM
- Daniel Raposo**, Winterhawks GM
- Simon Sweeney**, IceHL fan
- Thomas Ogilvie**, Mariners GM



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15		CHICAGO HITMEN

FROM THE COMMISSIONER...

Hello IceHL fans!

When the IceHL Project began five years ago, I never imagined it would become the beacon it has for so many talented and dedicated people from around the world. Every year it grows and develops in great and unexpected ways.

In 2008, the Icethetics community engaged in a design-by-democracy process to build and brand a hockey league from the ground up. Readers suggested ideas and submitted artwork while voting on every aspect, from names to logos and jersey designs.

Over the past two years, we've added two expansion teams and rebranded 11 others. And still the project is as strong as ever with more and more people participating in the various facets of the league.

In 2010, life was breathed into the IceHL when we began an ESPN fantasy league built around our teams — a league which even an NHL lockout couldn't stifle. It's amazing to think we're now embarking on our fourth season. The fact that nine of our original 20 general managers are still with us today is astounding.

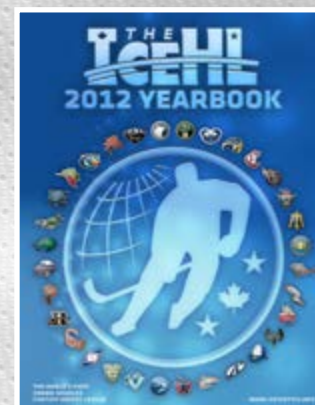
The remarkable commitment and enthusiasm from fans is what drives me to find new ways to involve more people and to keep the project constantly moving forward.

With that, I sincerely hope you enjoy this third edition of the **IceHL Yearbook** and the 2013-14 IceHL season!

Chris

Chris Smith
IceHL Commissioner
www.icethetics.info

PS.—Don't confuse me with the talented IceHL logo artist who shares my name and whose work you'll see throughout this book.



icethetics

The IceHL is an Icethetics endeavor.
icethetics.info debuted in 2007 and tracks branding and marketing trends in the world of pro hockey.
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BOOK DESIGN & LAYOUT

Chris Smith

SPECIAL THANKS

Jacob Born | Matt McElroy | Tony Pomposelli | Matt Riegler | Jon Wold

07.15.08 PROJECT: IHA

The IceHL's story begins with a guy named Nicolas Dallaire. He came to Icethetics in the summer of 2008 with an idea for a unique project.

Dallaire had created a simulation hockey league of 30 teams, each of which already had names and distinct color schemes, but no logos. After seeing the impressive talent on display in concept posts on Icethetics, Dallaire

wondered if there would be any interest in branding his fictional teams. As it turns out, there was.

Project IHA was born on July 15, 2008. Artists of all stripes — amateurs and even professionals looking to hone their craft — submitted some amazing logo artwork as their fellow readers voted for their favorites over the next three months.

08.10.08 PHASE I

A few weeks into Project: IHA, a new idea was floated to Icethetics readers. *What if we built an entirely new league from the ground up using input from every member of the Icethetics community?*

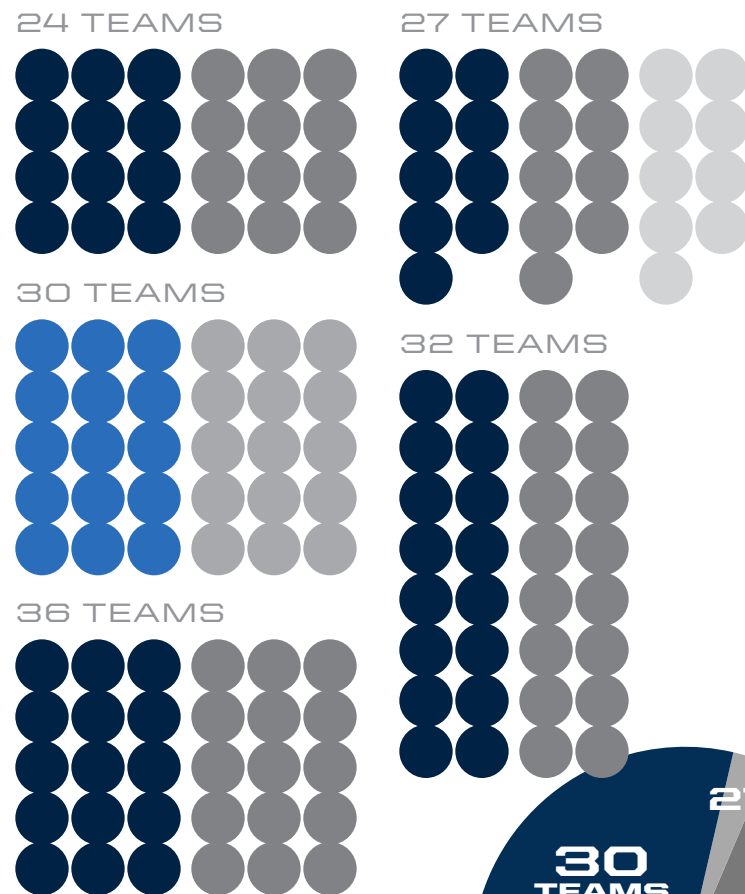
The response was overwhelmingly positive. The community was eager to move forward. With that, no time

was wasted in getting the new project, "From The Ground Up," off the ground.

When asked whether the new league should be based in North America or the entire world, 59% expressed a desire to move forward with a North American league.

08.18.08 HOW MANY TEAMS?

The next step was to determine the league's size. Voters were given five options.



There was a clear preference for a larger league with an even number of teams. Ultimately, the decision was to cut right down the middle as 34% of the community opted for a league of 30. (Four years later, the league expanded to the 32-team format seen above.)

08.24.08 ALIGNMENT

Next, voters were presented with a handful of divisional alignment options to determine how the teams would be spread out.

A offered the most equal geographical spread, placing no emphasis any particular region.

B placed an emphasis on northern cities and would have limited the inclusion of southern markets.

C would have restricted western cities while putting more focus on those east of the Mississippi River but would have provided for more teams based in Canadian cities.

D was primarily centered on Canada and the northeastern United States — areas where hockey tends to be most popular. It would have limited teams in the southern and western states.

E was a mix of B and C as it both focused on northern cities and would have allowed for more teams in Canada with four divisions spread across the country.

One week and 2,208 votes later, readers had selected Option A.

08.30.08 CITIES

Twelve cities from within each divisional boundary were eligible to become home to teams.

The top five cities in each divisional poll were awarded franchises (see opposite page).

Each poll ran for one week and all city voting concluded on Sept. 20.

09.06.08 TEAM NAMES

City selections and name nominations took place concurrently for many divisions as the project reached blistering speeds.

Nominations were accepted for one week for each team, followed by a rating period that ran for two weeks each.

The top-rated names won their polls and before long it was time to move on to Phase II — the much-awaited logo design process.

ALIGNMENT OPTIONS

Below are the original division options which were intended to avoid teams becoming clustered in certain areas.

OPTION A • 33%



OPTION B • 11%



OPTION C • 13%



OPTION D • 27%



OPTION E • 15%



The IceHL

On Sept. 21, 2008, it was announced the league had a name: **The IceHL**. It stands for Icethetics Hockey League but was inspired by Victor DiGiovanni, who suggested the Icethetics Continental Elite Hockey League.

CITY SELECTIONS

08.30.08 ORIGINAL 30

PACIFIC DIVISION		CENTRAL DIVISION	
Vancouver, B.C.	15.6%	Chicago, Illinois	14.7%
Seattle, Washington	15.0%	Detroit, Michigan	14.2%
Los Angeles, California	11.4%	Minneapolis, Minnesota	12.6%
Anchorage, Alaska	10.5%	St. Louis, Missouri	9.9%
Portland, Oregon	9.9%	Milwaukee, Wisconsin	8.6%
Las Vegas, Nevada	9.7%	Kansas City, Missouri	7.5%
San Francisco, California	8.7%	Cleveland, Ohio	7.3%
Kelowna, British Columbia	6.0%	Sudbury, Ontario	6.5%
San Diego, California	5.6%	Indianapolis, Indiana	5.7%
Spokane, Washington	3.2%	Cincinnati, Ohio	4.5%
Boise, Idaho	2.6%	Grand Rapids, Michigan	4.3%
Missoula, Montana	1.8%	Columbus, Ohio	4.1%

NORTH DIVISION		NORTHEAST DIVISION	
Winnipeg, Manitoba	18.2%	Montreal, Quebec	14.2%
Edmonton, Alberta	16.0%	Toronto, Ontario	12.7%
Calgary, Alberta	15.8%	Quebec City, Quebec	10.5%
Saskatoon, Saskatchewan	11.1%	Boston, Massachusetts	10.3%
Regina, Saskatchewan	9.2%	New York, New York	9.6%
Yellowknife, Northwest Terr.	6.7%	Ottawa, Ontario	8.3%
Fargo, North Dakota	5.4%	Hartford, Connecticut	7.1%
Omaha, Nebraska	5.4%	Halifax, Nova Scotia	6.8%
Sioux Falls, South Dakota	4.6%	Buffalo, New York	6.5%
Bismarck, North Dakota	2.8%	Philadelphia, Pennsylvania	5.6%
Cheyenne, Wyoming	2.7%	Pittsburgh, Pennsylvania	5.5%
Lincoln, Nebraska	2.2%	Providence, Rhode Island	2.9%

SOUTH DIVISION		SOUTHEAST DIVISION	
Denver, Colorado	14.6%	Washington, D.C.	15.2%
Salt Lake City, Utah	12.4%	Baltimore, Maryland	13.4%
Dallas, Texas	12.3%	Atlanta, Georgia	11.2%
New Orleans, Louisiana	10.1%	Tampa, Florida	9.5%
Houston, Texas	10.1%	Charlotte, N. Carolina	8.4%
Phoenix, Arizona	9.1%	Miami, Florida	8.1%
Oklahoma City, Oklahoma	7.8%	Raleigh, North Carolina	7.8%
Colorado Springs, Colo.	5.6%	Nashville, Tennessee	6.6%
San Antonio, Texas	5.0%	Orlando, Florida	6.5%
Albuquerque, New Mexico	4.9%	Hampton Roads, Virginia	4.9%
Wichita, Kansas	4.3%	Birmingham, Alabama	4.8%
Little Rock, Arkansas	3.7%	Greenville, South Carolina	3.5%

02.23.12 LEAGUE EXPANSION

To balance the schedules and avoid bye weeks in future fantasy hockey seasons, one expansion team was added in each conference.

WEST EXPANSION		EAST EXPANSION	
Yellowknife, N.W.T.	33.9%	Hartford, Connecticut	35.3%
San Francisco, Calif.	26.9%	Ottawa, Ontario	28.3%
Las Vegas, Nevada	25.6%	Kansas City, Missouri	16.1%
Oklahoma City, Okla.	10.5%	Cleveland, Ohio	12.5%
Phoenix, Arizona	3.0%	Miami, Florida	7.9%

04.28.13 2013 RELOCATION

Two teams were selected for relocation in 2013. Halifax, Nova Scotia won both polls. The Arsenal had a higher percentage so they headed north while the Renegades moved to the city that came in second in their poll.

ATLANTA ARSENAL		REGINA RENEGADES	
Halifax, Nova Scotia	38.8%	Philadelphia, Penn.	26.4%
Philadelphia, Penn.	33.0%	Halifax, Nova Scotia	28.4%
Ottawa, Ontario	14.9%	Ottawa, Ontario	26.0%
Toronto, Ontario	13.3%	Toronto, Ontario	19.3%

Since the Renegades, now the Philadelphia Aces, moved to a city within the IceHL EAST's geographic boundaries, they will transfer for the 2014-15 fantasy season. At the same time, the last-place IceHL EAST team in 2013-14 will relocate to a western city and transfer to the IceHL WEST.



Flashback to 2008: This is how Icethetics looked during the early phase of the project.

09.21.08 PHASE II

With cities selected and teams named, it was time to start the process of creating visual identities.

One division at a time, team logo designs were accepted. Artists were given three weeks to design and submit artwork, which was subsequently put up to a community vote.

Dozens of extremely talented designers submitted hundreds of exceptional

original logos for the Icethetics readership judge over several weeks.

It was determined the logo voting would be handled in two parts.

First, all eligible logo entries were put through a two-week rating period where every design could be evaluated on its own. Then the three highest-rated logos would be pitted head-to-head in individual team logo polls.

11.01.08 THE HIATUS

In November, Icethetics relaunched with an all new website designed to include a special section intended solely for The IceHL Project.

But before the new format could be fully realized, the entire site lapsed into an extended five-month hiatus from February until June of 2009.

07.21.09 THE REVIVAL

In July, as Icethetics returned to action, The IceHL Project kicked back into gear with the unveiling of the three finalist logos on July 23 and 24.

On July 25, the final voting process began and ran through mid-September.

The finalists were voted out two at a time until the league was left with its 30 winning logo designs.

The project had reached its initial goal but there was much more to be done.

09.28.09 A FALSE START

To complete the branding efforts, an ambitious jersey design contest was launched. But due to highly technical demands on submissions, the contest

floundered and was forced back to the drawing board.

The project entered another hiatus.

09.27.10 FANTASY LAUNCH

Days before the 2010-11 NHL season began, the IceHL returned with new vigor in the form of fantasy hockey!

Over two days, more than 100 readers applied to be one of 20 general managers in the inaugural season.

10.21.11 PHASE III

The buzz created by the start of another season of fantasy hockey spawned a renewed interest in designing uniforms for the IceHL.

Phase III was built around a simplified jersey design contest that brought in hundreds of original designs and thou-

sands of votes throughout the spring until the final winning uniform was unveiled on June 19, 2012.

The IceHL was back and bigger than ever. The summer of 2012 saw the league add two new teams. Then came the legendary summer of 2013...

04.08.13

PHASE IV

As the IceHL Project entered its fifth year of existence, it was about to get a considerable facelift with the launch of the **13 Weeks of R&R** project.

It was announced that as many as 13 franchises would undergo relocation and/or rebranding over the course of 13 weeks of the 2013 offseason. Who ever said 13 was an unlucky number?

Based on commissioner selections, 13 of the 32 teams were made eligible for changes to their identities. Of those 13, seven would be eligible to relocate to new cities as well.

ELIGIBLE TEAMS	RELOCATION	REBRANDING
Atlanta Arsenal	73% voted in favor; relocation approved	-
Boston Colonials	-	63% voted in favor; rebranding approved
Calgary Cavalry	77% voted against	71% voted in favor; rebranding approved
Dallas Outlaws	50.1% voted in favor	76% voted in favor; rebranding approved
Detroit Motorheads	72% voted against	83% voted in favor; rebranding approved
Hamilton Steelcats	-	77% voted in favor; rebranding approved
Minnesota Mammoths	-	exempted by IceHL EAST championship
Montreal Olympiques	-	63% voted in favor; rebranding approved
New York Guardians	-	52% voted against; rebranding approved
Regina Renegades	56% voted in favor; relocation mandated	-
Saskatoon Sharpshooters	55% voted against	76% voted in favor; rebranding approved
Vancouver Lumberjacks	-	67% voted in favor; rebranding approved
Washington Sentinels	67% voted against	54% voted in favor; rebranding approved

As with all previous phases of the IceHL Project, the Icethetics community would be voting on every aspect. To relocate, a team would require 60% of a vote in favor. Rebranding would only require a simple majority of 51%.

Among other rules, any team that had ever been an IceHL fantasy league champion would be exempted from the possibility of rebranding or relocation. Also, voters were encouraged to consider the **Calgary Cavalry** name as well as whether to rename the **Hamilton Steelcats** for Toronto.

The **Regina Renegades** seemed destined to die. That team was involved in two special rules: 1) Either the Renegades or **Dallas Outlaws** would be forced to rebrand as their identities were too similar; 2) Either the Renegades or **Saskatoon Sharpshooters** would be forced to relocate since two teams in Saskatchewan was overkill.

The 13-week project was scheduled to begin on April 13 with the initial polls and wrap up on July 13 with the unveiling of the final winning jersey designs.

04.13.13

WEEK 1

The next phase of the project officially kicked off on April 13 with seven polls to determine which IceHL franchises would have new homes next season. A bonus poll allowed voters to select the destination cities for these teams.

In the end, two teams were approved for relocation with 73% of voters opting to move the Arsenal from Atlanta.

Only 56% voted to move the Renegades, but the new Saskatchewan rule mandated the team's move.

04.28.13

WEEK 3

Voters were asked to make some geographical decisions in the third week. Foremost was where the relocated teams would land. The Arsenal packed up and went to **Halifax, Nova Scotia** while the Renegades left for **Philadelphia, Pennsylvania**.

The other nine polls involved deciding how the rebranded teams would be named — whether they'd keep their existing moniker or go another way.

Saskatoon became Saskatchewan's team while Dallas and Texas were too close to call and needed a run-off.

04.20.13

WEEK 2

The following week voters had to decide which teams would be rebranded — a term which referred to changing a team's name, logo and/or uniform designs.

The community voted in favor of rebranding all but one team — the Guardians. But the Mammoths ended up safe as well when the fantasy team won the 2013 IceHL EAST Championship a day after the polls closed.

Based on feedback in the polls, the **Detroit Motorheads** were required to undergo a "full branding reboot." This meant sweeping changes to the team identity and the immediate retirement of the Motorheads name.

With the first two weeks of voting complete, 11 IceHL teams were designated for some kind of changes. But first, the community needed to reconsider locales.

05.04.13

WEEKS 4-5

The next two weeks of the project were combined to cover more ground. For the first three days, name nominations were accepted for all 11 teams.

More than a thousand names were suggested, but only a handful of finalists could be selected to move on. Initial polls included six choices plus an option for a write-in vote.

After four days of voting, each team was down to three finalists. Four more days of voting yielded winning names which were then announced in the middle of Week 5.

Two teams emerged with new names



Original photo credits: Oliver Fluck (Flickr), Kevin Jordan, cleversignchick.blogspot.com

CITY VOTING

	BOSTON	54%
	New England	36%
	Massachusetts	10%
	CALGARY	68%
	Alberta	21%
	Lethbridge	11%
	DALLAS	44%
	Texas	41%
	Fort Worth	15%
	DETROIT	59%
	Motor City	25%
	Michigan	16%
	HAMILTON	61%
	Toronto	23%
	Ontario	16%
	MONTREAL	86%
	Drummondville	8%
	Sorel	6%
	Saskatchewan	59%
	SASKATOON	41%
	VANCOUVER	64%
	British Columbia	27%
	Burnaby	9%
	WASHINGTON	57%
	D.C.	24%
	Capital City	19%

— the **Calgary Stallions** and **Detroit Chargers** — while voters still needed to choose between Dallas Outlaws and Texas Outlaws.

Names were selected for the relocated franchises — Halifax Acadians and Philadelphia Patriots — but these names ultimately proved unpopular and would be dealt with in Week 6.

The remaining five teams kept the same names that were decided when the IceHL was formed in 2008.

An extra week was taken to finalize the new team names. The logo submission period was pushed back a week to accommodate the new schedule.

BRANDING COMMITTEE

Mike Burmeister, Mariners AGM

Brandon Hebert, Dragons GM

Mike Kelly, Chargers GM

Matt Marczel, IceHL advisor

Matt McElroy, IceHL logo designer

Thomas Ogilvie, Mariners GM

Andy Petzold, IceHL advisor

Tony Pomposelli, Snipers GM

Ed Power, Kodiaks GM

Matt Riegler, Mammoths GM

Dan Roesch, Aces GM

Ross Taylor, IceHL logo designer

05.18.13

WEEK 6

As 13 Weeks of R&R neared its midpoint, the project began to suffer creatively. Perhaps the design-by-democracy notion on which the league was founded was beginning to show its weaknesses.

In an effort to ensure the community was certain about its decisions, a series of polls provided second chances.

Voters elected to change the Saskatchewan Sharpshooters name to Snipers. They upheld the Detroit Chargers and Vancouver Lumberjacks names and even Hamilton Steelcats, proving that a desire for a Toronto-named team wasn't as widespread as once thought.

Ultimately, voters were not satisfied with the names selected for the newly relocated franchises now in Halifax and Philadelphia.

To make swift and final decisions, the **IceHL Branding Committee** was formed on May 19. The group consisted of 12 hand-picked individuals with close ties to the league. After several days of deliberation, the committee decided on **Halifax Dragons** and **Philadelphia Aces**.

The IceHL Branding Committee may be called on again in the future to help make decisions on the direction of the league's branding efforts.

05.25.13

WEEKS 7-8

With all 11 team names settled, it was time to turn things over to the talented logo designers who enjoy making contributions to the IceHL.

For two weeks, submissions were accepted. The deadline was June 8.

The rules required at least a primary logo and wordmark for every team. Alternate secondary marks were optional this time around. In all, more than 100 designs were entered in the contest.

06.10.13

WEEKS 9-10

All the submissions were in and it was time for the real voting to start. At final count, 94 new logos were entered into the competition.

After a week of voting, clear winners emerged for six of the 11 teams. The other five got an extra week of polls featuring the frontrunners.

The **Boston Colonials** ended up with an updated look from original designer Eric Poole while the **Calgary Stallions** kept their original logo, which still fit with the new nickname.

Slavo Kiss had the winning design for the **Detroit Chargers**, his fourth. Kiss is the only designer with winning logos in all three IceHL branding projects. He designed the Huskies and Archers logos in 2008 as well as the Narwhals logo during the 2012 expansion.

Francis Matte, an IceHL first-timer, contributed three winning designs for the **Halifax Dragons**, **Texas Outlaws** and **Montreal Olympiques**.

But it was Matt McElroy who wowed the crowd with winning designs for the other five teams, the **Hamilton Steelcats**, **Philadelphia Aces**, **Saskatchewan Snipers**, **Vancouver Lumberjacks** and **Washington Sentinels**.

06.24.13

WEEKS 11-12

The final weeks of the IceHL's summer project were dedicated to deciding what the uniforms would look like for the newly rebranded teams.

Once again, designers were given two weeks to create and submit their work as a July 6 deadline loomed.

Jersey Design Kits were provided for each team giving designers access to colors and logos to properly prepare their artwork, which materialized in record numbers.

07.08.13

WEEK 13

As promised, everything was settled in the final week. Voters were presented with 301 individual uniform designs for the 11 teams and were given five days to cast their last ballots of summer.

On July 13, three months after it all started, the winning jerseys were unveiled, bringing an end to the IceHL's second most ambitious project.

Plans for a third jersey design contest were postponed at that time.



MAKING HIS MARKS

Matt McElroy made a big splash this summer as the IceHL's breakout star.

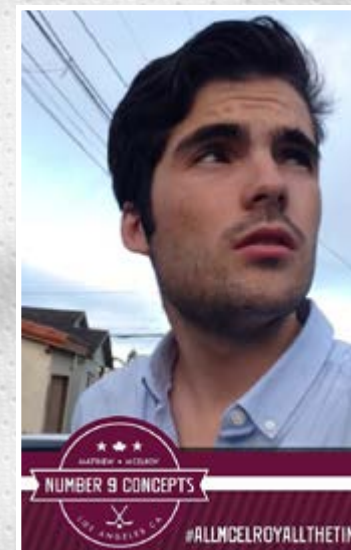
For some people, design abilities come naturally. For Matt McElroy, it's something else entirely. But that wasn't always the case.

Matt wouldn't describe his first Icethetics experience as a pleasant one. A concept he submitted for the Los Angeles Kings in 2009 didn't get the positive feedback he was hoping for — especially from me.

But instead of giving up, Matt used the disappointment to his advantage. It fueled his determination to improve his design skills. A few short years later, he's become one of the most popular logo designers associated with Icethetics.

In 2012, he made his first mark on the IceHL Project by designing the winning uniforms for the Narwhals.

During the IceHL's 13 Weeks of R&R, Matt was the only designer to create and enter logos for all 11 teams — and then some! He made two for both the Outlaws and Steelcats (though only entered one for each) and helped Gators GM Tim Stoeckle develop a few designs.



Ultimately, Matt ended up with five winning logos, making him the new leader among IceHL designers. With his Steelcats logo, he helped unseat the previous leader, who had six.

With talent like this, it might seem Matt is headed for a lucrative career in logo design. Not quite.

In fact, the California native is a mechanical engineering major at Northern Arizona University.

"That doesn't add up," he admits. "I want to design rides for Disney. It's been my dream since I was four."

While Matt plans for his future, the IceHL's future is brighter for his involvement.

—Chris Smith

2013 LOGO CHANGES



NOW HEAR THIS!

▶ LISTEN UP

HOST & PRODUCER
Tony Pomposelli

Each episode of the **IceHL Podcast** features great conversations about the league with host **Tony Pomposelli**, IceHL Commissioner **Chris Smith** and a revolving panel of guests connected to the IceHL Project as general managers, designers and more.

www.icethetics.info/IceHLpodcast



by *CHRIS SMITH*

Rookie GM Tony Pomposelli created a new way to bring the league together with the IceHL Podcast.

Remember back on page one how I marveled at the surprising ways in which the IceHL has developed?

This is one of them.

On Aug. 25, 2012, **Tony Pomposelli** was named GM of the Saskatoon Sharpshooters, as they were known then. Not 24 hours later, Tony had a proposal for me.

"In accordance with your mission of increasing interactivity [among GMs]," he wrote, "I would like to propose creating an IceHL Podcast."

Within a few short weeks, the first episode was recorded and posted, to rave reviews from fellow GMs.

Over the past year, it's become a regular feature with new episodes produced every few weeks.

Tony creates topics and books guests to talk about what's happening in the league. From draft day digests to design contest recaps, the IceHL Podcast covers it all.

New episodes are posted to SoundCloud and archived on Icethetics. Since its inception, the podcast has been played or downloaded more than a thousand times. And at 15 episodes and counting, there's no sign of slowing down.

"This project was something that I never would have thought would have taken off in the way that it did," Tony said. "I look forward to continuing the show as long as we can!"

The podcast is an excellent example of how the IceHL Project has built a great community of hockey fans.

Episode	Release	Topics	Guests	Time
Episode 1	9/22/12	Keepers, IceHL Yearbook, NHL Lockout	Matt Riegler (Mammoths GM)	48:11
Episode 2	10/2/12	All About the Draft, Postseason Predictions	Jon Wold (Wave GM) Robert Brown (Beasts GM)	58:31
Episode 3	11/2/12	IceHL/AHL Experiment, Jersey Contest	Matt Riegler (Mammoths GM) Eric Scheib (Outlaws AGM)	36:30
Episode 4	11/22/12	NHL Lockout, Picking Apart the IceHL, Jersey Stylings	Ted Enarson (Lagers GM) Austin Eil (Huskies AGM)	36:21
Episode 5	12/12/12	Lockout Update, Midseason Recap, 25 Days of Hockey	Mike Kelly (Motorheads GM) Jacob Born (Blue Crabs AGM)	37:51
Episode 6	1/7/13	Special Edition: End of the NHL Lockout	Robert Brown (Beasts GM) Jacob Born (Blue Crabs AGM)	16:53
Episode 7	1/28/13	NHL is Back!, Dealing with Injuries	Eric Scheib (ex-Outlaws AGM)	24:55
Episode 8	3/13/13	Conferences Races, Midseason Awards, Chris' Secret Project	Matt Riegler (Mammoths GM) Ed Power (Kodiaks GM)	42:00
Episode 9	4/11/13	Playoff Predictions, Player Tracker, 13 Weeks of R&R	Dan Raposo (Winterhawks GM) Thomas Ogilvie (Mariners GM)	39:29
Episode 10, Part 1	5/14/13	IceHL/AHL Experiment Season Recap	Matt Riegler (Mammoths GM) Jim Hayden (Lumberjacks GM)	24:05
Episode 10, Part 2	5/18/13	Return to the NHL Season Recap	Matt Riegler (Mammoths GM) Jim Hayden (Lumberjacks GM)	22:14
Episode 10, Part 3	5/21/13	Postseason and Beyond	Matt Riegler (Mammoths GM) Jim Hayden (Lumberjacks GM)	19:07
Episode 11, Part 1	6/12/13	New Looks of Dallas and Carolina	Matt McElroy (IceHL logo designer)	20:06
Episode 11, Part 2	6/14/13	13 Weeks of R&R Project	Matt McElroy (IceHL logo designer)	15:59
Episode 12	8/12/13	13 Weeks of R&R Recap, IceHL Third Jerseys	Eric Scheib (Colonials GM) Jon Bravard (Pioneers GM)	21:46
Episode 13	9/17/13	New Fantasy Scoring, Keeper Considerations	Mike Kelly (Chargers GM) Matt Riegler (Mammoths GM)	20:31
Episode 14	9/21/13	IceHL EAST Draft Recap	Simon Cable (Sentinels GM) Jacob Born (Olympiques GM) Matt Riegler (Mammoths GM)	27:17
Episode 15	9/24/13	IceHL WEST Draft Recap	Matt Riegler (Mammoths GM) Dan Roesch (Aces GM) Jon Wold (Wave GM)	32:24

TWEET THEM!

As of the 2013-14 season, every IceHL GM has Twitter account for his team.

- @theIceHL**
JOINED 10/1/10
- @AlaskaHuskies**
JOINED 9/26/12
- @BALBlueCrabs**
JOINED 9/7/11
- @BostonColonials**
JOINED 9/13/11
- @Beasts71**
JOINED 3/31/12
- @CGYStallions**
JOINED 10/6/10
- @IceHLCalifornia**
JOINED 10/13/10
- @ChiTownHitmen**
JOINED 12/21/11
- @DetChrgrsIceHL**
JOINED 9/24/11
- @Ed_Kodiaks**
JOINED 10/6/10
- @Halifax_Dragons**
JOINED 8/29/12
- @IceHL_Steelcats**
JOINED 10/4/11
- @HarMariners**
JOINED 8/26/12
- @HoustonHellcats**
JOINED 10/6/10
- @LagersHockey**
JOINED 9/25/12
- @MattyMammoths**
JOINED 9/27/11
- @OlympiquesMTL**
JOINED 4/4/12
- @NOLAGators**
JOINED 10/8/11
- @NYGuardians**
JOINED 9/5/11
- @NCNighthawks**
JOINED 9/4/11
- @NWNarwhals**
JOINED 8/29/12
- @IceHLAces**
JOINED 9/4/12
- @PioneerIceHL**
JOINED 9/5/11
- @QuebecArmada**
JOINED 9/25/11
- @SLCScorpions**
JOINED 9/3/11
- @SaskSnipers**
JOINED 8/29/12
- @AviatorsIceHL**
JOINED 9/12/13
- @StLouisArchers**
JOINED 9/1/12
- @TBBarracudas**
JOINED 9/3/11
- @TX_Outlaws**
JOINED 9/4/11
- @IceHLlumberjacks**
JOINED 8/24/13
- @IceHLSentinels**
JOINED 10/6/10
- @WPGWinterhawks**
JOINED 10/20/10
- @IceHLin140**
JOINED 4/18/13



AND WEAR THIS!

The Milwaukee Lagers left the realm of fantasy when Geeky Jerseys manufactured its first IceHL jersey.

If the IceHL Podcast was a welcome surprise to the league, then seeing a team jersey actually go into production was positively mind-blowing.

In the fall of 2012, Icethetics was approached by RinkGear, a company that produces custom-designed hockey jerseys, about partnership possibilities.

RinkGear, later renamed **Geeky Jerseys**, agreed to put an IceHL jersey on sale for a limited time. But we had to decide which one of the 64 designs would get the nod.

So we did what we always do. We voted. A veritable tournament of IceHL jerseys was held. After six rounds of polls, the Milwaukee Lagers' blue jersey was picked with the Winterhawks' finishing second.

In January 2013, the finished product started arriving at fans' doors. And it wasn't just those directly involved with the IceHL buying the jersey either. Many other Icethetics readers also placed orders.

Geeky Jerseys remains open to the idea of producing more IceHL sweat-ers in the future. Stay tuned! —C.S.



SLOPPY POSSE TAKES "BEER LEAGUE" TO A NEW LEVEL

A rec team based in Brossard, Quebec hired Lagers logo designer Joshua Frederick to give their uniforms an upgrade.



2013 FINAL STANDINGS & STATISTICS

OVERALL TEAM	W-L	PCTG	POINTS			AHL					NHL							
			FOR	AGAINST	+/-	G	A	PIM	W	SO	G	A	PP	SH	GW	BLK	W	SO
1 Kodiaks	16-10	.615	2,414	2,302	+4	45	90	94	3	0	109	248	37	3	16	628	36	5
2 Scorpions	9-17	.346	2,126	2,391	-10	31	57	75	12	4	123	212	33	4	17	542	25	2
3 Gators	9-17	.346	2,261	2,294	-1	45	51	112	5	0	109	256	31	5	23	554	33	6
4 Huskies	14-12	.538	2,374	2,346	+1	34	50	161	15	2	142	190	41	3	16	633	28	5
5 Lumberjacks	13-13	.500	2,408	2,241	+6	28	70	116	10	1	142	244	37	5	30	586	28	6
6 Outlaws	17-9	.654	2,272	2,168	+4	31	74	101	12	4	133	195	38	2	19	546	33	3
7 Sharpshooters	12-14	.462	2,259	2,310	-2	21	77	143	8	2	104	214	34	1	19	621	33	7
8 Wave	17-9	.654	2,491	2,252	+9	27	63	223	10	0	132	192	35	9	25	738	28	6
9 Aviators	14-12	.538	2,249	2,139	+4	41	65	237	8	0	117	264	30	1	18	438	17	5
10 Pioneers	14-12	.538	2,123	2,174	-2	43	68	137	5	1	139	233	41	2	27	374	17	2
11 Narwhals	14-12	.538	2,296	2,305	0	28	51	114	13	0	129	237	35	2	19	578	33	4
12 Hellcats	11-15	.423	2,095	2,212	-5	19	59	162	15	1	122	206	26	2	25	419	33	4
13 Winterhawks	17-9	.654	2,394	2,221	+7	52	85	112	5	0	155	233	50	3	25	415	33	3
14 Cavalry	9-17	.346	2,199	2,274	-3	25	36	263	11	4	112	193	33	3	22	600	25	1
15 Renegades	10-16	.385	2,050	2,350	-12	35	64	154	11	3	108	200	33	2	13	454	24	2
16 Beasts	12-14	.462	2,249	2,275	-1	34	60	157	13	0	144	224	41	2	26	453	22	5

KEY: +/--average weekly differential; PIM-penalty minutes; PP-power play goals; SH-shorthanded goals; GW-game-winning goals; BLK-blocked shots; W-goalie wins; SO-shutouts. Includes postseason stats.

DIVISION RANKINGS

ARCTIC

11 Narwhals	4-2	.667
7 Sharpshooters	3-3	.500
4 Huskies	3-4	.429
15 Renegades	3-4	.429

CENTRAL

6 Outlaws	5-2	.714
13 Winterhawks	3-3	.500
12 Hellcats	3-4	.429
3 Gators	2-4	.333

MOUNTAIN

1 Kodiaks	6-2	.750
14 Cavalry	4-3	.571
16 Beasts	3-3	.500
2 Scorpions	1-6	.143

PACIFIC

9 Aviators	7-2	.778
8 Wave	4-2	.667
10 Pioneers	3-5	.375
5 Lumberjacks	1-6	.143

FANTASY LEAGUE SETTINGS

AHL WEEKS 1-12

Each team had a roster of six players, including 3 forwards, 2 defensemen and a goaltender. Teams were also afforded a modified IR slot. Goals were worth 4 points, assists worth 3 and each penalty minute was worth a point as well. A goalie win received 6 and shutouts were 4 each.

NHL WEEKS 13-26

Each team had a roster of 11 active players each night, including 6 forwards, 4 defensemen and a goaltender. Teams were also afforded 4 bench positions and an IR slot. Goals were worth 4 points, assists worth 2 and power play, shorthanded and game-winning goals were worth a point each as were blocked shots. Goalie points were the same.

NHL KEEPERS

GMs were permitted to retain up to four players from the previous season.

- AVIATORS**
Anze Kopitar
Duncan Keith
Jordan Eberle
Cory Schneider
- BEASTS**
Evgeni Malkin
Jonathan Quick
Jamie Benn
Matt Moulson
- CAVALRY**
Jonathan Toews
Ryan Suter
Pascal Dupuis
Ilya Bryzgalov
- GATORS**
Henrik Lundqvist
Claude Giroux
Joe Thornton
Henrik Zetterberg
- HELLCATS**
Pavel Datsyuk
Zdeno Chara
Derek Stepan
Cam Ward
- HUSKIES**
Alex Ovechkin
Dan Girardi
Jason Spezza
Ryan McDonagh
- KODIAKS**
Henrik Sedin
Alexander Edler
Nicklas Backstrom
Eric Staal
- LUMBERJACKS**
none selected
- NARWHALS***
James Neal
Phil Kessel
Marc-Andre Fleury
Jordan Staal
- OUTLAWS**
Zach Parise
Rick Nash
Shea Weber
Tyler Seguin
- RENEGADES**
Ryan Miller
Brad Richards
R. Nugent-Hopkins
- PIONEERS**
Jarome Iginla
Patrick Kane
Filip Kuba
Chris Kunitz
- SCORPIONS**
Corey Perry
Kris Letang
Kari Lehtonen
Gabriel Landeskog
- SHARPSHOOTERS**
Daniel Sedin
Jimmy Howard
Patrick Sharp
Matt Carle
- WAVE**
Steven Stamkos
Ryan Callahan
Antti Niemi
Ilya Kovalchuk
- WINTERHAWKS**
Sidney Crosby
Carey Price
John Tavares
Erik Karlsson

► DODGING THE LOCKOUT

For most fantasy hockey leagues, the NHL lockout in 2012 put everything on hold. Not for the IceHL.

In order to avoid delaying the season — or not having one — IceHL GMs opted to open the season with AHL rosters and use them for as long as necessary. Since stats had to be entered manually each

week, the rosters were smaller. But at least the league was in action.

GMs who felt they weren't as knowledgeable on the American Hockey League turned their rosters over to an assistant general manager (AGM) for those early weeks. AGMs were the first to be offered open GM positions during the offseason.

TRADE TRACKER

shows acquired players

WEEK 14	GATORS ↔ KODIAKS	WAVE ↔ WINTERHAWKS
Henrik Sedin Alexander Semin Miikka Kiprusoff	Joe Thornton Henrik Lundqvist	Martin Havlat Daniel Alfredsson
OUTLAWS ↔ NARWHALS	CAVALRY ↔ PIONEERS	
Luke Schenn Marc-Andre Fleury	Brad Marchand Jordan Staal	
WEEK 17	GATORS ↔ SHARPSHOOTERS	KODIAKS ↔ WAVE
John Mitchell Ladislav Smid	Brad Boyes Sergei Gonchar	Teemu Selanne Nail Yakupov
WEEK 18	CAVALRY ↔ BEASTS	NARWHALS ↔ RENEGADES
Jeff Carter Jonathan Toews	Jason Pominville Chris Stewart	
WEEK 21	GATORS ↔ WAVE	CAVALRY ↔ PIONEERS
David Krejci Teemu Selanne	Devin Setoguchi David Backes	Jarome Iginla David Clarkson
WEEK 22	SHARPSHOOTERS ↔ WAVE	

HIGHS & LOWS

Take a quick look at the teams that had the best and worst scores each week throughout the season.

AHL SEASON

WEEK 1 10/15 - 10/21 (7) 74 Renegades 9 Sharpshooters	WEEK 7 11/26 - 12/2 71 Renegades 16 Beasts
WEEK 2 10/22 - 10/28 71 Wave 25 Scorpions	WEEK 8 12/3 - 12/9 83 Cavalry 22 Renegades
WEEK 3 10/29 - 11/4 55 Kodiaks 6 Lumberjacks	WEEK 9 12/10 - 12/16 70 Wave 22 Narwhals
WEEK 4 11/5 - 11/11 67 Aviators 25 Kodiaks	WEEK 10 12/17 - 12/23 85 Lumberjacks 9 Huskies
WEEK 5 11/12 - 11/18 92 Pioneers 30 Hellcats	WEEK 11 12/24 - 12/30 80 Wave 16 Gators
WEEK 6 11/19 - 11/25 84 Aviators 30 Pioneers	WEEK 12 12/31/12 - 1/6/13 78 Aviators 27 Scorpions

NHL SEASON

WEEK 13 1/19 - 1/27 (9) 256 Wave 144 Hellcats	WEEK 18 2/25 - 3/3 146 Lumberjacks 95 Hellcats
WEEK 14 1/28 - 2/3 (7) 159 Kodiaks 94 Narwhals	WEEK 19 3/4 - 3/10 184 Lumberjacks 67 Renegades
WEEK 15 2/4 - 2/10 138 Sharpshooters 71 Scorpions	WEEK 20 3/11 - 3/17 137 Lumberjacks 63 Scorpions
WEEK 16 2/11 - 2/17 159 Winterhawks 73 Aviators	WEEK 21 3/18 - 3/24 137 Narwhals 75 Scorpions
WEEK 17 2/18 - 2/24 166 Sharpshooters 80 Aviators	WEEK 22 3/25 - 3/31 155 Beasts/Aviators 86 Renegades

POSTSEASON

WEEK 23 4/1 - 4/7 165 Huskies 76 Pioneers	WEEK 25 4/15 - 4/21 157 Scorpions 95 Winterhawks
WEEK 24 4/8 - 4/14 138 Huskies 73 Cavalry	WEEK 26 4/22 - 4/28 139 Sharpshooters 71 Pioneers

NOTEWORTHY

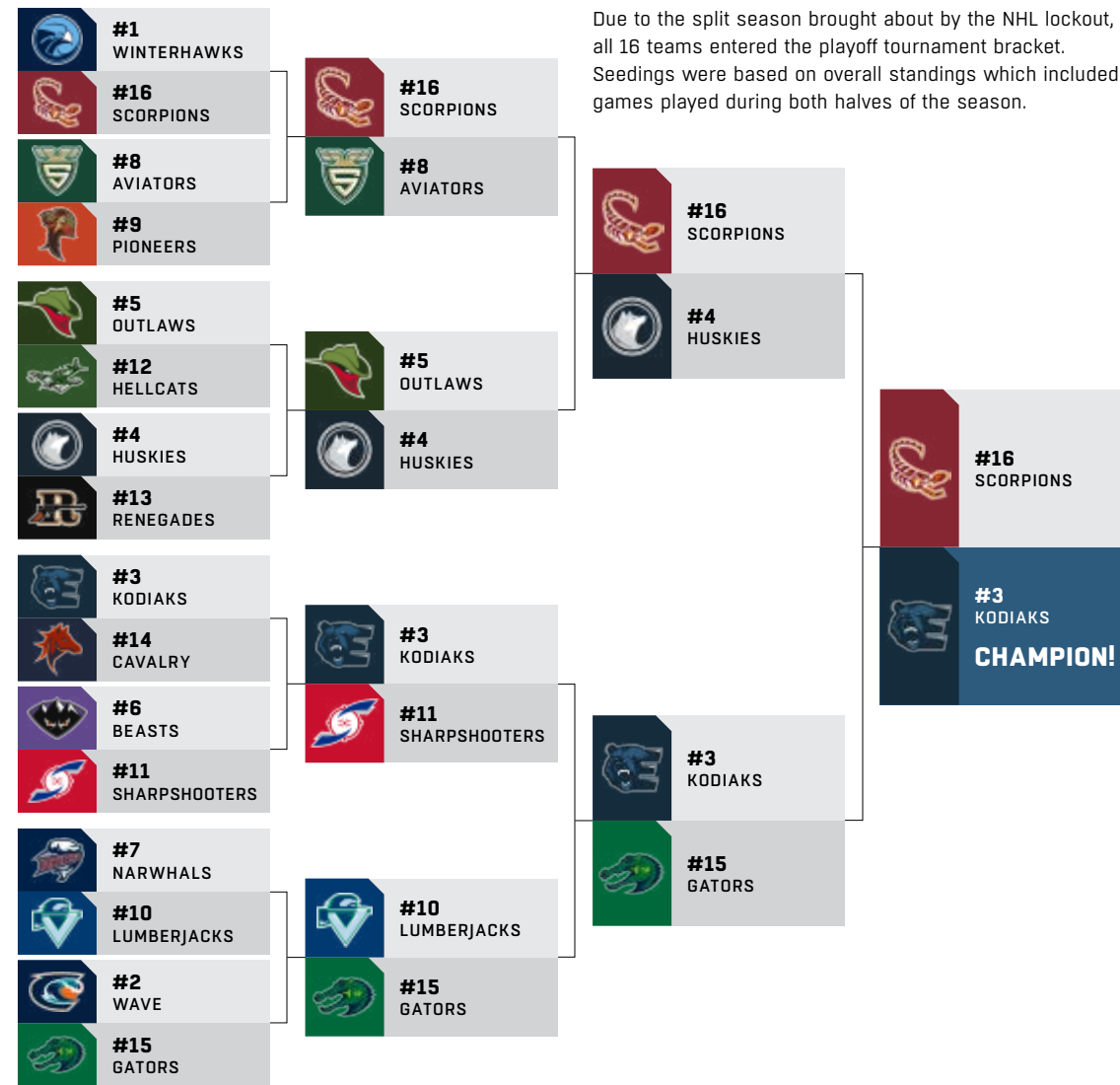
The AHL season was rather unpredictable. A frequent occurrence was a team scoring the fewest points the week after scoring the most.

During the NHL season, the **Lumberjacks** had an incredible stretch that saw them scoring the most points for three consecutive weeks.

The **Wave** scored the most points in a single week with 256 in Week 13.

2013 PLAYOFF TOURNAMENT BRACKET

Due to the split season brought about by the NHL lockout, all 16 teams entered the playoff tournament bracket. Seedings were based on overall standings which included games played during both halves of the season.



BY THE NUMBERS WITH TONY POMPOSELLI

Many fantasy hockey enthusiasts are driven by number-crunching. So what were the important numbers in the league this year?

Tony Pomposelli, GM of the Saskatchewan Snipers and host of the IceHL Podcast, came up with these key stats to tell some intriguing stories from the regular season.

Take a good look at all of the numbers on the team pages to get a feel for how everything went down in 2012-13.

42 The New Orleans Gators made a record 42 player transactions during the regular season, employing 62 different players between the NHL and AHL. That number includes 23 individual goaltenders.	12/10 Half of the league finished the regular season 12-10 or 10-12. Curiously, the league's regular season was split up by the NHL lockout into 12 weeks of AHL action to start followed by 10 weeks of NHL play.	14 The surprising Salt Lake City Scorpions jumped 14 places in the standings during the four weeks of the postseason. The team started in 16th place and finished 2nd after losing the championship.
4 The Seattle Aviators defeated the Portland Pioneers four times this year. The Pacific Northwest rivals met twice during the regular season and twice during the postseason — more than any other pair of IceHL teams.	1,053 The 16 teams of the IceHL WEST combined to score 1,053 more points than their IceHL EAST brethren during the regular season. The West tallied 28,814 total fantasy points while the East countered with just 27,761.	3 Pacific Division champion California Wave had three more regular season wins than the runner-up in their division, the Seattle Aviators. This was the widest margin within any IceHL division, East or West.

MEMORABLE TWEETS

NOVEMBER 1
@PioneerIceHL
 Renegades took all the candy. New goalie added, hoping for new results as well. Losing sucks!

NOVEMBER 4
@Ed_Kodiaks
 Just met face to face with @WPGWinterhawks GM! First meeting in #IceHL history I think? #StartTheTradeRumours

NOVEMBER 11
@Ed_Kodiaks
 My last week in Yellowknife coincides with my match up against the Narwhals. Ironic. Do I get a home field advantage?

NOVEMBER 18
@Ed_Kodiaks
 Leaving Narwhal city today. On my way to Halifax... Possible expansion? #IceHL #LongAssDayComing

NOVEMBER 19
@HoustonHellcats
 Strange #IceHL fact: Hellcats (1-4) have scored a single point more than @DALOutlawsIceHL, who are 5-0. #searchingforpositives #strawgrasping
@escheib1 (Outlaws AGM)
 @HoustonHellcats We don't like to waste points and just score enough to win. Ha.

DECEMBER 31
@PioneerIceHL
 Pioneers took a bite out of crime, in capturing the Outlaws, and throwing them in the poke! #whosnext

MARCH 15
@DALOutlawsIceHL
 Some Dallas Outlaws merch. Should be in the team store soon! Hopefully can add a division champs tee later.



APRIL 5
@DALOutlawsIceHL
 You know your team is struggling when Luke Schenn is your top scorer.

GRIN & BEAR IT

by CHRIS SMITH

In a year as bizarre as this one, winning a championship was no easy feat.

This was a season to remember. Not because it was split into two parts by the NHL lockout. Not because the defending champion finished in last place. Not even because of the many upsets that opened an unusual playoff tournament that saw all 16 teams seeded.

This was a season to remember because of the **Edmonton Kodiaks**. They were an absolute powerhouse when it really mattered. They lost only twice during the first six weeks of season and battled back after a rough patch late in the season to claim ultimate victory.

As the dispute between owners and players started forcing the cancellation of NHL games, the IceHL WEST didn't miss a beat, counting on AHL players to fill out its rosters.

In an incredible demonstration of dedication, just four of the league's 16 teams were operated by AGMs during the first half of the season. Then, 13 of the 16 managers either participated live in the online draft or submitted pre-draft player rankings after days of studying the available talent pool.

By the end of the first month, the **Winnipeg Winterhawks** and **Regina Renegades** were still undefeated as the **Calgary Cavalry** and **Saskatoon Sharpshooters** continued to search for their first victories.

The AHL portion of the season was filled with ups and downs for many teams but it was always brimming with excitement. Not even a lockout could prevent this fantasy league

from continuing its full speed sprint. But as the new year began, the NHL's off-ice battle ended.

Week 13 brought a new series of challenges for teams finally finding their rhythm in the AHL.

Some teams met those challenges

This was a season to remember because of the Edmonton Kodiaks.

and excelled, like the Sharpshooters who won four of five to start, and some sputtered, like the **Seattle Aviators** who lost six straight.

And still some teams were entirely unaffected, like the Winterhawks, who continued to dominate, losing just twice during the final 10 weeks of the regular season.

The new playoff tournament also provided new opportunities and challenges, but it proved that one week of low production could end an entire season.

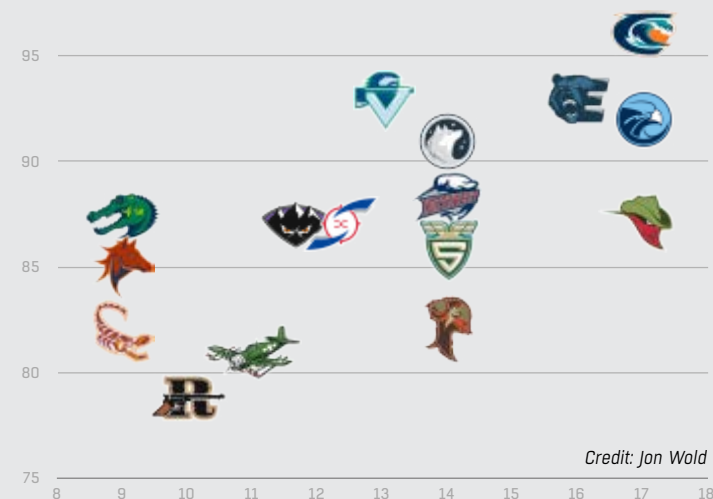
The No. 1 Winterhawks and No. 2 Wave learned this the hard way as they were eliminated in the first round by the 16th and 15th seeds, respectively.

But for the Kodiaks, an upset was no way to end a season. And as the highest seed remaining, they rode decisive victories right to the top.

If every season was this exciting, the IceHL WEST would have to start selling tickets. And good luck getting your hands on any.

TOTAL WINS vs POINTS PER WEEK

This graph compares each team's average weekly performance to its overall victories during the 2012-13 season. Points are represented on the y-axis, wins along the x-axis.



Credit: Jon Wold



BRAVO!

These awards recognize the teams and players who left their mark on the season.

Taylor Award Team with most total fantasy points; named for logo designer Ross Taylor

Outstanding GM Best overall GM as selected by his peers

Fighter Award GM who best handled adversity (peer vote)

The Commissioner's Award Outstanding involvement as selected by commissioner

Player Awards Individuals with outstanding performances with a single team; **Unsung Hero** recognizes top-scoring undrafted player; **All-Around Star** recognizes top-scoring player to contribute points in all areas

Bonus Awards Good-natured jabs at some of the league's unique management styles

Revolving Door Award Most transactions by team not eliminated in first round of playoffs

Draft & Done Award Fewest transactions by team not eliminated in first round of playoffs

Futility Award Most transactions by team eliminated in first round of playoff tournament

Vegetable Award Fewest transactions by team eliminated in first round of playoff tournament

Mike Milbury Award Team with fewest total fantasy points

Lucky Stars Award Team with fewest total fantasy points against; new this year



PLAYER AWARDS

- BEST OFFENSE**
ALEX OVECHKIN
HUSKIES
- BEST DEFENSE**
JOHN CARLSON
WAVE
- BEST GOALIE**
ANTTI NIEMI
WAVE
- BEST ROOKIE**
J. HUBERDEAU
RENEGADES
- UNsung HERO**
P.A. PARENTEAU
BEASTS
- ALL-AROUND STAR**
RYAN GETZLAF
LUMBERJACKS

STATISTICAL AWARDS (TEAM & INDIVIDUAL)

- GOALS**
WINTERHAWKS
- ASSISTS**
KODIAKS
- SPECIALTY GOALS**
WINTERHAWKS
- BLOCKED SHOTS**
WAVE
- GOALIE WINS**
KODIAKS
- SHUTOUTS**
SHARPSHOOTERS
- GOALS**
ALEX OVECHKIN
HUSKIES
- ASSISTS**
MARTIN ST. LOUIS
SCORPIONS
- SPECIALTY GOALS**
ALEX OVECHKIN
HUSKIES
- BLOCKED SHOTS**
DAN GIRARDI
HUSKIES
- GOALIE WINS**
ANTTI NIEMI
WAVE
- SHUTOUTS**
JIMMY HOWARD
SHARPSHOOTERS

BONUS AWARDS

- REVOLVING DOOR AWARD**
GATORS
- DRAFT & DONE AWARD**
AVIATORS
- FUTILITY AWARD**
CAVALRY
- VEGETABLE AWARD**
RENEGADES
- MIKE MILBURY AWARD**
RENEGADES
- LUCKY STARS AWARD**
AVIATORS



LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



DARK



BRANDING HISTORY

Edmonton, Alberta was the second city selected for the original North Division in 2008. The Kodiaks name received a 74% rating from voters. Other names considered for the team included Alberta Highlanders, Edmonton Blades, Edmonton Energy, Edmonton Klondikes and Edmonton Wolverines.

CONTEST ENTRY (2008)



RIK OKO

CONTEST ENTRY (2008)



SEAN COX

CONTEST ENTRY (2008)



SCOTT ROBBINS

TIMELINE

2008

- 9/14 Team established in Edmonton, Alberta
- 9/15 **Edmonton Kodiaks** name nominated by **Mark C. Anderson** (as **markcanderson**)
- 10/5 Name announced
- 10/14 Logo package designed by **Ross Taylor**

2009

- 9/16 Logo package unveiled

2010

- 9/30 **Ed Power** named GM

2012

- 5/23 Uniforms designed by **Stefan Lundrigan**
- 6/19 Uniforms unveiled

2013

- 4/28 Won 1st championship

ROSS TAYLOR



LIGHT



STEFAN LUNDRIGAN

SEASON RECAP

There's good. And then there's fiercely good.

In one sense, the Edmonton Kodiaks' season ended exactly where it began — with a victory over the Scorpions.

Veteran GM **Ed Power** was the driving force behind his club's first IceHL WEST championship victory.

"Had a blast yet again," said an excited Power. "Topped [the season] off with a championship. What's not to love?!"

Following fifth place finishes in each of the last two seasons, the Kodiaks have been consistently among the league's most promising franchises. By going all the way, they now join an elite group.

After a strong first half led by Taylor Hall, Edmonton took a winning record into the second half of the season where Eric Staal starred with 18 goals and an impressive 174 points.

But this club made its magic happen on the blue line. Dennis Wideman, Niklas Kronwall and Alexander Edler were among the team's top five scorers. Even goaltending was strong, account-

STATISTICAL COMPARISON

AHL	vs	NHL
7-5	RECORD	9-5
47	WK AVG	132
45	GOALS	109
90	ASSISTS	248
595	POINTS	1,852
11	PLAYERS	46

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
5	F	K Henrik Sedin
21	D	K Alexander Edler
37	F	K Nicklas Backstrom
53	F	K Eric Staal
69	D	Niklas Kronwall
92	G	Mikka Kiprusoff
101	F	Nail Yakupov
124	F	Alexander Semin
133	D	Dennis Wideman
156	F	James van Riemsdyk
165	F	Radim Vrbata
188	D	Sheldon Souray
197	F	Erik Cole
220	D	Justin Schultz
229	G	Jose Theodore

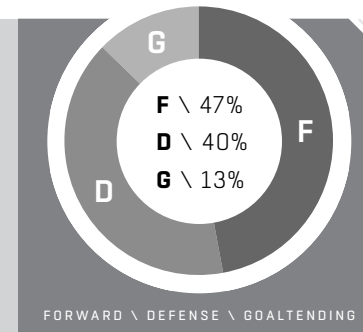
AHL SELECTIONS

PICK	POS	PLAYER
5	F	Sven Baertschi
28	F	Nino Niederreiter
37	D	Mark Barberio
60	F	Krys Kolanos
69	G	Ben Scrivens
92	D	Tyson Barrie

LIVE DRAFT EVENTS

NHL SUN., SEPT. 23 7PM ET
AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	42-19	EAST	6-4
Aces	4-1	Archers	2-0
Aviators	2-1	Armada	1-0
Beasts	3-1	Barracudas	0-0
Gators	4-0	Blue Crabs	0-0
Hellcats	4-1	Chargers	0-0
Huskies	1-4	Colonials	1-0
Lumberjacks	2-1	Dragons	0-0
Narwhals	1-1	Guardians	0-0
Outlaws	1-1	Hitmen	0-1
Pioneers	2-1	Lagers	0-1
Scorpions	5-1	Mammoths	0-0
Snipers	5-1	Mariners	0-0
Stallions	5-1	Nighthawks	0-0
Wave	1-2	Olympiques	1-0
Winterhawks	2-2	Sentinals	0-1
		Steelcats	1-1

includes all regular and postseason meetings

TEAM INFORMATION

Edmonton, Alberta
PACIFIC DIVISION

GENERAL MANAGER (NHL)
Ed Power (48-23)

ASST. GENERAL MGR. (AHL)
—

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
48-23 (.676)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Taylor Hall	149	14.9
F Nino Niederreiter D	124	10.3
D Tyson Barrie D	117	9.8
D Mark Barberio D	83	6.9
F Mark Arcobello	39	13.0
G Eddie Pasquale	12	3.0
F Sven Baertschi D	53	5.9
F Krys Kolanos D	12	6.0
G Ben Scrivens D	6	2.0
G Kevin Poulin	—	—

+ 1 OTHER PLAYER UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Eric Staal K	48	174	3.6
D Dennis Wideman D	45	159	3.5
D Niklas Kronwall D	48	155	3.2
D Alexander Edler K	45	146	3.2
G James Reimer	24	100	4.2
G Henrik Lundqvist ↔	31	100	3.2
F Radim Vrbata D	31	94	3.0
F Joe Thornton ↔	42	78	1.9
F Brendan Gallagher	26	77	3.0
D Steven Olesky	15	31	2.1
F Paul Stastny	8	17	2.1
F Jussi Jokinen	4	13	3.3
D Marc Methot	1	4	4.0
F Jakob Silfverberg	1	0	0.0
D Ron Hainsey	27	85	3.1
F Cory Conacher	38	72	1.9
D Justin Schultz D	32	60	1.9
F Nail Yakupov D ↔	27	52	1.9
D Jan Hejda	14	34	2.4
D Mike Weber	10	23	2.3
F Teemu Selanne ↔	12	20	1.7
F Andrew Cogliano	14	20	1.4
D Mike Kostka	8	19	2.4

+ 22 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

57 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



EDMONTON KODIAKS

1st 16-10

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Scorpions	W 41-28
2 @ Hellcats	L 37-69
3 Beasts	W 55-37
4 @ Outlaws	L 25-29
5 Narwhals	W 67-37
6 Hellcats	W 54-42
7 @ Cavalry	L 39-48
8 Pioneers	L 31-41
9 @ Scorpions	W 57-50
10 Winterhawks	W 34-27
11 @ Sharpshooters	W 68-58
12 @ Beasts	L 54-56

NHL REGULAR SEASON

13 @ Wave	L 176-256
14 @ Renegades	W 159-123
15 Renegades	W 111-84
16 @ Gators	W 126-110
17 Huskies	L 116-145
18 Lumberjacks	L 127-146
19 @ Narwhals	L 141-177
20 @ Aviators	L 106-108
21 Gators	W 109-104
22 Cavalry	W 147-135

POSTSEASON 3rd SEED

#14 Cavalry	W 151-121
#11 Sharpshooters	W 115-72
#15 Gators	W 133-96
#16 Scorpions	W 135-103



@Ed_Kodiaks

SALT LAKE CITY SCORPIONS

OFFICIAL BRANDING



STANDINGS TREND

BEST 8th | WORST 16th | AVG 13th



LOGOS & UNIFORMS (2008)

PRIMARY



WORDMARK



SECONDARY



SCOTT ROBBINS

DARK



LIGHT



CHANCE WADDELL

BRANDING HISTORY

Salt Lake City, Utah was the second city selected for the original South Division in 2008. The Scorpions name received a 59% rating from voters. Other names considered for the team included Salt Lake City Fog, Salt Lake Serpents, Utah Hornets, Utah Extreme and Utah Union.

CONTEST ENTRY (2008)



RIK OKO

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



JOHN WRISTON

TIMELINE

2008

- 9/21 Team established in Salt Lake City, Utah
- 9/22 Salt Lake City Scorpions name nominated by **Corey Hyne** (as seejay14)
- 10/19 Name announced
- 11/7 Logo package designed by **Scott Robbins**

2009

- 8/25 Logo package unveiled

2010

- 10/1 **Kyle Grossman** named GM

2011

- 11/20 Uniforms designed by **Chance Waddell**

2012

- 2/12 Uniforms unveiled



SEASON RECAP

Never underestimate an insane amount of luck. Sometimes it's all that's required.

It's depressing to watch that white line touch the top half of the IceHL WEST standings just once all season long.

One has to wonder, then, how did the Salt Lake City Scorpions manage to end such a season by competing for the league championship?

It was unclear where things were headed at the beginning. The Scorpions erased a dismal 0-3 start with four straight wins, led by solid production from forward Brayden Schenn.

"My strategy was to draft NHL-level players," said GM **Kyle Grossman** of his promising AHL picks. However, "that strategy imploded as we finished the AHL portion with a 4-8 record."

The second half was built around Corey Perry and Kris Letang, though draftees Martin St. Louis and Dan Boyle did most of the heavy lifting. And with only two wins over the next 10 weeks, things never seemed more bleak.

DRAFT RECAP

NHL SELECTIONS

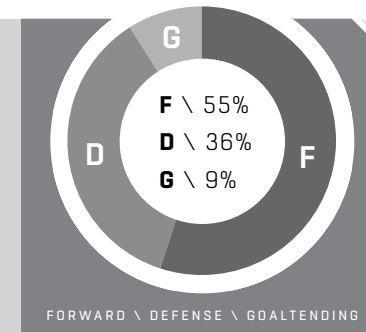
PICK	POS	PLAYER
6	F	K Corey Perry
22	D	K Kris Letang
38	G	K Kari Lehtonen
54	F	K Gabriel Landeskog
70	D	Dan Boyle
91	F	Martin St. Louis
102	F	Ryan Kesler
123	F	Milan Michalek
134	G	Anders Lindback
155	D	James Wisniewski
166	F	Tomas Fleischmann
187	D	Travis Hamonic
198	F	Brayden Schenn
219	F	Peter Mueller
230	D	Jared Spurgeon

AHL SELECTIONS

PICK	POS	PLAYER
6	F	K Brayden Schenn
27	D	K Travis Hamonic
38	F	Adam Henrique
59	F	Nazem Kadri
70	G	Leland Irving
91	D	Matt Taormina

LIVE DRAFT EVENTS
 NHL SUN., SEPT. 23 7PM ET
 AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	31-31	EAST	4-5
Aces	4-0	Archers	0-1
Aviators	3-1	Armada	1-1
Beasts	2-3	Barracudas	0-0
Gators	3-1	Blue Crabs	0-0
Hellcats	2-2	Chargers	0-0
Huskies	2-3	Colonials	1-0
Kodiaks	1-5	Dragons	0-0
Lumberjacks	3-2	Guardians	0-0
Narwhals	2-0	Hitmen	1-0
Outlaws	2-2	Lagers	1-0
Pioneers	0-3	Mammoths	0-0
Snipers	1-2	Mariners	0-0
Stallions	1-4	Nighthawks	0-0
Wave	2-1	Olympiques	0-1
Winterhawks	3-2	Sentinals	0-1
		Steelcats	0-1

includes all regular and postseason meetings

TEAM INFORMATION

Salt Lake City, Utah
 CENTRAL DIVISION

GENERAL MANAGER (NHL)
Kyle Grossman (35-36)

ASST. GENERAL MGR. (AHL)
 —

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
35-36 (.493)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Brayden Schenn K	116	9.7
F Nazem Kadri D	106	8.8
G Curtis McElhinney	88	8.8
F Zach Boychuk	61	7.6
D Travis Hamonic K	38	3.2
D Marc-Andre Gragnani	28	2.8
F Adam Henrique D	18	4.5
D Matt Taormina D	3	1.5
G Leland Irving D	0	0.0

ALL PLAYERS LISTED
 AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Martin St. Louis D	48	191	4.0
D Kris Letang K	35	147	4.2
D Dan Boyle D	46	140	3.0
D Travis Hamonic D	48	137	2.9
F Jiri Tlusty	36	132	3.7
F Corey Perry K	44	130	3.0
F James van Riemsdyk	45	112	2.5
D James Wisniewski D	29	90	3.1
F Gabriel Landeskog K	36	88	2.4
F Ryan Kesler D	17	50	2.9
G Brian Elliott	9	46	5.1
F Justin Williams	18	42	2.3
F Ryane Clowe	8	11	1.4
D Chris Phillips	4	4	1.0
G Pekka Rinne	4	0	0.0
G Kari Lehtonen K	27	82	3.0
F Brayden Schenn D	28	55	2.0
D Kevin Bieksa	20	43	2.2
F Tomas Fleischmann D	26	42	1.6
F Milan Michalek D	15	33	2.2
G Anders Lindback D	11	30	2.7
F Peter Mueller D	11	24	2.2
D Matt Irwin	12	23	1.9
D Jared Spurgeon D	3	5	1.7

+ 11 OTHER PLAYERS UNLISTED
 AVG \ AVERAGE POINTS PER GAME

44 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



SALT LAKE CITY SCORPIONS

2nd 9-17

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Kodiaks	L 28-41
2 @ Winterhawks	L 25-67
3 Aviators	L 26-52
4 @ Gators	W 51-40
5 Renegades	W 67-65
6 Narwhals	W 49-40
7 @ Beasts	W 38-16
8 Cavalry	L 45-83
9 Kodiaks	L 50-57
10 Hellcats	L 33-42
11 @ Huskies	L 19-62
12 Wave	L 27-32

NHL REGULAR SEASON

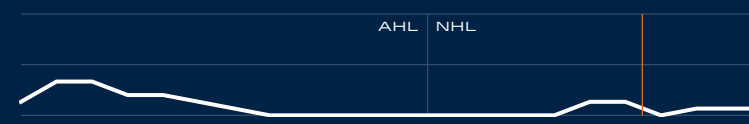
13 @ Lumberjacks	L 201-220
14 @ Narwhals	W 110-94
15 Gators	L 71-134
16 @ Outlaws	L 113-143
17 Sharpshooters	L 151-166
18 @ Cavalry	L 110-132
19 @ Renegades	W 145-67
20 @ Pioneers	L 63-73
21 Outlaws	L 75-105
22 Beasts	L 103-155

POSTSEASON 16th SEED

#1 Winterhawks	W 144-120
#8 Aviators	W 124-102
#4 Huskies	W 155-148
#3 Kodiaks	L 103-135



@SLCScorpions



LOGOS & UNIFORMS (2008)

PRIMARY



WORDMARK



SECONDARY



CHRIS SMITH

DARK



LIGHT



STEFAN LUNDRIGAN

BRANDING HISTORY

New Orleans, Louisiana was the fourth city selected for the original South Division in 2008. The Gators name received a 70% rating from voters. Other names considered for the team included Baton Rouge Boomers, Louisiana Pelicans, New Orleans Magik and Shreveport Buccaneers.

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2008)



SHAWN STEADMAN

7

LOGOS
SUBMITTED
IN 2008

21

UNIFORMS
SUBMITTED
IN 2012

TIMELINE

2008

- 9/21 Team established in New Orleans, Louisiana
- 9/21 **New Orleans Gators** name nominated by **Michael Taylor** (as **Mykl and Kevin**)
- 10/19 Name announced
- 10/23 Logo package designed by **Chris Smith**

2009

- 8/21 Logo package unveiled

2011

- 9/4 **Tim Stoeckle** named GM
- 12/3 Uniforms designed by **Stefan Lundrigan**

2012

- 2/12 Uniforms unveiled



SEASON RECAP

Upset (n.) An unexpected result or situation, especially in sports competition.

For the second year in a row, upsets were the name of the game in the IceHL WEST. And once again, the New Orleans Gators were happy to help lead the charge.

An upset is only possible with the disappointing slump that precedes it. That's what happened in the first half of the season.

In spite of some savvy selections by AGM **Toby Marks** at the AHL Supplemental Draft, the Gators sank into a rather deep hole, going 1-7 early on. The perpetual problem of securing dependable goaltending plagued the Louisiana club, which endured seven straight weeks without a point from the position between the pipes.

"The Gators were last place in the AHL portion of the season," said GM **Tim Stoeckle**, who returned in Week 13, "putting us at a disadvantage heading into the NHL portion."

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
4	G	K Henrik Lundqvist
20	F	K Claude Giroux
36	F	K Joe Thornton
52	F	K Henrik Zetterberg
68	F	Marian Gaborik
93	D	P.K. Subban
100	D	Jack Johnson
125	F	Teemu Selanne
132	D	Ryan Whitney
157	F	Olli Jokinen
164	F	Drew Stafford
189	D	Sergei Gonchar
196	G	James Reimer
221	F	Michael Grabner
228	D	Tomas Kaberle

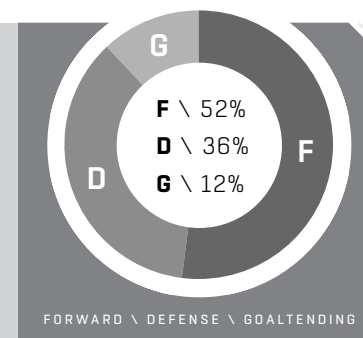
AHL SELECTIONS

PICK	POS	PLAYER
4	F	Jordan Eberle
29	F	Chris Terry
36	F	Jon Matsumoto
61	D	Victor Bartley
68	G	Eddie Pasquale
93	D	Kevin Connauton

LIVE DRAFT EVENTS

NHL SUN., SEPT. 23 7PM ET
 AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	21-28	EAST	0-0
Aces	2-1	Archers	0-0
Aviators	1-1	Armada	0-0
Beasts	0-4	Barracudas	0-0
Hellcats	2-2	Blue Crabs	0-0
Huskies	2-1	Chargers	0-0
Kodiaks	0-4	Colonials	0-0
Lumberjacks	2-2	Dragons	0-0
Narwhals	0-1	Guardians	0-0
Outlaws	2-2	Hitmen	0-0
Pioneers	2-1	Lagers	0-0
Scorpions	1-3	Mammoths	0-0
Snipers	1-1	Mariners	0-0
Stallions	2-0	Nighthawks	0-0
Wave	2-3	Olympiques	0-0
Winterhawks	2-2	Sentinals	0-0
		Steelcats	0-0

Includes all regular and postseason meetings

TEAM INFORMATION

New Orleans, La.
CENTRAL DIVISION

GENERAL MANAGER (NHL)
Tim Stoeckle (18-19)

ASST. GENERAL MGR. (AHL)
Toby Marks (3-9)

INAUGURAL SEASON
2011-12

ALL-TIME RECORD
21-28 (.429)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Jordan Eberle D	188	15.7
D Garrett Stafford	43	4.3
F Richard Panik	36	12.0
F Drayson Bowman	35	5.8
G Martin Jones	6	2.0
D Adam Clendening	5	2.5
D Kevin Connauton D	59	5.9
F Chris Terry D	55	6.1
F Jon Matsumoto D	22	3.7
G Eddie Pasquale D	12	6.0

+ 2 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Claude Giroux K	48	160	3.3
D P.K. Subban D	42	154	3.7
D Jack Johnson D	44	142	3.2
F Henrik Zetterberg K	46	139	3.0
F Alexander Semin S	38	122	3.2
F Henrik Sedin S	40	108	2.7
F Marian Gaborik D	47	102	2.2
G Viktor Fasth	19	88	4.6
D Ladislav Smid S	31	79	2.5
F David Krejci S	29	66	2.3
D Brooks Orpik	23	55	2.4
D Barret Jackman	15	38	2.5
D Carl Gunnarsson	8	22	2.8
G Jean-Sebastien Giguere	3	6	2.0
F Josh Bailey	3	5	1.7
F Michael Grabner D	23	52	2.3
D Sheldon Souray	20	49	2.5
F Teemu Selanne D	18	47	2.6
D Sergei Gonchar D	14	42	3.0
F Joe Thornton K	6	40	6.7
F John Mitchell S	18	34	1.9
G Evgeni Nabokov	6	28	4.7
F Curtis Glencross	15	24	1.6
G Miikka Kiprusoff S	9	24	2.7

+ 26 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

62 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



NEW ORLEANS GATORS

3rd 9-17

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Outlaws	L 21-30
2 @ Cavalry	W 58-57
3 Huskies	L 44-46
4 Scorpions	L 40-51
5 @ Wave	L 44-54
6 @ Lumberjacks	L 41-54
7 @ Hellcats	L 21-34
8 Narwhals	L 41-43
9 Outlaws	W 56-37
10 Beasts	L 30-44
11 Aviators	L 16-44
12 @ Winterhawks	W 64-55

NHL REGULAR SEASON

13 @ Renegades	L 196-200
14 Wave	L 126-149
15 @ Scorpions	W 134-71
16 Kodiaks	L 110-126
17 @ Pioneers	W 141-103
18 Winterhawks	L 101-123
19 Lumberjacks	L 181-184
20 @ Sharpshooters	W 128-96
21 @ Kodiaks	L 104-109
22 Hellcats	L 114-116

POSTSEASON 15th SEED

#2 Wave	W 136-133
#10 Lumberjacks	W 105-99
#3 Kodiaks	L 96-133
Huskies	W 113-103



@NOLAGators



LOGOS & UNIFORMS (2013)

PRIMARY



SECONDARY



WORDMARK



DARK



LIGHT



SLAVOMIR KISS

JUSTIN NAHHAS

BRANDING HISTORY

Anchorage, Alaska was the fourth city selected for the original Pacific Division in 2008. The Huskies name received a 74% rating from voters. Other names considered for the team included Alaska Aurora, Alaska Mystery, Anchorage Axmen and Anchorage IceQuakes.

OFFICIAL LOGO (2008-2013)



SLAVOMIR KISS

CONTEST ENTRY (2008)



DAN STOVER

CONTEST ENTRY (2008)



EMILIS ACUS

TIMELINE

2008

- 9/6 Team established in Anchorage, Alaska
- 9/6 **Alaska Huskies** name nominated by **logocruncher**
- 9/21 Name announced
- 9/21 Logo package designed by **Slavomir Kiss**

2009

- 8/18 Logo package unveiled

2010

- 10/1 **Steve Sonricker** named GM

2011

- 4/10 Won 1st championship

2012

- 3/11 Uniforms designed by **Justin Nahhas**
- 4/9 Uniforms unveiled
- 10/12 **Austin Eil** named AGM

2013

- 6/18 Logo package revised

SEASON RECAP

With a championship pedigree, it's hard to prepare for a season dogged by injuries.

When a fourth place overall finish is a franchise worst, that's a franchise still in pretty fine shape.

"I consider the season to have been a successful one," said Alaska Huskies GM **Steve Sonricker**. "But like 14 of the 15 other teams in the IceHL WEST, the ultimate goal wasn't reached."

Sonricker left AGM **Austin Eil** in charge of the club for the first half of the season. He managed a talent-laden AHL roster of future NHL stars like Cory Conacher and Zack Kassian.

Though even that kind of offensive firepower couldn't overcome an early five-game losing streak. The Huskies were looking haggard when Sonricker took back the reins in Week 13.

With big NHL names like Alex Ovechkin, Thomas Vanek and Corey Crawford, the Anchorage club was poised to be dominant in the second half. And with just three losses, they were.

DRAFT RECAP

NHL SELECTIONS

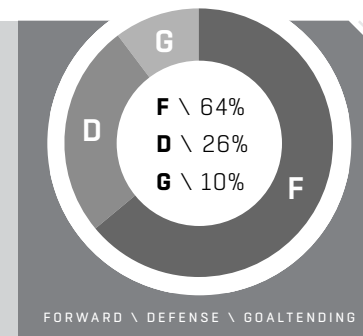
PICK	POS	PLAYER
2	F	K Alex Ovechkin
18	F	K Dan Girardi
34	F	K Jason Spezza
50	D	K Ryan McDonagh
66	G	Mike Smith
95	F	Max Pacioretty
98	F	Thomas Vanek
127	F	Paul Stastny
130	D	Jason Garrison
159	G	Corey Crawford
162	F	Matt Read
191	F	Ryan Malone
194	D	Jamie McBain
223	D	Erik Johnson
226	F	Valtteri Filppula

AHL SELECTIONS

2	F	Cory Conacher
31	F	Zack Kassian
34	G	Dustin Tokarski
63	D	Eric Gelin
66	D	Dylan McIlrath
95	F	Brandon Saad

LIVE DRAFT EVENTS
 NHL SUN., SEPT. 23 7PM ET
 AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	38-24	EAST	9-0
Aces	4-1	Archers	1-0
Aviators	2-2	Armada	1-0
Beasts	2-2	Barracudas	0-0
Gators	1-2	Blue Crabs	0-0
Hellcats	3-1	Chargers	0-0
Kodiaks	4-1	Colonials	1-0
Lumberjacks	3-2	Dragons	0-0
Narwhals	0-2	Guardians	0-0
Outlaws	3-0	Hitmen	1-0
Pioneers	3-2	Lagers	1-0
Scorpions	3-2	Mammoths	0-0
Snipers	3-2	Mariners	0-0
Stallions	3-1	Nighthawks	0-0
Wave	3-2	Olympiques	1-0
Winterhawks	1-2	Sentinals	1-0
		Steelcats	2-0

includes all regular and postseason meetings

TEAM INFORMATION

Anchorage, Alaska PACIFIC DIVISION

GENERAL MANAGER (NHL)
Steve Sonricker (42-17)
 ASST. GENERAL MGR. (AHL)
Austin Eil (5-7)
 INAUGURAL SEASON
2010-11
 ALL-TIME RECORD
47-24 (.662)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Cory Conacher D	123	10.3
F Zack Kassian D	123	10.3
F J. Audy-Marchessault	118	10.7
G Dustin Tokarski D	98	8.2
D Tomas Kundratek	54	5.4
D Chad Billins	24	3.0
D Alex Grant D	5	2.5
D David Kolomatis	0	0.0
D Patrick McNeill D	0	0.0
F Brandon Saad D	0	0.0

ALL PLAYERS LISTED
 AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Alex Ovechkin K	48	214	4.5
F Dan Girardi K	46	158	3.4
F Thomas Vanek D	38	138	3.6
F Pascal Dupuis	39	131	3.4
D Ryan McDonagh K	47	125	2.7
F Max Pacioretty D	43	124	2.9
D Eric Brewer	47	119	2.5
G Corey Crawford D	22	98	4.5
G Mike Smith D	26	90	3.5
F Tomas Kopecky	28	59	2.1
F Andrew Ladd	9	42	4.7
D Nick Schultz	15	39	2.6
D Jared Spurgeon	16	35	2.2
F Jason Spezza K IR	5	17	3.4
F Kyle Turris	2	10	5.0
F Nikolai Kulemin	7	7	1.0
F Paul Stastny D	30	81	2.7
D Jason Garrison D	21	42	2.0
F Matt Read D	17	37	2.2
D Erik Johnson D	10	31	3.1
F Martin Hanzal	13	30	2.3
F Valtteri Filppula D	17	26	1.5
F Vinny Prospal	13	25	1.9
D Braydon Coburn	13	24	1.8

+ 15 OTHER PLAYERS UNLISTED
 AVG \ AVERAGE POINTS PER GAME

49 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



ALASKA

HUSKIES

4th 14-12

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Sharpshooters	W 59-9
2 Wave	L 33-71
3 @ Gators	W 46-44
4 @ Aviators	L 30-67
5 @ Pioneers	L 66-92
6 @ Beasts	L 57-78
7 Renegades	L 36-71
8 Winterhawks	L 33-36
9 Hellcats	W 49-44
10 Lumberjacks	L 9-85
11 Scorpions	W 62-19
12 @ Outlaws	W 65-54

NHL REGULAR SEASON

13 Sharpshooters	L 185-192
14 Cavalry	W 112-96
15 @ Lumberjacks	W 130-104
16 Pioneers	W 114-87
17 @ Kodiaks	W 145-116
18 @ Narwhals	L 109-138
19 Beasts	W 154-133
20 Narwhals	L 101-111
21 @ Cavalry	W 119-110
22 @ Renegades	W 106-86

POSTSEASON 4th SEED

#13 Renegades	W 165-115
#5 Outlaws	W 138-120
#16 Scorpions	L 148-155
Gators	L 103-113



@AlaskaHuskies



LOGOS & UNIFORMS (2013)

PRIMARY



SECONDARY



WORDMARK



DARK



LIGHT



COLIN MAGEE

BRANDING HISTORY

Vancouver, British Columbia was the first city selected for the original Pacific Division in 2008. The Lumberjacks name received a 58% rating from voters. Other names considered for the team included B.C. Captains, Vancouver Edge, Vancouver Orcas and Vancouver Velocity.

OFFICIAL LOGO (2008-2013)



EMILIS ACUS

CONTEST ENTRY (2008)



CHRIS SMITH

CONTEST ENTRY (2008)



DAVE DELISLE

TIMELINE

2008

- 9/6 Team established in Vancouver, B.C.
- 9/6 **Vancouver Lumberjacks** name nominated by **daebreak80**
- 9/21 Name announced
- 9/25 Logo package designed by **Emilis Acus**

2009

- 8/4 Logo package unveiled

2010

- 10/1 **James Walker** named GM

2011

- 9/8 **Sean Hallaren** named GM

2012

- 3/11 Uniforms designed by **Justin Nahhas**
- 4/9 Uniforms unveiled
- 8/24 **Jim Hayden** named GM

2013

- 5/24 Logo package redesigned by **Matt McElroy** (6/23)
- 6/28 Uniforms redesigned by **Colin Magee** (7/13)

SEASON RECAP

The sudden rise from zero to hero usually demands radical tactics. Challenge met.

It's no small feat leading a team out of the depths. But that was exactly the task of rookie GM **Jim Hayden** when he took over the Vancouver Lumberjacks, fresh off a last-place finish.

"I assumed that everything he did was wrong," Hayden said of his predecessor. Right or wrong, he had a radical plan of action on draft day.

"I opted to drop all players," Hayden said. "No keepers." His strategy was an IceHL first and allowed him to draft four consecutive players while the rest of his fellow GMs waited for their Keepers to be claimed.

With his NHL tactics in place, Hayden's season began with a half-dozen AHL players. That meant tracking the progression of up-and-coming talent.

"It was great to be able to pick up Slava Voynov and follow him in the AHL [through] to the NHL," Hayden said of Vancouver's top AHL blue-liner.

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
15	F	Logan Couture
31	F	Ryan Getzlaf
47	F	Bobby Ryan
63	F	Joe Pavelski
79	G	Tuukka Rask
82	D	Keith Yandle
111	D	Kevin Shattenkirk
114	F	Matt Duchene
143	F	Andy McDonald
146	D	Christian Ehrhoff
175	G	Devan Dubnyk
178	F	Cody Hodgson
207	D	Luca Sbisa
210	F	Travis Zajac
239	D	Slava Voynov

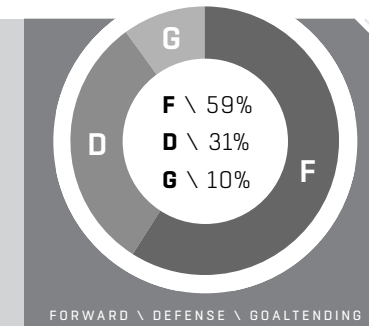
AHL SELECTIONS

15	F	K Cody Hodgson
18	F	T.J. Hensick
47	F	Ryan Potulny
50	D	Slava Voynov
79	G	Brad Thiessen
82	D	Jason DeSantis

LIVE DRAFT EVENTS

NHL SUN., SEPT. 23 7PM ET
 AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	27-35	EAST	4-4
Aces	2-2	Archers	0-1
Aviators	3-3	Armada	0-1
Beasts	0-2	Barracudas	0-0
Gators	2-2	Blue Crabs	0-0
Hellcats	2-1	Chargers	0-0
Huskies	4-3	Colonials	1-0
Kodiaks	1-2	Dragons	0-0
Narwhals	1-1	Guardians	0-0
Outlaws	3-1	Hitmen	1-0
Pioneers	2-3	Lagers	0-1
Scorpions	2-3	Mammoths	0-0
Snipers	1-3	Mariners	0-0
Stallions	3-1	Nighthawks	0-0
Wave	0-5	Olympiques	1-0
Winterhawks	1-3	Sentinels	1-0
		Steelcats	0-1

Includes all regular and postseason meetings

TEAM INFORMATION

Vancouver, B.C.

PACIFIC DIVISION

GENERAL MANAGER (NHL)

Jim Hayden (13-13)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON

2010-11

ALL-TIME RECORD

31-39 (.443)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F T.J. Hensick D	143	11.9
F Gustav Nyquist	84	9.3
D Slava Voynov D	73	6.1
G Robin Lehner	58	6.4
F Bracken Kearns	44	5.5
D Zach Redmond	30	6.0
D Jason DeSantis D	30	4.3
F Cody Hodgson K	28	7.0
F Ryan Potulny D	6	2.0
G Brad Thiessen D	6	2.0

ALL PLAYERS LISTED

AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Ryan Getzlaf D	44	180	4.1
F Logan Couture D	48	179	3.7
F Matt Duchene D	47	172	3.7
F Joe Pavelski D	48	148	3.1
D Christian Ehrhoff D	47	138	2.9
G Tuukka Rask D	29	128	4.4
F Cody Hodgson D	48	127	2.6
D Keith Yandle D	46	121	2.6
D Kevin Shattenkirk D	48	117	2.4
D Slava Voynov D	48	113	2.4
F Bobby Ryan D	43	110	2.6
F Troy Brouwer	32	103	3.2
F Andy McDonald D	36	72	2.0
G Devan Dubnyk D	23	64	2.8
D Nicklas Grossmann IR	15	47	3.1
D Kyle Quincey	6	9	1.5
F Matt Stajan	9	26	2.9
D Luca Sbisa D	12	19	1.6
F Travis Zajac D	11	14	1.3
D Douglas Murray	5	13	2.6
D Derek Morris	3	6	2.0

ALL PLAYERS LISTED

AVG \ AVERAGE POINTS PER GAME

31 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



VANCOUVER

LUMBERJACKS

5th 13-13

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Wave	L 41-46
2 @ Sharpshooters	W 47-38
3 Pioneers	L 6-26
4 Renegades	W 59-32
5 Hellcats	W 47-30
6 Gators	W 54-41
7 @ Aviators	L 26-63
8 @ Beasts	L 36-49
9 Wave	L 34-70
10 @ Huskies	W 85-9
11 @ Hellcats	L 22-25
12 @ Pioneers	L 45-51

NHL REGULAR SEASON

13 Scorpions	W 220-201
14 Outlaws	W 153-110
15 Huskies	L 104-130
16 @ Narwhals	L 127-128
17 Winterhawks	L 105-110
18 @ Kodiaks	W 146-127
19 @ Gators	W 184-181
20 Cavalry	W 137-82
21 Sharpshooters	L 107-127
22 Aviators	L 127-155

POSTSEASON 10th SEED

#7 Narwhals	W 146-106
#15 Gators	L 99-105
Aviators	W 138-119
Outlaws	W 113-80



@IceHLumberjacks



LOGOS & UNIFORMS (2013)

PRIMARY



WORDMARK



SECONDARY



FRANCIS MATTE

DARK



LIGHT



GARY BEATMAN

BRANDING HISTORY

Dallas, Texas was the third city selected for the original South Division. The Outlaws name received a 71% rating from voters. In 2013, the team was rebranded to help distinguish its identity from the Hellcats. Other names considered included Dallas Bandits, Forth Worth Assassins and Texas Lawmen.

OFFICIAL LOGO (2008-2013)



CHRIS SMITH

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2013)



MATT McELROY

TIMELINE

2008

- 9/21 Team established in Dallas, Texas
- 9/22 **Dallas Outlaws** name nominated by **Mark C. Anderson** (as **markcanderson**)
- 10/19 Name announced
- 10/23 Logo package designed by **Chris Smith**

2009

- 8/7 Logo package unveiled

2011

- 9/4 **Ryan Haslett** named GM
- 12/7 Uniforms designed by **Mike Szalay**

2012

- 2/12 Uniforms unveiled
- 10/12 **Eric Scheib** named AGM

2013

- 5/17 Team rebranded as **Texas Outlaws**
- 5/30 Logo package designed by **Francis Matte** (6/16)
- 7/6 Uniforms designed by **Gary Beatman** (7/13)

SEASON RECAP

Transforming the league's worst record into its best: a how-to guide from Texas.

Keith Aucoin. Sean Couturier. Braden Holtby. This is the kind of trio around which an NHL franchise can be built.

Lucky for the Dallas Outlaws, they started the season in the AHL, giving AGM **Eric Scheib** the tools with which to assemble a roster worth envying.

Paying immediate dividends, Couturier tallied a goal and seven assists in his first three weeks, while Holtby earned a shutout and two wins in that span.

The Outlaws were undefeated through five games, stunning opponents with regularity just a season after posting the league's worst record. The feat landed Scheib a new gig as he took over the GM role for the Boston Colonials during the offseason.

"After [Scheib] got the Outlaws off to a great 8-4 start I felt the pressure to build on that," said GM **Ryan Haslett**.

As the second half got underway, Haslett could see goaltending would be

DRAFT RECAP

NHL SELECTIONS

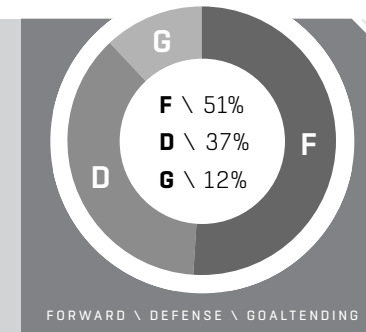
PICK	POS	PLAYER
11	F	K Zach Parise
27	F	K Rick Nash
43	D	K Shea Weber
59	F	K Tyler Seguin
75	D	Michael Del Zotto
86	F	Jeff Skinner
107	F	Mike Richards
118	D	Alex Goligoski
139	G	Braden Holtby
150	F	Sean Couturier
171	G	Semyon Varlamov
182	D	Zach Bogosian
203	F	David Perron
241	F	Carl Hagelin
235	D	Dan Hamhuis

AHL SELECTIONS

11	G	K Braden Holtby
22	F	K Sean Couturier
43	F	Keith Aucoin
54	D	Dmitry Orlov
75	D	Nick Leddy
86	F	Jerome Samson

LIVE DRAFT EVENTS
 NHL SUN., SEPT. 23 7PM ET
 AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	24-24	EAST	0-0
Aces	2-1	Archers	0-0
Aviators	1-2	Armada	0-0
Beasts	2-1	Barracudas	0-0
Gators	2-2	Blue Crabs	0-0
Hellcats	2-3	Chargers	0-0
Huskies	0-3	Colonials	0-0
Kodiaks	1-1	Dragons	0-0
Lumberjacks	1-3	Guardians	0-0
Narwhals	1-0	Hitmen	0-0
Pioneers	1-2	Lagers	0-0
Scorpions	2-2	Mammoths	0-0
Snipers	2-1	Mariners	0-0
Stallions	3-0	Nighthawks	0-0
Wave	1-2	Olympiques	0-0
Winterhawks	3-1	Sentinals	0-0
		Steelcats	0-0

Includes all regular and postseason meetings

TEAM INFORMATION

Dallas, Texas
CENTRAL DIVISION

GENERAL MANAGER (NHL)
Ryan Haslett (9-5)

ASST. GENERAL MGR. (AHL)
Eric Scheib (8-4)

INAUGURAL SEASON
2011-12

ALL-TIME RECORD
24-24 (.500)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Keith Aucoin D	152	12.7
F Sean Couturier K	101	8.4
G Braden Holtby K	88	7.3
F Jerome Samson D	80	6.7
D David Rundblad	57	6.3
D Andre Benoit	17	8.5
D Dmitry Orlov D	35	3.5
D Nick Leddy D	5	1.7

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
D Shea Weber K	48	168	3.5
F Zach Parise K	48	164	3.4
F Rick Nash K	44	158	3.6
G Marc-Andre Fleury ↔	27	130	4.8
D Dan Hamhuis D	47	120	2.6
D Luke Schenn ↔	40	116	2.9
F Mike Richards D	47	110	2.3
F Tyler Seguin K	48	108	2.3
D Jay Harrison	35	100	2.9
F Jeff Skinner D	38	84	2.2
G Jonas Hiller	11	46	4.2
D Sheldon Souray	18	43	2.4
F Tyler Bozak	11	28	2.5
F Devin Setoguchi	5	12	2.4
F Brad Boyes	2	1	0.5
F Dustin Brown	38	95	2.5
F David Perron D	40	78	2.0
D Alex Goligoski D	24	48	2.0
D Michael Del Zotto D ↔	7	25	3.6
G Braden Holtby D	7	24	3.4
F Colin Wilson	8	18	2.3
D Wade Redden	8	18	2.3
F Sean Couturier D	11	17	1.5
G Semyon Varlamov D ↔	4	10	2.5

+ 4 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

36 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



TEXAS
OUTLAWS

6th 17-9

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Gators	W 30-21
2 @ Beasts	W 52-39
3 @ Sharpshooters	W 42-19
4 Kodiaks	W 29-25
5 @ Cavalry	W 45-43
6 @ Aviators	L 51-84
7 @ Winterhawks	W 57-36
8 @ Renegades	W 46-22
9 @ Gators	L 37-56
10 Cavalry	W 61-59
11 Pioneers	L 31-42
12 Huskies	L 54-65

NHL REGULAR SEASON

13 Narwhals	W 181-166
14 @ Lumberjacks	L 110-153
15 @ Pioneers	L 99-106
16 Scorpions	W 143-113
17 Aviators	W 123-80
18 Hellcats	W 117-95
19 @ Wave	W 168-162
20 @ Hellcats	L 99-112
21 @ Scorpions	W 105-75
22 Winterhawks	W 140-100

POSTSEASON 5th SEED

#12 Hellcats	W 130-126
#4 Huskies	L 120-138
Sharpshooters	W 122-118
Lumberjacks	L 80-113



@TX_Outlaws



SASKATCHEWAN
SNIPERS

7th 12-14

LOGOS & UNIFORMS (2013)

PRIMARY



WORDMARK



SECONDARY



MATT McELROY

DARK



LIGHT



JON WOLD

BRANDING HISTORY

Saskatoon, Saskatchewan was the fourth city selected for the original North Division. The Sharpshooters name received a 65% rating from voters. In 2013, the team was rebranded. Other names considered for the team included Saskatchewan Prairie Dogs, Saskatoon Isotopes and Saskatoon Rapids.

OFFICIAL LOGO (2008-2013)



DAVE DELISLE

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2008)



EDDIE RAY

TIMELINE

2008

- 9/14 Team established in Saskatoon, Saskatchewan
- 9/14 **Saskatoon Sharpshooters** name nominated by a **snowballs chance**
- 10/5 Name announced
- 10/25 Logo package designed by **Dave Delisle**

2009

- 8/12 Logo package unveiled

2010

- 10/1 **Brian Hagan** named GM

2012

- 5/11 Uniforms designed by **Bastian Schmülling**
- 6/19 Uniforms unveiled
- 8/25 **Tony Pomposelli** named GM

2013

- 5/26 Team rebranded as **Saskatchewan Snipers**
- 5/31 Logo package designed by **Matt McElroy** (6/23)
- 7/6 Uniforms designed by **Jon Wold** (7/13)

SEASON RECAP

It was a wild and crazy season that set the stage for a club with a bright future.

"This season was particularly wild," said Saskatoon Sharpshooters rookie GM **Tony Pomposelli**. But that's putting it somewhat mildly.

From a season split in two by the NHL lockout to a playoff tournament that invited everyone along, Pomposelli found his season to be a "mixed bag."

The Sharpshooters were stunned in opening week action, failing to top double digits on the scoreboard and losing by 50 points — all while facing the very foe that defeated them for the IceHL's inaugural championship in 2011.

"I got absolutely crushed," Pomposelli said. "Guys who looked like they would perform well faltered."

Four straight losses left the Saskatoon club reeling. But just as hope was fading, Radko Gudas intervened with an effort in Week 5 that propelled the team to its first of back-to-back wins.

The first half of the season may have

DRAFT RECAP

NHL SELECTIONS

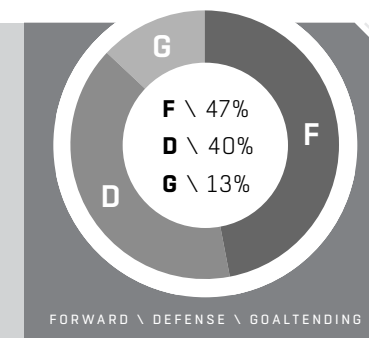
PICK	POS	PLAYER
8	F	K Daniel Sedin
24	G	K Jimmy Howard
40	F	K Patrick Sharp
56	D	K Matt Carle
72	F	David Backes
89	F	Joffrey Lupul
104	G	Martin Brodeur
121	D	Francois Beauchemin
136	D	Marc-Edouard Vlasic
153	F	Michael Ryder
168	D	Andrew MacDonald
185	F	Wayne Simmonds
200	D	Ladislav Smid
217	F	Brooks Laich
232	F	Curtis Glencross

AHL SELECTIONS

8	F	Chris Bourque
25	F	Matt Fraser
40	D	Radko Gudas
57	G	Danny Taylor
72	F	Emerson Etem
89	D	Danny Syvret

LIVE DRAFT EVENTS
 NHL SUN., SEPT. 23 7PM ET
 AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	31-31	EAST	5-4
Aces	5-0	Archers	2-0
Aviators	1-2	Armada	0-1
Beasts	3-1	Barracudas	0-0
Gators	1-1	Blue Crabs	0-0
Hellcats	2-2	Chargers	0-0
Huskies	2-3	Colonials	1-0
Kodiaks	1-5	Dragons	0-0
Lumberjacks	3-1	Guardians	0-0
Narwhals	0-2	Hitmen	0-1
Outlaws	1-2	Lagers	1-0
Pioneers	1-2	Mammoths	0-0
Scorpions	2-1	Mariners	0-0
Stallions	4-1	Nighthawks	0-0
Wave	4-4	Olympiques	0-1
Winterhawks	1-4	Sentinals	1-0
		Steelcats	0-1

includes all regular and postseason meetings

TEAM INFORMATION

Saskatoon, Sask.
CENTRAL DIVISION

GENERAL MANAGER (NHL)
Tony Pomposelli (12-14)

ASST. GENERAL MGR. (AHL)
—

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
36-35 (.507)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Chris Bourque D	118	9.8
D Radko Gudas D	95	10.6
D Sami Vatanen	76	6.9
F Ondrej Palat	74	6.7
F Jeff Taffe	68	9.7
G Niklas Svedberg	30	6.0
G Danny Taylor D	26	3.7
D Danny Syvret D	12	6.0
F Chris Conner	9	3.0
F Matt Fraser D	4	2.0

+ 3 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
D Francois Beauchemin D	48	172	3.6
D Andrew MacDonald D	48	155	3.2
D Matt Carle K	48	143	3.0
G Jimmy Howard K	33	140	4.2
F Michael Ryder D	46	131	2.8
F Wayne Simmonds D	45	120	2.7
F Daniel Sedin K	47	117	2.5
D Sergei Gonchar S	28	79	2.8
F Patrick Sharp K	28	66	2.4
F Johan Franzen	6	29	4.8
F Brandon Saad	11	19	1.7
F Milan Michalek	8	16	2.0
D Stephane Robidas	3	7	2.3
G Robin Lehner	1	6	6.0
F Vernon Fiddler	5	2	0.4
G Martin Brodeur D	24	80	3.3
F Saku Koivu	38	74	1.9
F David Backes D S	31	71	2.3
F Curtis Glencross D	21	56	2.7
D Ladislav Smid D S	16	49	3.1
F Brad Boyes S	23	49	2.1
D Marc-Edouard Vlasic D	19	42	2.2
D Fedor Tyutin	10	25	2.5
F John Mitchell S	9	22	2.4

+ 13 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

50 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Huskies	L 9-59
2 Lumberjacks	L 38-47
3 Outlaws	L 19-42
4 @ Pioneers	L 38-47
5 @ Beasts	W 46-40
6 @ Cavalry	W 52-31
7 Narwhals	L 40-42
8 @ Hellcats	W 65-51
9 @ Winterhawks	L 42-68
10 Wave	L 42-47
11 Kodiaks	L 58-68
12 Renegades	W 65-33

NHL REGULAR SEASON

13 @ Huskies	W 192-185
14 Beasts	L 97-99
15 @ Wave	W 138-110
16 Aviators	W 117-73
17 @ Scorpions	W 166-151
18 @ Renegades	W 125-112
19 Cavalry	L 132-155
20 Gators	L 96-128
21 @ Lumberjacks	W 127-107
22 @ Narwhals	L 97-142

POSTSEASON 11th SEED

#6 Beasts	W 129-102
#3 Kodiaks	L 72-115
Outlaws	L 118-122
Wave	W 139-134



@SaskSnipers



LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



JOSHUA FREDERICK

DARK



LIGHT



CHANCE WADDELL

BRANDING HISTORY

Los Angeles, California was the third city selected for the original Pacific Division in 2008. The Wave name received a 57% rating from voters. Other names considered for the team included Anaheim Rage, California Gold Rush, Long Beach Lizards, Los Angeles Flash and Los Angeles Magic.

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



ROSS TAYLOR

CONTEST ENTRY (2008)



EMILIS ACUS

TIMELINE

2008

- 9/6 Team established in Los Angeles, California
- 9/7 **California Wave** name nominated by **Reid Foose**
- 9/21 Name announced
- 10/12 Logo package designed by **Joshua Frederick**

2009

- 8/29 Logo package unveiled

2010

- 9/30 **Jon Wold** named GM

2012

- 3/3 Uniforms designed by **Chance Waddell**
- 4/9 Uniforms unveiled



SEASON RECAP

"My job is to get us to the playoffs. What happens after that is f— luck." —Billy Beane

For the second year in a row, a dominant regular season for the California Wave culminated in a dismaying playoff ejection that came down to goalies.

"Last season, I think I proved the Wave were undeniably elite," said veteran GM **Jon Wold**. There was no question that was still true as the new year began.

Yet even Wold himself was surprised to watch his club obliterate its competition in the first half, going 9-3.

"I say that was surprising because I didn't feel I put in the necessary homework to be doing that well," admitted Wold, who credited a fellow hockey writer with some key advice.

"Thanks to him," Wold said, "I was able to get the scoop on James Sheppard, Sena Acolatse and Alex Stalock."

With Patrick Maroon leading the way, the California club couldn't have been in a better position, holding the best record in the league after 12 weeks.

DRAFT RECAP

NHL SELECTIONS

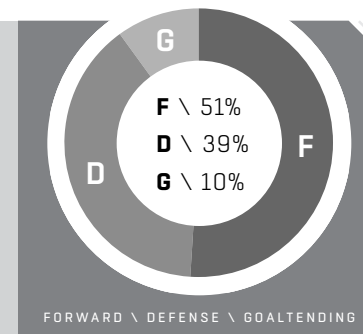
PICK	POS	PLAYER
3	F	K Steven Stamkos
19	F	K Ryan Callahan
35	G	K Antti Niemi
51	F	K Ilya Kovalchuk
67	F	Patrick Marleau
94	D	Brent Seabrook
99	D	Josh Gorges
126	G	Brian Elliott
131	D	John Carlson
158	F	David Krejci
163	F	Patrik Elias
190	D	Zbynek Michalek
195	D	Joni Pitkanen
222	F	Daniel Alfredsson
227	F	Alexander Steen

AHL SELECTIONS

3	F	Patrick Maroon
30	F	Magnus Paajarvi
35	D	Oliver Ekman-Larsson
62	F	James Sheppard
67	G	Kevin Poulin
94	D	Danny Groulx

LIVE DRAFT EVENTS
 NHL SUN., SEPT. 23 7PM ET
 AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	44-18	EAST	5-4
Aces	4-0	Archers	0-1
Aviators	5-1	Armada	0-1
Beasts	2-1	Barracudas	0-0
Gators	3-2	Blue Crabs	0-0
Hellcats	3-1	Chargers	0-0
Huskies	2-3	Colonials	1-0
Kodiaks	2-1	Dragons	0-0
Lumberjacks	5-0	Guardians	0-0
Narwhals	1-1	Hitmen	1-0
Outlaws	2-1	Lagers	1-0
Pioneers	4-1	Mammoths	0-0
Scorpions	1-2	Mariners	0-0
Snipers	4-4	Nighthawks	0-0
Stallions	3-0	Olympiques	1-0
Winterhawks	3-0	Sentinals	1-0
		Steelcats	0-2

includes all regular and postseason meetings

TEAM INFORMATION

Los Angeles, Calif.
PACIFIC DIVISION

GENERAL MANAGER (NHL)
Jon Wold (49-22)

ASST. GENERAL MGR. (AHL)
—

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
49-22 (.690)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Patrick Maroon D	163	13.6
F James Sheppard D	111	9.3
D Oliver Ekman-Larsson D	92	7.7
F Magnus Paajarvi D	69	5.8
D Sena Acolatse	64	8.0
G Alex Stalock	36	4.5
G Kevin Poulin D	24	6.0
D Danny Groulx D	21	5.3

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Steven Stamkos K	48	201	4.2
D John Carlson D	48	179	3.7
F Ryan Callahan K	44	170	3.9
D Brent Seabrook D	47	163	3.5
G Antti Niemi K	42	160	3.8
D Josh Gorges D	47	131	2.8
F Patrick Marleau D	48	119	2.5
F Patrik Elias D	47	117	2.5
D Dennis Seidenberg	30	112	3.7
F Ilya Kovalchuk K	36	107	3.0
D Ron Hainsey	6	22	3.7
F Craig Anderson	4	16	4.0
F Scott Hartnell	4	6	1.5
D Andrew Ference	1	2	2.0
F Jamie McGinn	1	0	0.0
F Alexander Steen D	33	68	2.1
D Zbynek Michalek D	22	62	2.8
F David Krejci D	16	50	3.1
F Daniel Alfredsson D	17	38	2.2
D Joni Pitkanen D	11	28	2.5
D Mark Giordano	8	26	3.3
F David Backes D	11	23	2.1
F R.J. Umberger	11	23	2.1
G Jaroslav Halak	6	16	2.7

+ 17 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

49 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



CALIFORNIA

WAVE

8th 17-9

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Lumberjacks	W 46-41
2 @ Huskies	W 71-33
3 @ Cavalry	W 20-14
4 Narwhals	L 26-38
5 Gators	W 54-44
6 Renegades	W 61-55
7 @ Pioneers	L 46-60
8 Aviators	L 27-33
9 @ Lumberjacks	W 70-34
10 @ Sharpshooters	W 41-42
11 @ Winterhawks	W 80-58
12 @ Scorpions	W 32-27

NHL REGULAR SEASON

13 Kodiaks	W 256-176
14 @ Gators	W 149-126
15 Sharpshooters	L 110-138
16 @ Renegades	W 139-90
17 @ Hellcats	W 128-111
18 @ Aviators	W 105-96
19 Outlaws	L 162-168
20 Beasts	L 90-97
21 Hellcats	L 119-136
22 Pioneers	W 137-125

POSTSEASON 2nd SEED

#15 Gators	L 133-136
Beasts	W 107-95
Narwhals	W 142-140
Sharpshooters	L 134-139



@IceHLCalifornia



SEATTLE

AVIATORS

9th 14-12

LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



CRAIG C. WHEELER

DARK



LIGHT



PERI STRATHEARN

BRANDING HISTORY

Seattle, Washington was the second city selected for the original Pacific Division in 2008. The Aviators name received a 71% rating from voters. Other names considered for the team included Olympia Gods, Seattle Grind, Seattle Stealth, Seattle Tsunami and Washington Olympians.

CONTEST ENTRY (2008)



DAVE DELISLE

CONTEST ENTRY (2008)



ANTHONY LARDIE

CONTEST ENTRY (2008)



TIM SCHELLENBERG

TIMELINE

2008

- 9/6 Team established in Seattle, Washington
- 9/6 **Seattle Aviators** name nominated by **Mike**
- 9/21 Name announced
- 10/1 Logo package designed by **Craig C. Wheeler**

2009

- 9/11 Logo package unveiled

2010

- 10/2 **Andrew Ethier** named GM

2011

- 9/4 **Dave White** named GM

2012

- 3/9 Uniforms designed by **Peri Strathearn**
- 4/9 Uniforms unveiled

2013

- 9/12 **Jared Pozzobon** named GM

SEASON RECAP

"It was the best of times, it was the worst of times."
—Charles Dickens

It wouldn't be unreasonable to describe the Seattle Aviators' year as a tale of two seasons. Very different seasons.

During the first half, the Aviators went from being an enigmatic force to a force to be reckoned with.

Aviators GM **Dave White** drafted his six AHL players and, in a unique strategy, never had to lift a finger over the next 12 weeks while his team dominated.

Whether through clear insight or sheer luck, he sat back as Kris Newbury, Peter Holland and Tyler Johnson averaged double-digit points on a weekly basis.

Their supremacy led the Seattle club to win after win, placing them atop the league as the NHL finally returned.

But that meant they had the farthest to fall. Following a Week 13 win over their rival, the Pioneers, the Aviators collapsed, suffering defeats in six straight.

"I did kind of fall off the map for a

DRAFT RECAP

NHL SELECTIONS

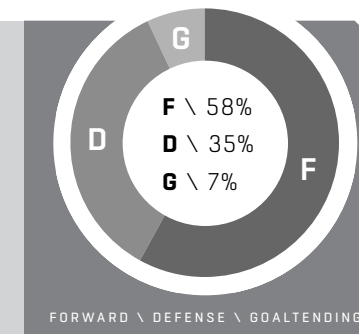
PICK	POS	PLAYER
14	F	K Anze Kopitar
30	D	K Duncan Keith
46	F	K Jordan Eberle
62	G	K Cory Schneider
78	F	Taylor Hall
83	D	Tobias Enstrom
110	D	Mike Green
115	F	Blake Wheeler
142	F	Mike Ribeiro
147	F	Teddy Purcell
174	F	Adam Henrique
179	D	John-Michael Liles
206	F	Sam Gagner
211	D	Adam Larsson
238	D	Dougie Hamilton

AHL SELECTIONS

14	F	Kris Newbury
19	F	Tyler Johnson
46	F	Peter Holland
51	D	Matt Donovan
78	D	Cameron Gaunce
83	G	Peter Mannino

LIVE DRAFT EVENTS
 NHL SUN., SEPT. 23 7PM ET
 AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	29-33	EAST	5-4
Aces	3-2	Archers	0-2
Beasts	1-2	Armada	1-0
Gators	1-1	Barracudas	0-0
Hellcats	2-3	Blue Crabs	0-0
Huskies	2-2	Chargers	0-0
Kodiaks	1-2	Colonials	1-0
Lumberjacks	3-3	Dragons	0-0
Narwhals	0-2	Guardians	0-0
Outlaws	2-1	Hitmen	1-0
Pioneers	7-2	Lagers	1-0
Scorpions	1-3	Mammoths	0-0
Snipers	2-1	Mariners	0-0
Stallions	2-1	Nighthawks	0-0
Wave	1-5	Olympiques	0-1
Winterhawks	1-3	Sentinals	0-1
		Steelcats	1-0

Includes all regular and postseason meetings

TEAM INFORMATION

Seattle, Washington
PACIFIC DIVISION

GENERAL MANAGER (NHL)
Dave White (21-28)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON
2011-12

ALL-TIME RECORD
34-37 (.479)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Kris Newbury D	169	14.1
F Peter Holland D	151	12.6
F Tyler Johnson D	131	10.9
D Matt Donovan D	93	7.8
D Cameron Gaunce D	52	4.3
G Peter Mannino D	48	4.0

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Mike Ribeiro D	44	142	3.2
D Mike Green D	31	131	4.2
F Taylor Hall D	38	131	3.4
F Blake Wheeler D	40	128	3.2
F Sam Gagner D	46	128	2.8
D Duncan Keith K	45	126	2.8
G Cory Schneider K	30	122	4.1
F Anze Kopitar K	45	120	2.7
F Teddy Purcell D	46	101	2.2
F Jordan Eberle K	40	97	2.4
D Tobias Enstrom D	21	78	3.7
D Dougie Hamilton D	38	75	2.0
D Sami Salo	36	74	2.1
D Kevin Klein	11	34	3.1
F Vinny Prospal	8	17	2.1

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER GAME

26 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Pioneers	W 52-38
2 @ Narwhals	L 46-67
3 @ Scorpions	W 52-26
4 Huskies	W 67-30
5 Winterhawks	L 34-57
6 Outlaws	W 84-51
7 Lumberjacks	W 63-26
8 @ Wave	W 33-27
9 Beasts	L 32-42
10 @ Renegades	W 59-30
11 @ Gators	W 44-16
12 @ Cavalry	W 78-61

NHL REGULAR SEASON

13 Pioneers	W 190-163
14 @ Winterhawks	L 113-152
15 Narwhals	L 116-122
16 @ Sharpshooters	L 73-117
17 @ Outlaws	L 80-123
18 Wave	L 96-105
19 Hellcats	L 92-120
20 Kodiaks	W 108-106
21 Renegades	L 119-124
22 @ Lumberjacks	W 155-127

POSTSEASON 8th SEED

#9 Pioneers	W 136-76
#16 Scorpions	L 102-124
Lumberjacks	L 119-138
Pioneers	W 106-71



@AviatorsIceHL



PORTLAND
PIONEERS

10th 14-12

LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



CHRIS SMITH

DARK



LIGHT



BRENDAN NASHMAN

BRANDING HISTORY

Portland, Oregon was the fifth and final city selected for the original Pacific Division in 2008. The Pioneers name received a 75% rating from voters. Other names considered for the team included Oregon Cascades, Portland Explorers, Portland Loggers, Portland Shock and Salem Slash.

CONTEST ENTRY (2008)



ROSS TAYLOR

CONTEST ENTRY (2008)



DAVE DELISLE

CONTEST ENTRY (2008)



JEFF TROY

6 LOGOS SUBMITTED IN 2008

19 UNIFORMS SUBMITTED IN 2012

TIMELINE

2008

- 9/6 Team established in Portland, Oregon
- 9/6 **Portland Pioneers** name nominated by **Daniel Hogue** (as **Warrior19**)
- 9/21 Name announced
- 9/30 Logo package designed by **Chris Smith**

2009

- 9/18 Logo package unveiled

2010

- 10/1 **Darryl Climan** named GM

2011

- 9/4 **Jonathan Bravard** named GM

2012

- 3/7 Uniforms designed by **Brendan Nashman**
- 4/9 Uniforms unveiled

SEASON RECAP

Like their namesake, the Pioneers are making a slow and steady progression toward a new and better place.

Coming off a season of dissatisfaction, the Portland Pioneers reveled in the opportunity for a clean slate as GM **Jonathan Bravard** convened a roster of AHL stars at the top of their game.

"It was better than last year," Bravard said plainly. At least it started that way.

While the Pioneers' first draft pick in goalie Jeremy Smith turned out to be a dud, the next four all surpassed the 100-point mark in the first half.

Mike Kostka, Cam Atkinson and Kyle Palmieri led the way, averaging double-digit point totals on a weekly basis, and powering the Portland club to a pair of three-game winning streaks.

Thus, the Pioneers had a leg up on the competition, heading into the second half in a strong position. Add to that, this club had an NHL core to covet.

Jarome Iginla, Patrick Kane and Chris Kunitz seemed poised to keep Portland

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
13	F	K Jarome Iginla
29	F	K Patrick Kane
45	D	K Filip Kuba
61	F	K Chris Kunitz
77	G	Jaroslav Halak
84	F	Marian Hossa
109	F	Johan Franzen
116	F	Ray Whitney
141	F	Brad Marchand
148	D	Kimmo Timonen
173	F	Stephen Weiss
180	F	Alex Burrows
205	F	Derek Roy
212	D	Marek Zidlicky
237	D	Brendan Smith

AHL SELECTIONS

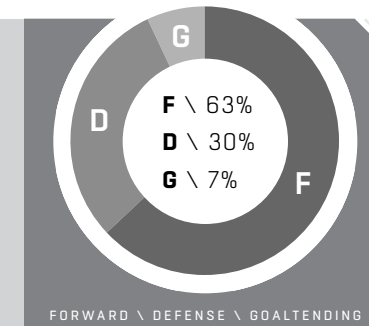
13	G	Jeremy Smith
20	F	Trevor Smith
45	F	Kyle Palmieri
52	F	Cam Atkinson
77	D	Mike Kostka
84	D	Cade Fairchild

LIVE DRAFT EVENTS

NHL SUN., SEPT. 23 7PM ET

AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	25-35	EAST	1-9
Aces	1-3	Archers	0-1
Aviators	2-7	Armada	1-0
Beasts	1-1	Barracudas	0-0
Gators	1-2	Blue Crabs	0-0
Hellcats	1-2	Chargers	0-0
Huskies	2-3	Colonials	0-3
Kodiaks	1-2	Dragons	0-0
Lumberjacks	3-2	Guardians	0-0
Narwhals	0-2	Hitmen	0-1
Outlaws	2-1	Lagers	0-1
Scorpions	3-0	Mammoths	0-0
Snipers	2-1	Mariners	0-0
Stallions	3-2	Nighthawks	0-0
Wave	1-4	Olympiques	0-1
Winterhawks	2-3	Sentinals	0-1
		Steelcats	0-1

includes all regular and postseason meetings

TEAM INFORMATION

Portland, Oregon
PACIFIC DIVISION

GENERAL MANAGER (NHL)
Jonathan Bravard (21-27)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
26-44 (.371)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
D Mike Kostka D	140	11.7
F Cam Atkinson D	137	11.4
F Kyle Palmieri D	121	10.1
F Trevor Smith D	102	8.5
G Dan Ellis	34	3.4
D Jason DeSantis	4	1.0
D Cade Fairchild D	9	1.1
G Jeremy Smith D	0	0.0

ALL PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Patrick Kane K	47	176	3.7
F Chris Kunitz K	47	165	3.5
D Kimmo Timonen D	44	150	3.4
F Marian Hossa D	37	116	3.1
D Jay Bouwmeester	41	99	2.4
D Paul Martin	29	94	3.2
F Ray Whitney D	29	94	3.2
F Derek Roy D	36	90	2.5
D Marek Zidlicky D	48	89	1.9
F Alex Burrows D	40	76	1.9
F Jordan Staal	28	52	1.9
G Evgeni Nabokov	14	48	3.4
F Martin Erat	21	37	1.8
G Semyon Varlamov	15	28	1.9
D Andy Greene	14	26	1.9

F David Clarkson	17	24	1.4
F Jarome Iginla K	15	61	2.3
F Brad Marchand D	15	59	3.9
F Johan Franzen D	11	27	2.5
G Tomas Vokoun	6	22	3.7
G Sergei Bobrovsky	4	12	3.0
D Filip Kuba K	5	10	2.0
D Brendan Smith D	8	10	1.3
F Ryane Clowe	10	7	0.7

+ 6 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

38 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Aviators	L 38-52
2 @ Renegades	L 36-59
3 @ Lumberjacks	W 26-6
4 Sharpshooters	W 47-38
5 Huskies	W 92-66
6 Winterhawks	L 30-52
7 Wave	W 60-46
8 @ Kodiaks	W 41-31
9 Cavalry	W 51-41
10 @ Narwhals	L 33-37
11 @ Outlaws	W 42-31
12 Lumberjacks	W 51-45

NHL REGULAR SEASON

13 @ Aviators	L 163-190
14 @ Hellcats	W 131-95
15 Outlaws	W 106-99
16 @ Huskies	L 87-114
17 Gators	L 103-141
18 @ Beasts	W 133-123
19 @ Winterhawks	L 147-161
20 Scorpions	W 73-63
21 Narwhals	L 134-137
22 @ Wave	L 125-137

POSTSEASON 9th SEED

#8 Aviators	L 76-136
Cavalry	W 83-73
Winterhawks	W 144-95
Aviators	L 71-106



@PioneerIceHL

NORTHWEST NARWHALS

OFFICIAL BRANDING



STANDINGS TREND

BEST 7th | WORST 14th | AVG 11th



LOGOS & UNIFORMS (2012)

PRIMARY



ALTERNATE



SECONDARY



WORDMARK



SLAVOMIR KISS

DARK



LIGHT



MATT McELROY

BRANDING HISTORY

Yellowknife, Northwest Territories was one of two cities selected during the IceHL's 2012 expansion. The Narwhals name competed against 24 others, including Arctic Rush, Northwest Freeze, Yellowknife Arurora, Yellowknife Miners, Yellowknife Vikings and Yellowknife Yetis.

CONTEST ENTRY (2012)



MICAH LOYED

CONTEST ENTRY (2012)



ROSS TAYLOR

CONTEST ENTRY (2012)



LIAM PEACOCK

TIMELINE

2012

- 3/8 Team established in Yellowknife, Northwest Territories
- 3/13 Northwest Narwhals name nominated by Ben M.
- 4/16 Name announced
- 4/18 Logo package designed by Slavomir Kiss
- 5/28 Logo package unveiled
- 8/19 Uniforms designed by Matt McElroy
- 8/27 Mathew Hyland named GM
- 9/23 Uniforms unveiled



SEASON RECAP

An unusual inaugural season became a banner year for the league's newest member.

The IceHL WEST welcomed the remote Northwest Territories to the league as it expanded to Yellowknife in 2012.

So what better way for a new team and its new GM to get their feet wet than with a split season and an experimental playoff tournament?

But the Northwest Narwhals dove in tusk first without hesitation. Despite being saddled with the last pick in the draft, GM Mathew Hyland collected a solid group of AHL players — the first to ever be called Narwhals.

The "Twin Tommys" were a dependable duo throughout the first half. Tomas Tatar led the team by a wide margin while teammate Thomas Pock was the only player to post points every week.

A handful of tough losses left the Narwhals sinking below .500, but as the NHL suddenly reared back to life, so did this resilient team.

After trading a few wins and losses,

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
16	F	K James Neal
32	F	K Phil Kessel
48	G	K Marc-Andre Fleury
64	F	K Jordan Staal
80	D	Mark Streit
81	D	Dion Phaneuf
112	G	Niklas Backstrom
113	F	Mike Fisher
144	F	Vincent Lecavalier
145	D	Victor Hedman
176	F	Brandon Sutter
177	D	Kevin Bieksa
208	D	Luke Schenn
209	F	Devin Setoguchi
240	F	Bryan Little

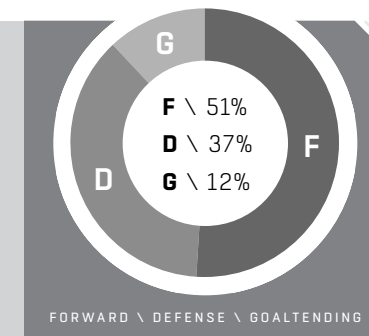
AHL SELECTIONS

PICK	POS	PLAYER
16	F	Jonathan Audy-Marchessault
17	F	Matthew Ford
48	F	Tomas Tatar
49	D	Garnet Exelby
80	D	Matt Irwin
81	G	Carter Hutton



LIVE DRAFT EVENTS
NHL SUN., SEPT. 23 7PM ET
AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



FORWARD \ DEFENSE \ GOALTENDING

STATISTICAL COMPARISON

AHL	vs	NHL
5-7	RECORD	9-5
38	WK AVG	131
28	GOALS	129
51	ASSISTS	237
457	POINTS	1,839
9	PLAYERS	40

TEAM INFORMATION

Yellowknife, N.W.T.
PACIFIC DIVISION

GENERAL MANAGER (NHL)
Mathew Hyland (14-12)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON
2012-13

ALL-TIME RECORD
14-12 (.538)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Tomas Tatar D	122	10.2
D Thomas Pock	79	6.6
G Carter Hutton D	78	6.5
F Brandon Kozun	40	5.7
F Tim Kennedy	24	4.8
D Matt Gilroy	17	2.8
F Cody Eakin	40	5.7
D Garnet Exelby D	32	5.3
F Devante Smith-Pelly	25	5.0

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Phil Kessel K	48	177	3.7
D Dion Phaneuf D	48	169	3.5
D Mark Streit D	45	147	3.3
F Nazem Kadri	46	142	3.1
G Niklas Backstrom D	39	140	3.6
D Victor Hedman D	44	132	3.0
F James Neal K	39	130	3.3
F Vincent Lecavalier D	39	102	2.6
D Michael Del Zotto S	36	82	2.3
F Brad Marchand S	28	69	2.5
G Ray Emery	10	68	6.8
F Jason Pominville S	17	46	2.7
D Johnny Oduya	21	36	1.7
D Mark Giordano	10	35	3.5
F Brandon Sutter D	7	11	1.6
F David Backes	2	5	2.5
F Mike Fisher D	22	54	2.5
F Jordan Staal K S	20	52	2.6
F Mike Cammalleri	18	48	2.7
D Marc Staal	11	32	2.9
F Chris Stewart S	4	28	7.0
D Kevin Bieksa D	9	20	2.2
D Chris Phillips	9	16	1.8
F Artem Anisimov	6	15	2.5

+ 16 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

49 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



NORTHWEST NARWHALS

11th 14-12

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Renegades	L 29-74
2 Aviators	W 67-46
3 Winterhawks	L 35-40
4 @ Wave	W 38-26
5 @ Kodiaks	L 37-67
6 @ Scorpions	L 40-49
7 @ Sharpshooters	W 42-40
8 @ Gators	W 43-41
9 @ Renegades	L 22-27
10 Pioneers	W 37-33
11 Cavalry	L 27-48
12 Hellcats	L 40-72

NHL REGULAR SEASON

13 @ Outlaws	L 166-181
14 Scorpions	L 94-110
15 @ Aviators	W 122-116
16 Lumberjacks	W 128-127
17 @ Beasts	L 141-161
18 Huskies	W 138-109
19 Kodiaks	W 177-141
20 @ Huskies	W 111-101
21 @ Pioneers	W 137-134
22 Sharpshooters	W 142-97

POSTSEASON 7th SEED

#10 Lumberjacks	L 106-146
Winterhawks	W 121-79
Wave	L 140-142
Hellcats	W 116-98



@NWNarwhals



LOGOS & UNIFORMS (2008)

PRIMARY



WORDMARK



SECONDARY



SCOTT ROBBINS

DARK



LIGHT



JUSTIN NAHHAS

BRANDING HISTORY

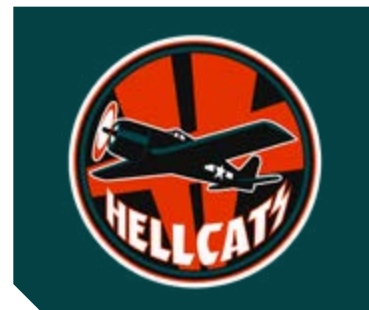
Houston, Texas was the fifth and final city selected for the original South Division in 2008. The Hellcats name received a 57% rating from voters. Other names considered for the team included Houston Apollos, Houston Bulls, Houston Galaxy, Houston Mustangs and Texas Raiders.

CONTEST ENTRY (2008)



CHRIS SMITH

CONTEST ENTRY (2008)



RIK OKO

CONTEST ENTRY (2008)



CRAIG C. WHEELER

TIMELINE

2008

- 9/21 Team established in Houston, Texas
- 9/22 **Houston Hellcats** name nominated by **Joshua Frederick** (as **Puddleglum81**)
- 10/19 Name announced
- 11/7 Logo package designed by **Scott Robbins**

2009

- 9/9 Logo package unveiled

2010

- 9/30 **James Leggett** named GM

2011

- 11/28 Uniforms designed by **Justin Nahhas**

2012

- 2/12 Uniforms unveiled



SEASON RECAP

Success has a lot to do with timing. And for the Hellcats, it just wasn't on their side.

To start, the timing of the NHL's new CBA forced the league to open its season with AHL rosters. That presented its own problem for veteran Houston Hellcats GM **James Leggett**.

"My knowledge of the AHL is limited," Leggett said. "I'll be the first to admit that I made some mistakes with my draft picks."

Indeed, the Houston club struggled to find forwards that could produce with regularity and ended up with top scorers from behind the blue line.

"I finally got my team competitive — albeit by filling the roster with goons," Leggett cracked, "right in time for the lockout to end."

The Hellcats rode a three-game winning streak into the second half of the season. But that's where it came to an abrupt and devastating end.

The club suffered through six straight weeks of disappointing defeats, com-

STATISTICAL COMPARISON

AHL	vs	NHL
5-7	RECORD	6-8
42	WK AVG	113
19	GOALS	122
59	ASSISTS	206
509	POINTS	1,586
10	PLAYERS	33

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
10	F	K Pavel Datsyuk
26	D	K Zdeno Chara
42	F	K Derek Stepan
58	G	K Cam Ward
74	F	Scott Hartnell
87	F	Mikko Koivu
106	G	Craig Anderson
119	F	Nathan Horton
138	D	Brent Burns
151	F	Jaromir Jagr
170	D	Dennis Seidenberg
183	D	Marc Staal
202	F	Shane Doan
215	D	Justin Faulk
234	F	Mikael Samuelsson

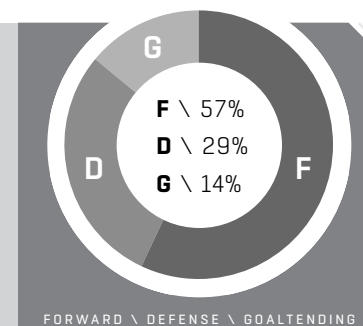
AHL SELECTIONS

PICK	POS	PLAYER
10	D	K Justin Faulk
23	F	Marek Hrivik
42	G	David Leggio
55	F	Ben Holmstrom
74	D	Ryan Stanton
87	F	Geoff Walker

LIVE DRAFT EVENTS

NHL SUN., SEPT. 23 7PM ET
AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	26-37	EAST	7-1
Aces	2-2	Archers	1-0
Aviators	3-2	Armada	1-0
Beasts	1-4	Barracudas	0-0
Gators	2-2	Blue Crabs	0-0
Huskies	1-3	Chargers	0-0
Kodiaks	1-4	Colonials	1-0
Lumberjacks	1-4	Dragons	0-0
Narwhals	1-1	Guardians	0-0
Outlaws	3-2	Hitmen	1-0
Pioneers	2-1	Lagers	1-0
Scorpions	2-2	Mammoths	0-0
Snipers	2-2	Mariners	0-0
Stallions	2-3	Nighthawks	0-0
Wave	1-3	Olympiques	1-0
Winterhawks	2-2	Sentinels	0-1
		Steelcats	1-0

includes all regular and postseason meetings

TEAM INFORMATION

Houston, Texas
CENTRAL DIVISION

GENERAL MANAGER (NHL)
James Leggett (33-38)

ASST. GENERAL MGR. (AHL)
—

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
33-38 (.465)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
D Ryan Stanton D	97	8.1
G David Leggio D	94	7.8
D Justin Faulk D	84	7.0
F Alexandre Bolduc	78	11.1
F Marek Hrivik	43	7.2
F Eric Selleck	18	18.0
F Geoff Walker D	49	4.5
F Ben Holmstrom D	27	5.4
F Marek Hrivik D	19	3.8
F Nick Tarnasky	0	0.0

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Pavel Datsyuk K	47	172	3.7
F Derek Stepan K	48	163	3.4
D Zdeno Chara K	48	121	2.5
F Mikko Koivu D	48	117	2.4
F Jaromir Jagr D	42	117	2.8
G Braden Holtby	18	92	5.1
D Justin Faulk D	34	83	2.4
F Shane Doan D	44	81	1.8
F Nathan Horton D	42	77	1.8
D Brent Burns D	30	73	2.4
G Sergei Bobrovsky	12	48	4.0
F Brian Gionta	21	45	2.1
F David Legwand	9	12	1.3
D Patrick Wiercioch	7	6	0.9
F Colin Greening	1	0	0.0
G Craig Anderson D	14	50	3.6
D Alex Goligoski	13	46	3.5
D Raphael Diaz	14	44	3.1
D Dennis Seidenberg D	14	42	3.0
F Carl Hagelin	25	40	1.6
D Stephane Robidas	19	39	2.1
F Daniel Winnik	17	26	1.5
G Cam Ward K	8	24	3.0
F Scott Hartnell D	18	23	1.3

+ 8 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

43 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



HOUSTON

HELLCATS

12th 11-15

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Winterhawks	L 32-62
2 Kodiaks	W 69-37
3 Renegades	L 35-47
4 Beasts	L 3-40
5 @ Lumberjacks	L 30-47
6 @ Kodiaks	L 42-54
7 Gators	W 34-21
8 Sharpshooters	L 51-65
9 @ Huskies	L 44-49
10 @ Scorpions	W 42-33
11 Lumberjacks	W 25-22
12 @ Narwhals	W 72-40

NHL REGULAR SEASON

13 Winterhawks	L 144-233
14 Pioneers	L 95-131
15 @ Beasts	L 89-105
16 Cavalry	L 114-119
17 Wave	L 111-128
18 @ Outlaws	L 95-117
19 @ Aviators	W 120-92
20 Outlaws	W 112-99
21 @ Wave	W 136-119
22 @ Gators	W 116-114

POSTSEASON 12th SEED

#5 Outlaws	L 126-130
Renegades	W 97-60
Beasts	W 133-132
Narwhals	L 98-116



@HoustonHellcats

WINNIPEG WINTERHAWKS

OFFICIAL BRANDING



STANDINGS TREND

BEST 1st | WORST 3rd | AVG 2nd

AHL NHL

LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



CRAIG C. WHEELER

DARK



LIGHT



BRENDAN NASHMAN

BRANDING HISTORY

Winnipeg, Manitoba was the first city selected for the original North Division in 2008. The Winterhawks name received a 76% rating from voters. Other names considered for the team included Manitoba Mastodons, Manitoba Rebellion, Winnipeg Ice, Winnipeg Grey Owls and Winnipeg Wizards.

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2008)



CHRIS SMITH

CONTEST ENTRY (2008)



DAVE DELISLE

TIMELINE

2008

- 9/14 Team established in Winnipeg, Manitoba
- 9/15 **Winnipeg Winterhawks** name nominated by **Corey Hyne** (as **seejay14**)
- 10/5 Name announced
- 10/23 Logo package designed by **Craig C. Wheeler**

2009

- 8/11 Logo package unveiled

2010

- 10/1 **Scott Kocienda** named GM

2011

- 8/31 **Daniel Raposo** named GM

2012

- 5/23 Uniforms designed by **Brendan Nashman**
- 6/19 Uniforms unveiled

SEASON RECAP

Regular season supremacy is futile in the face of postseason failure. Take two.

A regular season record of 16-6 paired with a 13th overall ranking? These numbers don't quite match up. In fact, these numbers are indicative of a massive postseason collapse.

That's a sad but familiar story for the Winnipeg Winterhawks, who took a similar record into the playoffs a year earlier only to suffer a swift elimination.

Of course it never starts out that way. The Winterhawks began with one of the league's strongest AHL rosters straight out of the Supplemental Draft.

"I enjoy following rookies, prospects and the minor leagues in general," said GM **Daniel Raposo**, "so starting off in the AHL was a great experience."

The Winnipeg club was absolutely unbeatable through the first six weeks of the season. But in the next six, they won only twice.

"Just as we started to falter in the AHL," Raposo said, "the NHL started."

DRAFT RECAP

NHL SELECTIONS

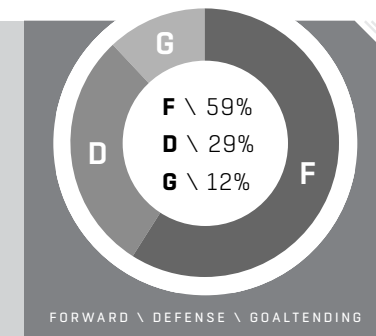
PICK	POS	PLAYER
7	F	K Sidney Crosby
23	G	K Carey Price
39	F	K John Tavares
55	D	K Erik Karlsson
71	D	Drew Doughty
90	F	Dany Heatley
103	F	Milan Lucic
122	G	Ondrej Pavelec
135	D	Oliver Ekman-Larsson
154	F	Andrew Ladd
167	D	Andrei Markov
186	D	Jordan Leopold
199	F	Martin Havlat
218	F	Tomas Plekanec
231	F	Patric Hornqvist

AHL SELECTIONS

7	F	Marcus Foligno
26	D	Justin Schultz
39	G	Eddie Lack
58	F	Brett Connolly
71	F	Charlie Coyle
90	D	Tim Erixon

LIVE DRAFT EVENTS	
NHL	SUN., SEPT. 23 7PM ET
AHL	SUN., OCT. 14 8PM ET

NHL BREAKDOWN



AHL	vs	NHL
8-4	RECORD	9-5
50	WK AVG	128
52	GOALS	155
85	ASSISTS	233
605	POINTS	1,789
6	PLAYERS	29

TEAM INFORMATION

Winnipeg, Manitoba

CENTRAL DIVISION

GENERAL MANAGER (NHL)

Daniel Raposo (32-17)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON

2010-11

ALL-TIME RECORD

36-35 (.507)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
D Justin Schultz D	159	13.3
F Brett Connolly D	131	10.9
F Marcus Foligno D	112	9.3
D Tim Erixon D	90	7.5
F Charlie Coyle D	83	6.9
G Eddie Lack D	30	2.5
—	—	—
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ALL PLAYERS LISTED

AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F John Tavares K	48	186	3.9
F Sidney Crosby K	36	164	4.6
D Andrei Markov D	48	152	3.2
G Carey Price K	34	126	3.7
F Tomas Plekanec D	46	115	2.5
D Drew Doughty D	47	105	2.2
F Patrik Berglund	42	97	2.3
D Oliver Ekman-Larsson D	47	91	1.9
G Ondrej Pavelec D	27	84	3.1
F Milan Lucic D	41	73	1.8
F Daniel Alfredsson D	27	67	2.5
D Erik Karlsson K	17	59	3.5
F Brenden Morrow	6	26	4.3
F Antoine Vermette	3	14	4.7
F Gregory Campbell	1	1	1.0
F Andrew Ladd D	39	119	3.1
F Dany Heatley D	35	85	2.4
F Patric Hornqvist D	23	50	2.2
D Roman Josi	18	48	2.7
D Jordan Leopold D	13	37	2.8
F Martin Havlat D	16	26	1.6
F Bryan Little	6	18	3.0
D Jason Garrison	4	14	3.5
F Steve Ott	7	10	1.4

+ 5 OTHER PLAYERS UNLISTED

AVG \ AVERAGE POINTS PER GAME

35 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



WINNIPEG

WINTERHAWKS

13th 17-9

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Hellcats	W 62-32
2 Scorpions	W 67-25
3 @ Narwhals	W 40-35
4 Cavalry	W 47-41
5 @ Aviators	W 57-34
6 @ Pioneers	W 52-30
7 Outlaws	L 36-57
8 @ Huskies	W 36-33
9 Sharpshooters	W 68-42
10 @ Kodiaks	L 27-34
11 Wave	L 58-80
12 Gators	L 55-64

NHL REGULAR SEASON

13 @ Hellcats	W 233-144
14 Aviators	W 152-113
15 @ Cavalry	L 102-128
16 Beasts	W 159-126
17 @ Lumberjacks	W 110-105
18 @ Gators	W 123-101
19 Pioneers	W 161-147
20 Renegades	W 114-82
21 @ Beasts	W 129-128
22 @ Outlaws	L 100-140

POSTSEASON 1st SEED

#16 Scorpions	L 120-144
Narwhals	L 79-121
Pioneers	L 95-144
Cavalry	W 112-91



@WPGWinterhawks



LOGOS & UNIFORMS (2008/2013)

PRIMARY



SECONDARY



WORDMARK (REV. 2013)



CHRIS SMITH

DARK



LIGHT



BASTIAN SCHMÜLLING

BRANDING HISTORY

Calgary, Alberta was the third city selected for the original North Division in 2008. The Cavalry name received a 67% rating from voters. In 2013, the name was changed to Stallions, but the logos and uniforms were retained. Other names considered included Alberta Highlanders and Calgary Cavaliers.

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2008)



DAVE DELISLE

CONTEST ENTRY (2008)



JASON USHER

TIMELINE

2008

- 9/14 Team established in Calgary, Alberta
- 9/14 **Calgary Cavalry** name nominated by **Daniel**
- 10/5 Name announced
- 10/16 Logo package designed by **Chris Smith**

2009

- 9/7 Logo package unveiled

2010

- 9/30 **Joshua Schroeder** named GM

2012

- 8/24 **Jason Field** named GM
- 5/11 Uniforms designed by **Bastian Schmülling**
- 6/19 Uniforms unveiled

2013

- 5/15 Team rebranded as **Calgary Stallions**
- 6/27 Logo package revised

SEASON RECAP

Pro tip: It's easier to raise eyebrows than records.

As last season ended, the Calgary Cavalry were poised to become one of the league's most promising teams. After an exciting late-season run, they were the only team apart from the champion to win all three postseason games.

Then the GM resigned. And the NHL lockout forced roster renovations.

To open the season, the Cavalry had to rely on a young crop of AHL talent as well as rookie GM **Jason Field**.

"Definitely a learning experience," Field said after the season. He added, "I feel like we did better than [our] record."

Unfortunately, records are all that matter. The team went winless in the first six weeks before turning to the fantasy equivalent of intimidation tactics.

"I discovered the enforcers were a reliable source of PIM points," said Field, who earned his first win of the season thanks to penalty-related points from Bobby Robins and Brett Gallant. The Cavalry went on to lead the IceHL

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
9	F	K Jonathan Toews
25	D	K Ryan Suter
41	F	K Pascal Dupuis
57	G	K Ilya Bryzgalov
73	D	Alex Pietrangelo
88	F	Patrice Bergeron
105	F	Loui Eriksson
120	F	T.J. Oshie
137	F	Dustin Brown
152	G	Jonas Hiller
169	D	Ian White
184	D	Jake Gardiner
201	F	Jakub Voracek
216	F	Justin Williams
233	D	Ryan Ellis

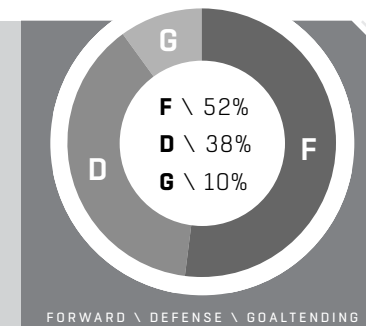
AHL SELECTIONS

9	D	K Ryan Ellis
24	D	K Jake Gardiner
41	F	Alex Burmistrov
56	G	Martin Jones
73	F	Taylor Hall
88	F	Andrew Shaw

LIVE DRAFT EVENTS

NHL SUN., SEPT. 23 7PM ET
AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	24-38	EAST	5-4
Aces	4-2	Archers	0-1
Aviators	1-2	Armada	1-0
Beasts	1-2	Barracudas	0-0
Gators	0-2	Blue Crabs	0-0
Hellcats	3-2	Chargers	0-0
Huskies	1-3	Colonials	0-1
Kodiaks	1-5	Dragons	0-0
Lumberjacks	1-3	Guardians	0-0
Narwhals	1-0	Hitmen	1-1
Outlaws	0-3	Lagers	1-0
Pioneers	2-3	Mammoths	0-0
Scorpions	4-1	Mariners	0-0
Snipers	1-4	Nighthawks	0-0
Wave	0-3	Olympiques	1-0
Winterhawks	4-3	Sentinels	0-1
		Steelcats	1-0

includes all regular and postseason meetings

TEAM INFORMATION

Calgary, Alberta
PACIFIC DIVISION

GENERAL MANAGER (NHL)
Jason Field (9-17)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
29-42 (.408)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
D T.J. Brennan	106	9.6
F Bobby Robins	88	14.7
F Eric Tangradi	87	8.7
F Brett Gallant	65	10.8
D Jake Gardiner K	59	4.9
G Ben Scrivens	40	10.0
F Alex Burmistrov D	45	7.5
G Martin Jones D	42	5.3
F Tyler Toffoli	6	3.0
F Casey Cizikas	6	3.0

+ 3 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
D Alex Pietrangelo D	47	161	3.4
D Ryan Suter K	48	150	3.1
F Jakub Voracek D	39	137	3.5
D Niklas Hjalmarsson	45	113	2.5
F Patrice Bergeron D	39	112	2.9
F Loui Eriksson D	48	106	2.2
F Jeff Carter	31	98	3.2
G Ilya Bryzgalov K	33	90	2.7
D Greg Zanon	27	85	3.1
F Jarome Iginla	15	47	3.1
F Mike Fisher	9	34	3.8
D Andrej Sekera	7	34	4.9
F Frans Nielsen	11	27	2.5
F Jarret Stoll	15	26	1.7
F T.J. Oshie D	30	82	2.7
F Jonathan Toews K	19	55	2.9
F David Clarkson	27	50	1.9
D Kevin Klein	15	31	2.1
F Kyle Turris	18	29	1.6
D Fedor Tyutin	16	27	1.7
F Antoine Vermette	12	18	1.5
F Matt Frattin	7	14	2.0
D Andrej Meszaros	3	12	4.0

+ 21 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

58 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



CALGARY

STALLIONS

14th 9-17

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Beasts	L 21-66
2 Gators	L 57-58
3 Wave	L 14-20
4 @ Winterhawks	L 41-47
5 Outlaws	L 43-45
6 Sharpshooters	L 31-52
7 Kodiaks	W 48-39
8 @ Scorpions	W 83-45
9 @ Pioneers	L 47-51
10 @ Outlaws	L 59-61
11 @ Narwhals	W 48-27
12 Aviators	L 61-78

NHL REGULAR SEASON

13 @ Beasts	W 184-146
14 @ Huskies	L 96-112
15 Winterhawks	W 128-102
16 @ Hellcats	W 119-114
17 Renegades	L 100-102
18 Scorpions	W 132-110
19 @ Sharpshooters	W 155-132
20 @ Lumberjacks	L 82-137
21 Huskies	L 110-119
22 @ Kodiaks	L 135-147

POSTSEASON 14th SEED

#3 Kodiaks	L 121-151
Pioneers	L 73-83
Renegades	W 119-118
Winterhawks	L 91-112



@CalgaryCavalry



LOGOS & UNIFORMS (2013)

PRIMARY



SECONDARY



DARK



BRANDING HISTORY

Regina, Saskatchewan was the fifth and final city selected for the original North Division. The Renegades name received a 72% rating. In 2013, the franchise was relocated to Philadelphia, Pennsylvania and renamed the Aces by the IceHL Branding Committee. (The name Patriots won the original vote.)

OFFICIAL LOGO (2008-2013)



ROSS TAYLOR

CONTEST ENTRY (2013)



FRANCIS MATTE

CONTEST ENTRY (2008)



CRAIG C. WHEELER

TIMELINE

2008

- 9/14 Team established in Regina, Saskatchewan
- 9/14 **Regina Renegades** name nominated by **Canis**
- 10/5 Name announced
- 10/22 Logo package designed by **Ross Taylor**

2009

- 8/27 Logo package unveiled

2010

- 10/1 **Cody Reisig** named GM

2011

- 9/4 **David Wisa** named GM

2012

- 5/20 Uniforms designed by **Gary Beatman** (6/19)
- 8/24 **Dan Roesch** named GM

2013

- 5/24 Team rebranded as **Philadelphia Aces** by IceHL Branding Committee
- 5/24 Logo package designed by **Matt McElroy** (6/23)
- 7/2 Uniforms designed by **Matt McElroy** (7/13)

LIGHT



MATT McELROY

SEASON RECAP

Things in Regina ended a lot like they began. The bottom. But there's hope in Philly.

Before they headed east, there was a team known as the Regina Renegades. And they often had trouble winning.

Then like a wizard from some faraway land, rookie GM **Dan Roesch** swooped in to turn it all around. Or so it seemed.

The Renegades opened the season with three straight wins, including the widest margin of victory in Week 1.

Roesch counted on Martin St. Pierre's offensive finesse as much as Mark Borowiecki's penchant for penalties.

However, that superb stretch was erased in the following three weeks. From there, the Renegades alternated wins and losses through the end of the season's AHL run.

As the NHL went back to work, the Regina club turned its focus to a core centered on Ryan Miller, Brad Richards and Ryan Nugent-Hopkins. But to Roesch's chagrin, this trio of reputable talent was not having a banner year.

DRAFT RECAP

NHL SELECTIONS

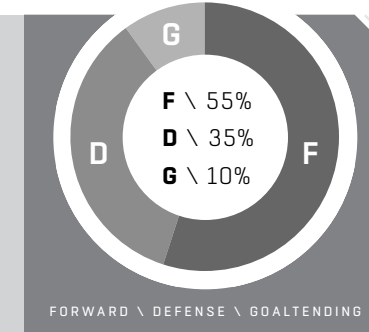
PICK	POS	PLAYER
12	G	K Ryan Miller
28	F	K Brad Richards
44	F	K Ryan Nugent-Hopkins
60	D	Dustin Byfuglien
76	D	Brian Campbell
85	G	Roberto Luongo
108	F	Tyler Ennis
117	F	Jason Pominville
140	D	Tyler Myers
149	F	Danny Briere
172	D	Lubomir Visnovsky
181	F	Mike Cammalleri
204	F	Alex Tanguay
213	F	Brian Gionta
236	D	Tom Gilbert

AHL SELECTIONS

12	F	K Ryan Nugent-Hopkins
21	F	Travis Morin
44	F	Martin St. Pierre
53	D	Mark Borowiecki
76	D	Brian Connelly
85	G	Jeff Zatkoff

LIVE DRAFT EVENTS
NHL SUN., SEPT. 23 7PM ET
AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	19-43	EAST	2-7
Aviators	2-3	Archers	0-1
Beasts	2-1	Armada	0-1
Gators	1-2	Barracudas	0-0
Hellcats	2-2	Blue Crabs	0-0
Huskies	1-4	Chargers	0-0
Kodiaks	1-4	Colonials	0-1
Lumberjacks	2-2	Dragons	0-0
Narwhals	2-0	Guardians	0-0
Outlaws	1-2	Hitmen	1-1
Pioneers	3-1	Lagers	1-0
Scorpions	0-4	Mammoths	0-0
Snipers	0-5	Mariners	0-0
Stallions	2-4	Nighthawks	0-0
Wave	0-4	Olympiques	0-1
Winterhawks	0-5	Sentinals	0-1
		Steelcats	0-1

Includes all regular and postseason meetings

TEAM INFORMATION

Philadelphia, Penn.
CENTRAL DIVISION

GENERAL MANAGER (NHL)
Dan Roesch (10-16)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
21-50 (.296)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Martin St. Pierre D	128	10.7
D Mark Borowiecki D	107	8.9
F Mark Mancari	84	8.4
G Jeff Zatkoff D	78	6.5
D Brian Connelly D	73	6.1
F Ben Smith	12	4.0
F Ryan Nugent-Hopkins K	74	8.2
F Travis Morin D	8	4.0

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
D Brian Campbell D	48	143	3.0
F Brad Richards K	46	137	3.0
D Dustin Byfuglien D	43	125	2.9
F Jonathan Huberdeau D	47	108	2.3
F Alex Tanguay D IR	39	107	2.7
G Ryan Miller K	37	102	2.8
F Tyler Ennis D	44	90	2.0
D Lubomir Visnovsky D	33	83	2.5
F Ryan Nugent-Hopkins K	36	73	2.0
F Vladimir Tarasenko	36	53	1.5
G Roberto Luongo D	12	50	4.2
F Nail Yakupov	9	41	4.6
D Justin Schultz	13	41	3.2
F Chris Stewart S	19	36	1.9
F Alex Galchenyuk	19	33	1.7
F Cory Conacher	2	2	1.0
F Jason Pominville D S	30	90	3.0
D Tom Gilbert D	29	64	2.2
D Tyler Myers D	26	48	1.8
F Danny Briere D	22	37	1.7
D Erik Johnson	5	10	2.0
D Jan Hejda	4	9	2.3
F Mike Cammalleri D	5	4	0.8
F Tyler Johnson	2	0	0.0

POSTSEASON 13th SEED

#4 Huskies	L	115-165
Hellcats	L	60-97
Cavalry	L	118-119
Beasts	W	123-96

ALL PLAYERS LISTED

AVG \ AVERAGE POINTS PER GAME

32 PLAYERS	K 2012 KEEPER
	D 2012 DRAFTEE
	IR INJURED RESERVE



PHILADELPHIA
ACES

15th 10-16

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Narwhals	W 74-29
2 Pioneers	W 59-36
3 @ Hellcats	W 47-35
4 @ Lumberjacks	L 32-59
5 @ Scorpions	L 65-67
6 @ Wave	L 55-61
7 @ Huskies	W 71-36
8 Outlaws	L 22-46
9 Narwhals	W 27-22
10 Aviators	L 30-59
11 Beasts	W 49-44
12 @ Sharpshooters	L 33-65

NHL REGULAR SEASON

13 Gators	W	200-196
14 Kodiaks	L	123-159
15 @ Kodiaks	L	84-111
16 Wave	L	90-139
17 @ Cavalry	W	102-100
18 Sharpshooters	L	112-125
19 Scorpions	L	67-145
20 @ Winterhawks	L	82-114
21 @ Aviators	W	124-119
22 Huskies	L	86-106



@IceHLAces



LOGOS & UNIFORMS (2008)

PRIMARY



WORDMARK



MATT McELROY

SECONDARY



SHAWN STEADMAN

DARK



LIGHT



PATRIK GUSTAFSSON

BRANDING HISTORY

Denver, Colorado was the first city selected for the original South Division in 2008. The Beasts name received a 64% rating from voters. Other names considered for the team included Colorado Chill, Denver Dreadnoughts, Denver Dynamite and Denver Stallions.

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



ERIC POOLE

CONTEST ENTRY (2008)



SCOTT ROBBINS

8 LOGOS SUBMITTED IN 2008

16 UNIFORMS SUBMITTED IN 2012

TIMELINE

2008

- 9/21 Team established in Denver, Colorado
- 9/23 **Boulder Beasts** name nominated by a **snowballs chance**
- 10/19 Name announced
- 11/5 Logo package designed by **Shawn Steadman**

2009

- 8/18 Logo package unveiled

2011

- 9/4 **Robert Brown** named GM
- 11/28 Uniforms designed by **Patrik Gustafsson**

2012

- 2/12 Uniforms unveiled



SEASON RECAP

How the mighty have fallen is an appropriate sentiment. But it doesn't tell the whole story.

In the season after winning a championship, a team is supposed to defend that title. So how would GM **Robert Brown** describe the Boulder Beasts' championship follow-up?

"In a word — rough." That's how.

After claiming Chris Kreider first overall in the AHL draft, the Beasts certainly battled through a rough start.

"The [players] that I drafted struggled and/or got injured," Brown said.

Boulder relied heavily on blue-liner Brendan Smith until snapping up Mike Sgarbossa in Week 5.

When Mikael Granlund finally healed, things were looking brighter for the Beasts, who won four of their last five before the lockout ended.

But the champs' troubles weren't over yet. The Beasts' NHL roster returned to action in less than top form.

"Malkin didn't have the year he had the

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
1	F	K Evgeni Malkin
17	G	K Jonathan Quick
33	F	K Jamie Benn
49	F	K Matt Moulson
65	G	Pekka Rinne
96	F	Evander Kane
97	F	Jeff Carter
128	D	Mark Giordano
129	D	Cam Fowler
160	D	Nick Leddy
161	D	Dmitry Kulikov
192	F	Kris Versteeg
193	F	David Clarkson
224	F	David Booth
225	F	Sven Baertschi

AHL SELECTIONS

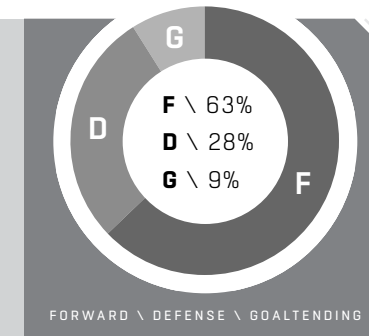
PICK	POS	PLAYER
1	F	K Chris Kreider
32	G	Yann Danis
33	F	Mikael Granlund
64	D	Brendan Smith
65	D	Bobby Sanguinetti
96	F	Chris Mueller

LIVE DRAFT EVENTS

NHL SUN., SEPT. 23 7PM ET

AHL SUN., OCT. 14 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	27-22	EAST	0-0
Aces	1-2	Archers	0-0
Aviators	2-1	Armada	0-0
Gators	4-0	Barracudas	0-0
Hellcats	4-1	Blue Crabs	0-0
Huskies	2-2	Chargers	0-0
Kodiaks	1-3	Colonials	0-0
Lumberjacks	2-0	Dragons	0-0
Narwhals	1-0	Guardians	0-0
Outlaws	1-2	Hitmen	0-0
Pioneers	1-1	Lagers	0-0
Scorpions	3-2	Mammoths	0-0
Snipers	1-3	Mariners	0-0
Stallions	2-1	Nighthawks	0-0
Wave	1-2	Olympiques	0-0
Winterhawks	1-2	Sentinals	0-0
		Steelcats	0-0

includes all regular and postseason meetings

TEAM INFORMATION

Denver, Colorado
CENTRAL DIVISION

GENERAL MANAGER (NHL)
Robert Brown (27-22)

ASST. GENERAL MGR. (AHL)
—

INAUGURAL SEASON
2011-12

ALL-TIME RECORD
27-22 (.551)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
D Brendan Smith	111	9.3
F Mike Sgarbossa	83	10.4
G Yann Danis	78	6.5
F Mikael Granlund	76	9.5
D Bobby Sanguinetti	68	5.7
F Ryan Johansen	42	7.0
F Chris Kreider	79	7.2
F Chris Mueller	14	14.0
F Rob Klinkhammer	0	0.0
F Louis Leblanc	0	0.0

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Matt Moulson	45	149	3.3
F P.A. Parenteau	48	143	3.0
F Jamie Benn	40	124	3.1
F Evander Kane	45	117	2.6
F Jonathan Toews	28	112	4.0
F Evgeni Malkin	29	95	3.3
D Nick Leddy	46	89	1.9
D Cody Franson	26	85	3.3
D Zach Bogosian	32	85	2.7
G Jonathan Quick	24	82	3.4
F Joffrey Lupul	12	69	5.8
D Johnny Boychuk	28	66	2.4
F Matt Calvert	8	14	1.8
F Sven Baertschi	4	13	3.3
G Jake Allen	2	6	3.0
D Mark Giordano	26	65	2.5
G Pekka Rinne	24	64	2.7
F Damien Brunner	28	61	2.2
F Jeff Carter	17	59	3.5
D Brooks Orpik	12	42	3.5
D Dmitry Kulikov	20	42	2.1
D Andy Greene	8	14	1.8
F Zack Kassian	9	14	1.6

+ 8 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

42 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE

BOULDER BEASTS

16th 12-14

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Cavalry	W 66-21
2 Outlaws	L 39-52
3 @ Kodiaks	L 37-55
4 @ Hellcats	W 40-33
5 Sharpshooters	L 40-46
6 Huskies	W 78-57
7 Scorpions	L 16-38
8 Lumberjacks	W 49-36
9 @ Aviators	W 42-32
10 @ Gators	W 44-30
11 @ Renegades	L 44-49
12 Kodiaks	W 56-54

NHL REGULAR SEASON

13 Cavalry	L 146-185
14 @ Sharpshooters	W 99-97
15 Hellcats	W 105-89
16 @ Winterhawks	L 126-159
17 Narwhals	W 161-141
18 Pioneers	L 123-133
19 @ Huskies	L 133-154
20 @ Wave	W 97-90
21 Winterhawks	L 128-129
22 @ Scorpions	W 155-103

POSTSEASON 6th SEED

#11 Sharpshooters	L 102-129
Wave	L 95-107
Hellcats	L 132-133
Renegades	L 96-123



@Beasts71

32 CITIES ACROSS NORTH AMERICA

IceHL WEST	IceHL EAST
Anchorage, Alaska	Baltimore, Maryland
Calgary, Alberta	Boston, Massachusetts
Dallas, Texas	Charlotte, North Carolina
Denver, Colorado	Chicago, Illinois
Edmonton, Alberta	Detroit, Michigan
Houston, Texas	Halifax, Nova Scotia
Los Angeles, California	Hartford, Connecticut
New Orleans, Louisiana	Milwaukee, Wisconsin
Philadelphia, Pennsylvania*	Minneapolis, Minnesota
Portland, Oregon	Montreal, Quebec
Salt Lake City, Utah	New York, New York
Saskatoon, Saskatchewan	Quebec City, Quebec
Seattle, Washington	St. Louis, Missouri
Vancouver, British Columbia	Tampa, Florida
Winnipeg, Manitoba	Toronto, Ontario
Yellowknife, Northwest Territories	Washington, District of Columbia

*-transfers to IceHL EAST in 2014-15

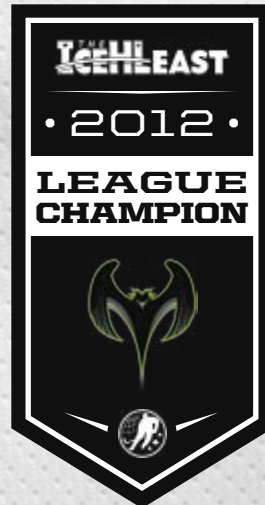
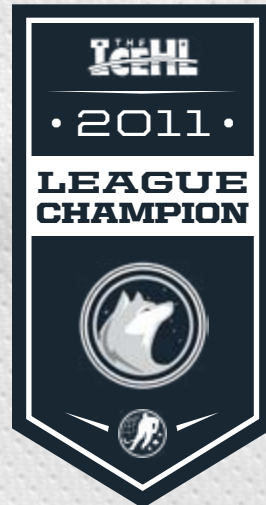
FARM TEAMS & MARKETING SLOGANS

In the fall as the AHL fantasy season was about to begin, a few GMs killed some time on Twitter by coming up with club slogans as well as names for their imaginary farm teams.

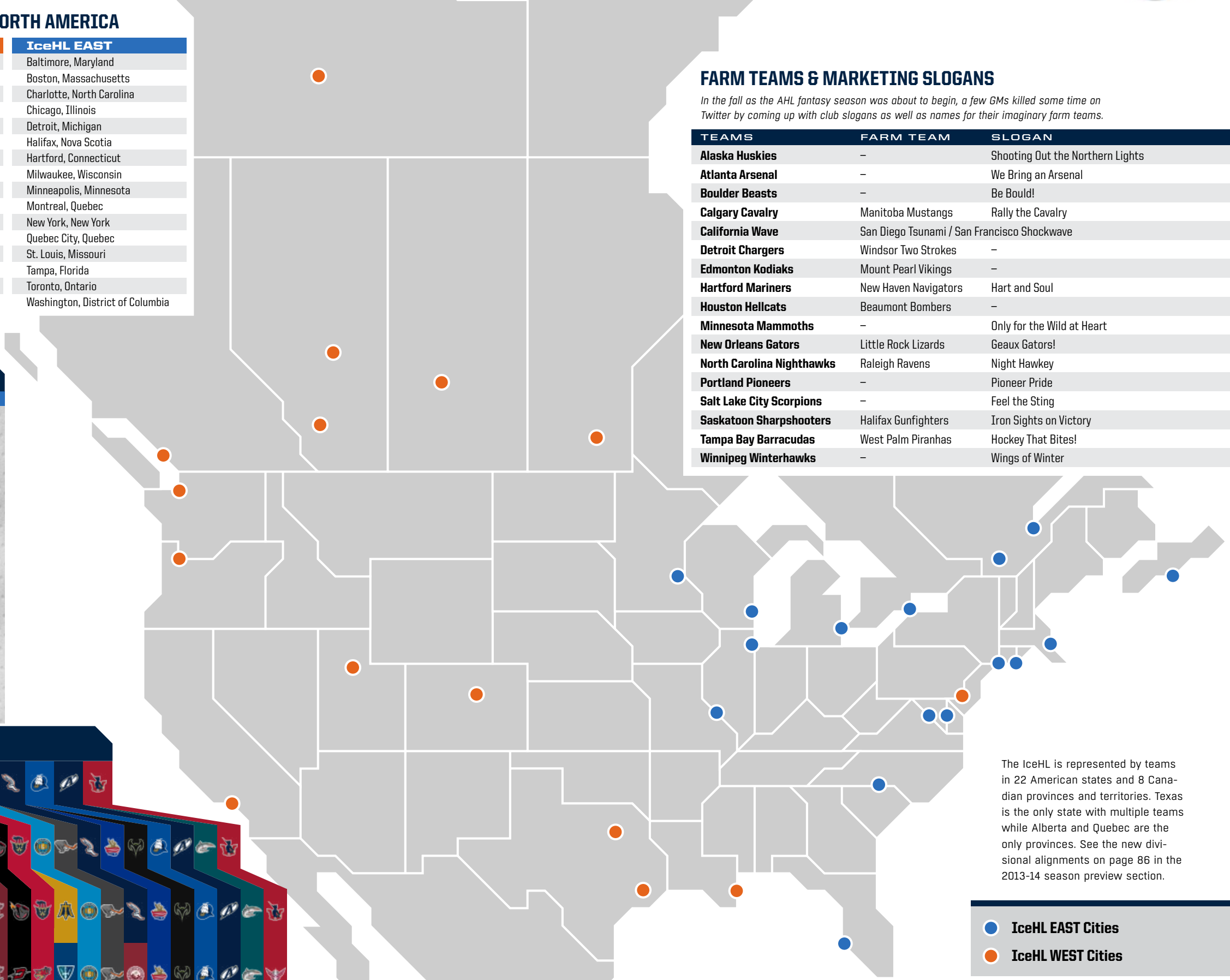
TEAMS	FARM TEAM	SLOGAN
Alaska Huskies	-	Shooting Out the Northern Lights
Atlanta Arsenal	-	We Bring an Arsenal
Boulder Beasts	-	Be Bould!
Calgary Cavalry	Manitoba Mustangs	Rally the Cavalry
California Wave	San Diego Tsunami / San Francisco Shockwave	
Detroit Chargers	Windsor Two Strokes	-
Edmonton Kodiaks	Mount Pearl Vikings	-
Hartford Mariners	New Haven Navigators	Hart and Soul
Houston Hellcats	Beaumont Bombers	-
Minnesota Mammoths	-	Only for the Wild at Heart
New Orleans Gators	Little Rock Lizards	Geaux Gators!
North Carolina Nighthawks	Raleigh Ravens	Night Hawkey
Portland Pioneers	-	Pioneer Pride
Salt Lake City Scorpions	-	Feel the Sting
Saskatoon Sharpshooters	Halifax Gunfighters	Iron Sights on Victory
Tampa Bay Barracudas	West Palm Piranhas	Hockey That Bites!
Winnipeg Winterhawks	-	Wings of Winter

LEAGUE HISTORY

PAST FANTASY LEAGUE CHAMPIONS



LOGOS BY FANTASY SEASON



The IceHL is represented by teams in 22 American states and 8 Canadian provinces and territories. Texas is the only state with multiple teams while Alberta and Quebec are the only provinces. See the new divisional alignments on page 86 in the 2013-14 season preview section.

- IceHL EAST Cities
- IceHL WEST Cities

2013 FINAL STANDINGS & STATISTICS

Table with 17 columns: Overall Team, W-L, PCTG, Points (For, Against, +/-), AHL (G, A, PIM, W, SO), NHL (G, A, PP, SH, GW, BLK, W, SO). Lists teams from Mammoths to Guardians.

KEY: +/- average weekly differential; PIM-penalty minutes; PP-power play goals; SH-shorthanded goals; GW-game-winning goals; BLK-blocked shots; W-goalie wins; SO-shutouts. Includes postseason stats.

DIVISION RANKINGS

ATLANTIC: 7 Blue Crabs, 9 Sentinels, 4 Steelcats, 16 Guardians.

MIDWEST: 14 Hitmen, 1 Mammoths, 6 Lagers, 11 Motorheads.

NORTHEAST: 12 Colonials, 2 Armada, 13 Mariners, 10 Olympiques.

SOUTHEAST: 5 Arsenal, 3 Archers, 15 Barracudas, 8 Nighthawks.

2013 PLAYOFF TOURNAMENT BRACKET



Due to the split season brought about by the NHL lockout, all 16 teams entered the playoff tournament bracket. Seedings were based on overall standings which included games played during both halves of the season.

FANTASY LEAGUE SETTINGS

AHL WEEKS 1-12 settings: 6 forwards, 3 defensemen, 1 goalie, 3 bench spots, 1 IR slot, 4 points for goals, 1 point for assists, 1 point for penalty minutes, 4 points for shutouts.

NHL WEEKS 13-26 settings: 11 active players, 6 forwards, 4 defensemen, 1 goalie, 4 bench spots, 1 IR slot, 4 points for goals, 1 point for assists, 1 point for power play goals, 1 point for shorthanded goals, 1 point for game-winning goals, 1 point for blocked shots, 1 point for goalie points.

NHL KEEPERS

GMs were permitted to retain up to four players from the previous season.

- ARCHERS: Alex Ovechkin, Marian Gaborik, Alex Pietrangolo, Pavel Datsyuk.
ARMADA: Daniel Sedin, Dustin Byfuglien, Henrik Lundqvist, Ryan McDonagh.
ARSENAL: Jeff Carter, Patrick Marleau, Tomas Fleischmann, Pekka Rinne.
BARRACUDAS: Martin St. Louis, Dan Boyle, Jonathan Quick, Ryan Suter.
BLUE CRABS: Sidney Crosby, Zach Parise, Keith Yandle, John Tavares.
COLONIALS: Evgeni Malkin, Nicklas Backstrom, Claude Giroux, Jaroslav Halak.
GUARDIANS: Ryan Miller, Duncan Keith, Erik Karlsson, Max Pacioretty.
HITMEN: David Backes, R. Nugent-Hopkins, Henrik Zetterberg, Jonas Gustavsson.
LAGERS: Anze Kopitar, Kris Letang, Rick Nash, James Neal.
MAMMOTHS: Marc-Andre Fleury, Ryan Callahan, Matt Moulson, Jonathan Toews.
MARINERS*: Brad Richards, Ilya Bryzgalov, Jeff Skinner, Shea Weber.
MOTORHEADS: Mikka Kiprusoff, Phil Kessel, James Wisniewski.
NIGHTHAWKS: Eric Staal, Jamie Benn, Josh Gorges, Brent Seabrook.
OLYMPIQUES: Corey Perry, Ilya Kovalchuk, Jonas Hiller, Alexander Edler.
SENTINELS: Steven Stamkos, Logan Couture, Jimmy Howard, Gabriel Landeskog.
STEELCATS: Henrik Sedin, Zdeno Chara, Jaroma Iginla, Johan Franzen.

TRADE TRACKER

Trade Tracker table showing acquisitions for Arsenal, Mammoths, Motorheads, Hitmen, and Mammoths across weeks 13-21.

Trade Tracker table showing acquisitions for Motorheads, Archers, Mariners, Guardians, and Sentinels across weeks 19-21.

HIGHS & LOWS

Take a quick look at the teams that had the best and worst scores each week throughout the season.

AHL SEASON

Weekly high and low scores for AHL teams from Week 1 to Week 12.

NHL SEASON

Weekly high and low scores for NHL teams from Week 13 to Week 22.

POSTSEASON

Final playoff scores for teams like Blue Crabs, Arsenal, and Colonials.

NOTEWORTHY

The AHL season was dominated by the Colonials, who topped the league three times. The Blue Crabs made six total appearances in the top position...

BY THE NUMBERS WITH TONY POMPOSELLI

Many fantasy hockey enthusiasts are driven by number-crunching. So what were the important numbers in the league this year? Tony Pomposelli, GM of the Saskatchewan Snipers...

Statistics summary: 14 points per game, 0 trades, 38 wins. 14 points per game, 2,004 points scored, 238 goals.

MEMORABLE TWEETS

OCTOBER 15
@NCNighthawks
 With the #IceHL season starting tomorrow, Nighthawks fans were treated to a banner raising ceremony this afternoon.



OCTOBER 27
@BostonColonials
 I didn't realize we had bye weeks in this league. @HarMariners 0-28. Couldn't that have been last week?!

OCTOBER 31
@LagersHockey
 Lagers have dropped @HarryZ87 and added Drayson Bowman
@HarryZ87 (Harry Zolnierczyk)
 @LagersHockey poor management decision

NOVEMBER 29
@jpoz1996 (Armada AGM)
 @eddielack how long are you out for? I need to know for my hockey pool. @theIceHL
@eddielack (Eddie Lack)
 @jpoz1996 @theIceHL day to day

JANUARY 25
@MattyMammoths
 @RinkGear @icethetics
 @LagersHockey #SillyRiegler
 #LagerLove #IceHLPrize



APRIL 5
@StLouisArchers
 15 BS tonight... bruises for the cause. #skateboysskate #IceHLPlayoffs

APRIL 7
@HarMariners
 First a jersey vote, now the playoffs. The Mariners lose another nailbiter to the @LagersHockey.

MAMMOTH MAYHEM

by CHRIS SMITH

An absolute free-for-all gave rise to one incredible season of fantasy hockey.

Chaotic. That's an appropriate word to describe the 2012-13 season in the IceHL EAST. From start to finish, it will likely go down as the most chaotic season in league history.

We watched in awe as the **Minnesota Mammoths** battled back from incredible adversity to steal their first-ever league championship.

It started with the real-life mayhem of Hurricane Sandy. Long Island resident and Mammoths GM Matt Riegler learned firsthand how inconsequential fantasy hockey can truly be as he and his family sheltered friends and neighbors displaced by the disastrous storm.

For that reason, the Mammoths were left in the hands of multiple AGMs over the early weeks of the season. But it cost the team dearly

as Riegler returned to find his club with a 2-10 record upon the NHL's resumption in January.

He went on to demonstrate his expertise of NHL talent and powers of persuasion by engaging in more trades than any other IceHL GM en route to an 8-2 record that nearly erased the deficits that besieged the team during the AHL portion of the season.

Riegler said of his wheeling and dealing philosophy: "Trading is a lot like flea markets before money was established as a baseline for value. Everything is relative to preference and need, so it's important to be persistent and haggle."

"And so in a season with a draft gone awry and all teams making the

playoffs, my new mission became to simply build the best core possible."

The tumultuous turnaround seemed destined for futility as the Mammoths faced the strongest team of the NHL half of the season. The **Washington Sentinels** were an unparalleled 9-1 in those final 10. So

"We watched in awe as the Minnesota Mammoths battled incredible adversity."

once again, the Mammoths did the crazy thing. They won. And they kept winning. For four solid weeks, the Mammoths were unbeatable. All the way to the end.

In the split season, the club's split personality was more pronounced than that of any of its opponents. But on the other side of the volatile coin were the **Tampa Bay Barracudas**, who, after leading the standings for most of the season, collapsed when it counted, finishing second from the bottom.

Meanwhile, the **Baltimore Blue Crabs** and **North Carolina Nighthawks** were astounding throughout the year, amassing points like no one else. They were neck and neck through the regular season. The Nighthawks held the edge until the two met in the final week of the postseason, when the Blue Crabs took the points crown with one final victory.

These kinds of stories are too absurd to be made up. They're the reason this season will be remembered by everyone involved.

TOTAL WINS vs POINTS PER WEEK

This graph compares each team's average weekly performance to its overall victories during the 2012-13 season. Points are represented on the y-axis, wins along the x-axis.



Credit: Jon Wold



BRAVO!

These awards recognize the teams and players who left their mark on the season.

Taylor Award Team with most total fantasy points; named for logo designer Ross Taylor

Outstanding GM Best overall GM as selected by his peers

Fighter Award GM who best handled adversity (peer vote)

The Commissioner's Award Outstanding involvement as selected by commissioner

Player Awards Individuals with outstanding performances with a single team; **Unsung Hero** recognizes top-scoring undrafted player; **All-Around Star** recognizes top-scoring player to contribute points in all areas

Bonus Awards Good-natured jabs at some of the league's unique management styles

Revolving Door Award Most transactions by team not eliminated in first round of playoffs

Draft & Done Award Fewest transactions by team not eliminated in first round of playoffs

Futility Award Most transactions by team eliminated in first round of playoff tournament

Vegetable Award Fewest transactions by team eliminated in first round of playoff tournament

Mike Milbury Award Team with fewest total fantasy points

Lucky Stars Award Team with fewest total fantasy points against; new this year



PLAYER AWARDS

- BEST OFFENSE**
ALEX OVECHKIN ARCHERS
- BEST DEFENSE**
JOHN CARLSON SENTINELS
- BEST GOALIE**
HENRIK LUNDQVIST ARMADA
- BEST ROOKIE**
BRENDAN GALLAGHER LAGERS
- UNsung HERO**
NAZEM KADRI SENTINELS
- ALL-AROUND STAR**
ERIC STAAL NIGHTHAWKS

STATISTICAL AWARDS (TEAM & INDIVIDUAL)

- GOALS**
LAGERS
- ASSISTS**
COLONIALS
- SPECIALTY GOALS**
STEELCATS
- BLOCKED SHOTS**
NIGHTHAWKS
- GOALIE WINS**
MAMMOTHS
- SHUTOUTS**
LAGERS/ ARCHERS/ BLUE CRABS
- GOALS**
ALEX OVECHKIN ARCHERS
- ASSISTS**
MARTIN ST. LOUIS BARRACUDAS
- SPECIALTY GOALS**
ALEX OVECHKIN ARCHERS
- BLOCKED SHOTS**
JOHN CARLSON SENTINELS
- GOALIE WINS**
HENRIK LUNDQVIST ARMADA
- SHUTOUTS**
TUUKKA RASK BLUE CRABS

BONUS AWARDS

- REVOLVING DOOR AWARD**
MAMMOTHS
- DRAFT & DONE AWARD**
STEELCATS
- FUTILITY AWARD**
NIGHTHAWKS
- VEGETABLE AWARD**
MARINERS
- MIKE MILBURY AWARD**
MOTORHEADS
- LUCKY STARS AWARD**
GUARDIANS

LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



DARK



LIGHT



CHRIS SMITH

ALEX GERWITZ

BRANDING HISTORY

Minneapolis, Minnesota was the third city selected for the original Central Division in 2008. The Mammoths name received a 71% rating from voters. Other names considered for the team included Minneapolis Timber, Minnesota Rush, Minnesota Meltdown and St. Paul Freeze.

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



ANTHONY LARDIE

CONTEST ENTRY (2008)



MICHAEL EWALT

TIMELINE

2008

- 9/6 Team established in Minneapolis, Minnesota
- 9/6 **Minnesota Mammoths** name nominated by **Srini**
- 9/27 Name announced
- 10/1 Logo package designed by **Chris Smith**

2009

- 8/22 Logo package unveiled

2011

- 9/4 **Matt Riegler** named GM
- 12/26 Uniforms designed by **Alex Gerwitz**

2012

- 3/3 Uniforms unveiled
- 11/7 **Chris Gregorio** named AGM
- 12/16 **Matthew Henderson** named AGM

2013

- 4/28 Won 1st championship

SEASON RECAP

The only thing missing from this one is the glass slipper.

Sports fans love a good Cinderella story. There's almost nothing as inspirational as watching that rare journey from worst to first.

And for GM **Matt Riegler**, life imitated fantasy as he guided the Minnesota Mammoths out of the depths to their first IceHL EAST championship.

Early in the hockey season, the north-eastern United States was devastated by a mammoth storm that had a major personal impact on Riegler, a Long Island resident.

"Hurricane Sandy helped change me a lot," Riegler said, "especially in terms of what it means to be responsible."

While he pitched in to help his neighbors, the Mammoths got new temporary leadership as **Chris Gregorio** assumed the AGM role in Week 5. But unable to find a victory, Gregorio handed the team off to AGM **Matthew Henderson** in Week 10.

When Riegler returned to the helm

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
4	G	K Marc-Andre Fleury
20	F	K Ryan Callahan
36	F	K Matt Moulson
52	F	K Jonathan Toews
68	F	Patrice Bergeron
93	F	Joe Pavelski
100	D	Matt Carle
125	D	Jason Garrison
132	D	John-Michael Liles
157	F	Nail Yakupov
164	G	Anders Lindback
189	F	Derek Stepan
196	D	Jay Harrison
221	F	Ryan O'Reilly
228	D	Mark Stuart

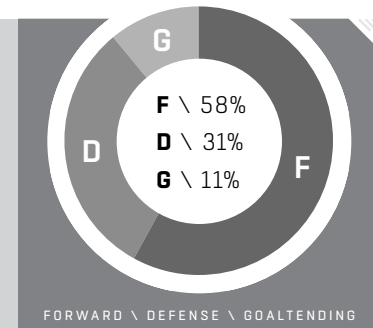
AHL SELECTIONS

4	F	J.T. Miller
29	F	Christian Thomas
36	F	Andrew Yogan
61	D	Tim Erixon
68	D	Dylan McIlrath
93	G	Cameron Talbot

LIVE DRAFT EVENTS

NHL SUN., SEPT. 23 7PM ET
AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



AHL	vs	NHL
2-10	RECORD	12-2
30	WK AVG	134
24	GOALS	140
34	ASSISTS	219
356	POINTS	1,877
14	PLAYERS	50

TEAM INFORMATION

Minneapolis, Minn.
LAKES DIVISION

GENERAL MANAGER (NHL)
Matt Riegler (28-13)
ASST. GENERAL MGRS. (AHL)
Chris Gregorio (0-5)
Matthew Henderson (1-2)
INAUGURAL SEASON
2011-12
ALL-TIME RECORD
29-20 (.592)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
D Tim Erixon D	90	7.5
G Robin Lehner	48	6.0
F Roman Horak	32	4.0
F Brendan Gallagher	25	8.3
D Derek Meech	16	5.3
F Brandon Kozun	4	2.0
F Christian Thomas D	43	4.8
G Cameron Talbot D	24	6.0
D Eric Gryba	20	6.7
F J.T. Miller D	18	4.5

+ 4 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Ryan Callahan K	45	172	3.8
F Jonathan Toews K	47	167	3.6
F Joe Pavelski D	47	145	3.1
D Francois Beauchemin S	31	108	3.5
D Lubomir Visnovsky	34	87	2.6
D Josh Gorges S	29	81	2.8
F Jamie Benn S	26	76	2.9
F Ryan O'Reilly D	27	69	2.6
G Sergei Bobrovsky	15	68	4.5
D P.K. Subban S	19	65	3.4
F Tyler Seguin S	26	54	2.1
G Jonathan Quick S	11	40	3.6
F Ilya Kovalchuk S	13	36	2.8
F Milan Michalek S	9	16	1.8
F Patrick Sharp	2	6	3.0
F Matt Moulson K	19	83	4.4
F Patrice Bergeron D	26	81	3.1
D Matt Carle D	18	63	3.5
G Marc-Andre Fleury K	11	54	4.9
F Nail Yakupov D	18	45	2.5
G Anders Lindback D	12	42	3.5
D James Wisniewski	12	41	3.4
D John-Michael Liles D	15	39	2.6
F Danny Briere S	14	25	1.8

+ 26 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

64 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



MINNESOTA MAMMOTHS

1st 14-12

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Lagers	L 15-54
2 Steelcats	L 32-51
3 @ Hitmen	L 31-42
4 @ Arsenal	W 35-34
5 Armada	L 16-40
6 Motorheads	L 29-36
7 Blue Crabs	L 22-47
8 @ Colonials	L 40-52
9 Archers	L 24-73
10 Mariners	L 39-44
11 @ Sentinels	W 35-10
12 @ Barracudas	L 38-71

NHL REGULAR SEASON

13 Guardians	W 197-170
14 @ Lagers	W 137-117
15 @ Steelcats	W 106-85
16 @ Nighthawks	L 132-137
17 @ Olympiques	L 97-128
18 Barracudas	W 99-89
19 Hitmen	W 151-127
20 @ Guardians	W 110-100
21 Arsenal	W 135-98
22 @ Motorheads	W 162-128

POSTSEASON 12th SEED

#5 Sentinels	W 143-118
#4 Lagers	W 119-96
#8 Steelcats	W 166-131
#11 Armada	W 123-99



@MattyMammoths

—Chris Smith



LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



CRAIG C. WHEELER

DARK



LIGHT



ALEX GERWITZ

BRANDING HISTORY

Quebec City, Quebec was the third city selected for the IceHL's original North-east Division in 2008. The Armada name received a 65% rating from voters. Other names considered for the team included Quebec Celtics, Quebec Ice, Quebec Voyageurs and Quebec City Sailors.

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2008)



ERIC POOLE

CONTEST ENTRY (2008)



CHRIS SMITH

TIMELINE

2008

- 9/14 Team established in Quebec City, Quebec
- 9/15 **Quebec Armada** name nominated by **Burzum**
- 10/11 Name announced
- 10/18 Logo package designed by **Craig C. Wheeler**

2009

- 8/26 Logo package unveiled

2010

- 10/1 **Curtis Lanton** named GM

2011

- 10/29 Uniforms designed by **Alex Gerwitz**
- 12/9 Uniforms unveiled

2012

- 10/12 **Jared Pozzobon** named AGM



SEASON RECAP

"I guess there's something to be said for getting hot at the right time."

The words of veteran Quebec Armada GM **Curtis Lanton** have a stark ring of truth. He knows that a season with so many twists and turns rarely results in a visit to the league championship.

The Armada got off to a strong start under AGM **Jared Pozzobon**. But three straight wins gave way to a shocking defeat at the claws of the Blue Crabs.

Pozzobon was one of the league's most active AGMs, constantly jockeying for a better lineup of AHLers. But after Week 4, it was an unpredictable rollercoaster ride for the Quebec club.

Still, the team eked out a winning record in the first half before Lanton returned to take over in Week 13.

He hoped his core, led by by Daniel Sedin, Dustin Byfuglien, Henrik Lundqvist and Ryan McDonagh, would demonstrate its immense value.

Unfortunately, things only got worse for the Armada. Losing six of the final

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
12	F	K Daniel Sedin
28	D	K Dustin Byfuglien
44	G	K Henrik Lundqvist
60	D	K Ryan McDonagh
76	F	Jordan Staal
85	F	Marian Hossa
108	G	Braden Holtby
117	F	Mike Ribeiro
140	F	Erik Cole
149	F	Dustin Brown
172	D	Doug Hamilton
181	F	David Krejci
204	D	Carlo Colaiacovo
213	F	Valtteri Filppula
236	F	Sven Baertschi

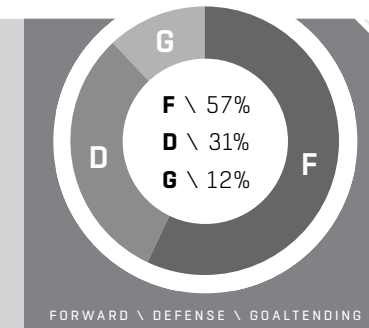
AHL SELECTIONS

12	F	K Sven Baertschi
21	G	K Braden Holtby
44	F	Nazem Kadri
53	D	Matt Donovan
76	D	Kevin Connauton
85	F	Landon Ferraro



LIVE DRAFT EVENTS
 NHL SAT., SEPT. 29 9PM ET
 AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



FORWARD \ DEFENSE \ GOALTENDING

TEAM INFORMATION

Quebec City, Quebec
LAKES DIVISION

GENERAL MANAGER (NHL)
Curtis Lanton (29-30)

ASST. GENERAL MGR. (AHL)
Jared Pozzobon (7-5)

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
36-35 (.507)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Zack Kassian	89	8.9
D Kevin Connauton D	65	5.4
D Sena Acolatse	64	8.0
G Christopher Nilstorp	38	12.7
F Brandon Bollig	31	31.0
F Brett Gallant	27	6.8
F Nazem Kadri D	76	8.4
F Sven Baertschi K	53	6.6
G Eddie Lack	24	3.0
D Matt Donovan D	19	6.3

+ 5 OTHER PLAYERS UNLISTED
 AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Mike Ribeiro D	46	154	3.3
G Henrik Lundqvist K	40	152	3.8
D Dustin Byfuglien K	43	125	2.9
D Ryan McDonagh K	47	125	2.7
F Marian Hossa D	38	118	3.1
F Sam Gagner	44	116	2.6
D Sheldon Souray	42	111	2.6
F Daniel Sedin K	46	109	2.4
D Jay Harrison	36	107	3.0
F Dustin Brown D	42	100	2.4
F David Krejci D	41	96	2.3
F Viktor Fasth	24	56	2.3
G Viktor Fasth	12	54	4.5
D Douglas Murray	6	19	3.2
F Kyle Turris	3	10	3.3
F Jordan Staal D	30	77	2.6
F Alexander Steen	18	43	2.4
F Lee Stempniak	16	25	1.6
F Daniel Winnik	9	20	2.2
D Doug Hamilton D	10	16	1.6
F Brad Boyes	3	9	3.0
F Erik Cole D	6	7	1.2
F Carl Hagelin	3	6	2.0
D Kevin Bieksa	2	5	2.5

+ 12 OTHER PLAYERS UNLISTED
 AVG \ AVERAGE POINTS PER GAME

51 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



QUEBEC

ARMADA

2nd 13-13

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Olympiques	W 31-30
2 Arsenal	W 44-41
3 Motorheads	W 46-21
4 @ Blue Crabs	L 25-82
5 @ Mammoths	W 40-16
6 Colonials	L 59-81
7 @ Arsenal	W 50-23
8 @ Mariners	W 31-29
9 Guardians	L 44-57
10 @ Hitmen	L 39-43
11 @ Nighthawks	L 40-54
12 @ Steelcats	W 61-34

NHL REGULAR SEASON

13 @ Archers	L 173-213
14 @ Olympiques	W 98-90
15 Barracudas	W 143-74
16 @ Sentinels	L 124-126
17 Mariners	L 100-130
18 Blue Crabs	L 105-118
19 Lagers	L 146-174
20 Nighthawks	W 118-93
21 Sentinels	L 99-160
22 @ Colonials	L 93-132

POSTSEASON 11th SEED

#6 Barracudas	W 134-129
#14 Olympiques	W 99-91
#7 Archers	W 140-128
#12 Mammoths	L 99-123

QUEBEC ARMADA

@QuebecArmada

STATISTICAL COMPARISON

AHL	vs	NHL
7-5	RECORD	6-8
43	WK AVG	119
18	GOALS	122
54	ASSISTS	227
510	POINTS	1,671
15	PLAYERS	36

seven games of the season put the club in a tough position heading into the playoff tournament.

But like Lanton said, the wins came at the right time as the Armada catapulted from 11th place to compete for the league championship.

"I was pleasantly surprised to have made it all the way to the championship," said Lanton.

Perhaps it's these surprises that make the IceHL so appealing.

"Most of my other [fantasy] leagues are money leagues with something to play for," Lanton added. "This one isn't, yet I continue to come back year after year because it's so unique."

-C.S.

ALL-TIME PERSONNEL

HOCKEY OPERATIONS	
Curtis Lanton (29-30, .492) General Manager	2010-
Jared Pozzobon (7-5, .583) Asst. General Manager	2012-13

BRANDING & DESIGN	
Craig C. Wheeler Logo Designer	2008-
Alex Gerwitz Uniform Designer	2012-

LOGO DESIGN PARTICIPANTS (2008)

Patrick Bouchard, Jeff Henderson, Ernie Matchan, Eric Poole, Eddie Ray, Scott Robbins, Chris Smith, Keenan Sutherland, Jeff Troy, Jason Usher



LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



SLAVOMIR KISS

DARK



LIGHT



JUSTIN NAHHAS

BRANDING HISTORY

St. Louis, Missouri was the fourth city selected for the IceHL's original Central Division in 2008. The Archers name received a 77% rating from voters. Other names considered for the team included Missouri Madmen, St. Louis Gatekeepers, St. Louis Rapids and St. Louis Soul.

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



ROSS TAYLOR

CONTEST ENTRY (2008)



SCOTT ROBBINS

TIMELINE

2008

- 9/6 Team established in St. Louis, Missouri
- 9/6 **St. Louis Archers** name nominated by **Michael**
- 9/27 Name announced
- 10/13 Logo package designed by **Slavomir Kiss**

2009

- 9/17 Logo package unveiled

2010

- 10/1 **Ryan Laden** named GM

2012

- 1/8 Uniforms designed by **Justin Nahhas**
- 3/3 Uniforms unveiled

SEASON RECAP

A roster teeming with talent or a history of postseason collapses. Which will it be?

Second place has been a common place for the St. Louis Archers. In each of their first two seasons, the club hit the playoffs at No. 2. And each time, they suffered a first-round upset.

Veteran GM **Ryan Laden** hoped the third time would be the charm. And like everyone else, in 2012-13, he was forced to lay the groundwork with AHL talent.

"Having [drafted] Oliver Ekman-Larsson and Justin Schultz helped tremendously," said Laden. "They gave me the best defensive pair in the IceHL."

The Archers opened with a pair of substantial victories and closed out the first half 7-5. The second half, however, left them hunting for the bullseye.

"Ultimately, I think I had a championship-caliber team that could have won it all with a more productive set of secondary scorers," said Laden. He got what he needed on the roster, but not on the scoresheet.

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
6	F	K Alex Ovechkin
22	F	K Marian Gaborik
38	D	K Alex Pietrangelo
54	F	K Pavel Datsyuk
70	G	Cory Schneider
91	G	Mike Smith
102	F	Loui Eriksson
123	D	Nikita Nikitin
134	D	Oliver Ekman-Larsson
155	F	Adam Henrique
166	F	Milan Michalek
187	D	Sheldon Souray
198	F	Vladimir Tarasenko
219	F	David Desharnais
230	D	Justin Schultz

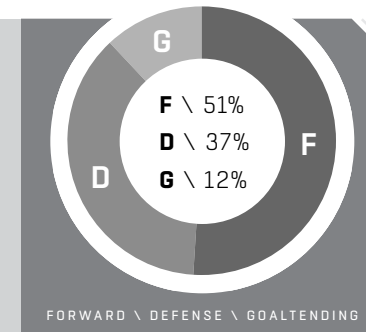
AHL SELECTIONS

PICK	POS	PLAYER
6	F	K Adam Henrique
27	D	K Oliver Ekman-Larsson
38	D	K Justin Schultz
59	G	Ben Bishop
70	F	Casey Cizikas
91	F	Cam Atkinson

LIVE DRAFT EVENTS

NHL	SAT., SEPT. 29	9PM ET
AHL	SAT., OCT. 13	8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	9-6	EAST	37-19
Aces	1-0	Armada	2-2
Aviators	2-0	Barracudas	1-2
Beasts	0-0	Blue Crabs	2-1
Gators	0-0	Chargers	1-2
Hellcats	0-1	Colonials	4-0
Huskies	0-1	Dragons	2-1
Kodiaks	0-2	Guardians	2-1
Lumberjacks	1-0	Hitmen	4-2
Narwhals	0-0	Lagers	3-2
Outlaws	0-0	Mammoths	3-0
Pioneers	1-0	Mariners	1-1
Scorpions	1-0	Nighthawks	1-2
Snipers	0-2	Olympiques	3-2
Stallions	1-0	Sentinels	3-1
Wave	1-0	Steelcats	5-0
Winterhawks	1-0		

Includes all regular and postseason meetings

TEAM INFORMATION

St. Louis, Missouri
LAKES DIVISION

GENERAL MANAGER (NHL)
Ryan Laden (46-25)

ASST. GENERAL MGR. (AHL)
—

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
46-25 (.648)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
D Justin Schultz K	159	13.3
F Cam Atkinson D	137	11.4
D Oliver Ekman-Larsson K	92	7.7
F T.J. Hensick	83	11.9
G Alex Stalock	36	4.5
F Matt Frattin	33	6.6
F Adam Henrique K	41	5.9
F Richard Clune	30	7.5
F Casey Cizikas D	3	3.0
G Ben Bishop D	0	0.0

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Alex Ovechkin K	48	214	4.5
F Pavel Datsyuk K	47	172	3.7
D Alex Pietrangelo K	47	161	3.4
D Niklas Kronwall K	48	155	3.2
F Marian Gaborik K	47	102	2.2
G Cory Schneider D	24	100	4.2
D Duncan Keith K	24	67	2.8
F Vladimir Tarasenko D	37	55	1.5
G Brian Elliott	9	46	5.1
F Devin Setoguchi	20	38	1.9
F Jordan Staal	10	20	2.0
D Mark Fraser IR	7	18	2.6
F Alex Burrows	6	7	1.2
D James Wisniewski	2	5	2.5
D Trevor Daley	1	2	2.0
F Jason Spezza K	0	0	—
D O. Ekman-Larsson D	20	60	3.0
F Saku Koivu	30	59	2.0
F Loui Eriksson D	22	54	2.5
D Justin Schultz D	30	53	1.8
D Ron Hainsey	16	47	2.9
G Mike Smith D	13	44	3.4
F Ales Hemsky K	14	41	2.9
F Brad Boyes	16	40	2.5

+ 23 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

57 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



ST. LOUIS ARCHERS

3rd 15-11

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Nighthawks	W 59-31
2 @ Mariners	W 56-16
3 Arsenal	L 22-47
4 Hitmen	W 39-37
5 @ Barracudas	L 53-66
6 Guardians	W 64-59
7 Mariners	L 35-38
8 @ Arsenal	W 46-35
9 @ Mammoths	W 73-24
10 Blue Crabs	W 71-54
11 Olympiques	L 51-62
12 Motorheads	L 45-48

NHL REGULAR SEASON

13 Armada	W 213-173
14 Nighthawks	L 93-137
15 @ Colonials	W 159-96
16 Lagers	L 97-106
17 @ Steelcats	W 114-99
18 @ Lagers	L 128-162
19 @ Sentinels	L 133-161
20 @ Olympiques	W 97-79
21 @ Hitmen	L 112-122
22 Barracudas	W 105-89

POSTSEASON 7th SEED

#10 Hitmen	W 137-116
#2 Blue Crabs	W 99-80
#11 Armada	L 128-140
Steelcats	W 121-94

ST. LOUIS ARCHERS

@StLouisArchers



LOGOS & UNIFORMS (2013)

PRIMARY



SECONDARY



WORDMARK



MATT McELROY

DARK



LIGHT



DANIEL OTTERS

BRANDING HISTORY

Toronto, Ontario was the second city selected for the original Northeast Division in 2008. The Steelcats name defeated Toronto Tritons in a run-off poll. In 2013, the team was selected for rebranding. Other names considered for the team included Ontario Tomahawks, Toronto Skyliners and Toronto Towers.

OFFICIAL LOGO (2008-2013)



CHRIS SMITH

CONTEST ENTRY (2008)



ROSS TAYLOR

CONTEST ENTRY (2008)



CRAIG C. WHEELER

TIMELINE

2008

- 9/14 Team established in Toronto, Ontario
- 9/14 **Hamilton Steelcats** name nominated by **Marc**
- 10/11 Name announced
- 10/16 Logo package designed by **Chris Smith**

2009

- 9/1 Logo package unveiled

2010

- 10/2 **Daniel Raposo** named GM

2011

- 9/6 **Aaron Diggle** named GM
- 11/11 Uniforms designed by **Ryan Hawkes**
- 12/9 Uniforms unveiled

2013

- 5/25 Logo package redesigned by **Matt McElroy**
- 6/16 Logo package unveiled
- 7/6 Uniforms redesigned by **Daniel Otters**
- 7/13 Uniforms unveiled

SEASON RECAP

Can disappointing talent be eclipsed by a lucky break in the calendar? Ask these guys.

Through a dozen games, what record would you expect from a team boasting the talent of Ryan Nugent-Hopkins, Emerson Etem and Marcus Foligno?

You probably wouldn't expect the Hamilton Steelcats to settle at .500 given those AHL VIPs leading the charge.

But name brands aren't always all they're cracked up to be. It was a lesson GM **Aaron Diggle** continued to learn in the second half of the season as a core built around Jarome Iginla, Henrik Sedin and Zdeno Chara failed to impress. The trio combined for a paltry 2.6 average points per game.

"Through the first half of the NHL season we were terrible," Diggle admitted. The Steelcats opened with a win before losing four straight.

But their luck started to turn around as the Cats were able to capitalize on their schedule — and the second fewest points against in the league.

DRAFT RECAP

NHL SELECTIONS

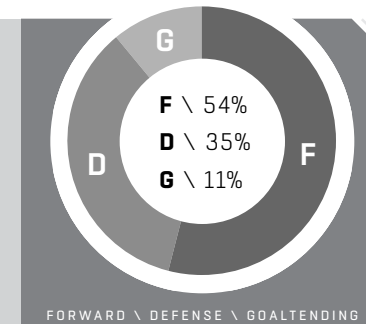
PICK	POS	PLAYER
10	F	K Henrik Sedin
26	D	K Zdeno Chara
42	F	K Jarome Iginla
58	F	K Johan Franzen
74	F	Mikko Koivu
87	D	Brian Campbell
106	G	Roberto Luongo
119	F	T.J. Oshie
138	F	James van Riemsdyk
151	F	David Perron
170	D	Sergei Gonchar
183	F	Brad Marchand
202	F	Martin Havlat
215	D	Marek Zidlicky
234	D	Paul Martin

AHL SELECTIONS

10	F	Ryan Nugent-Hopkins
23	F	Kirill Kabanov
42	F	Emerson Etem
55	D	Brian Connelly
74	D	Nicky Leddy
87	G	Jacob Markstrom

LIVE DRAFT EVENTS
 NHL SAT., SEPT. 29 9PM ET
 AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	9-6	EAST	29-27
Aces	1-0	Archers	0-5
Aviators	0-1	Armada	1-3
Beasts	0-0	Barracudas	1-1
Gators	0-0	Blue Crabs	0-5
Hellcats	0-1	Chargers	1-1
Huskies	0-2	Colonials	3-1
Kodiaks	1-1	Dragons	4-0
Lumberjacks	1-0	Guardians	3-2
Narwhals	0-0	Hitmen	4-1
Outlaws	0-0	Lagers	3-0
Pioneers	1-0	Mammoths	1-3
Scorpions	1-0	Mariners	1-1
Snipers	1-0	Nighthawks	0-2
Stallions	0-1	Olympiques	4-1
Wave	2-0	Sentinels	3-1
Winterhawks	1-0		

Includes all regular and postseason meetings

TEAM INFORMATION

Toronto, Ontario
LAKES DIVISION

GENERAL MANAGER (NHL)
Aaron Diggle (25-24)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
38-33 (.535)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Marcus Foligno	94	8.5
F Nino Niederreiter	88	9.8
D Brian Connelly	73	6.1
F Brett Connolly	28	9.3
D Adam Clendening	22	4.4
G Braden Holtby	20	6.7
F Ryan Nugent-Hopkins	74	8.2
D Nick Leddy	24	3.4
F Alexandre Bolduc	24	12.0
G Martin Jones	16	2.7

+ 3 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
D Brian Campbell	48	143	3.0
D Mike Green	29	127	4.4
D Sergei Gonchar	42	121	2.9
D Zdeno Chara	46	115	2.5
F Henrik Sedin	44	114	2.6
F Mikko Koivu	47	113	2.4
G Evgeni Nabokov	31	112	3.6
F James van Riemsdyk	44	112	2.5
F Brad Marchand	37	110	3.0
F Jarome Iginla	40	108	2.7
F Johan Franzen	35	104	3.0
D David Perron	45	85	1.9
D Slava Voynov	32	77	2.4
F Mike Richards	31	75	2.4
G Robin Lehner	1	6	6.0
F T.J. Oshie	24	64	2.7
G Roberto Luongo	14	56	4.0
F Martin Havlat	13	18	1.4
D Marek Zidlicky	2	4	2.0
G Anton Khudobin	0	0	—

POSTSEASON

8th SEED

#9 Guardians	W	117-106
#16 Arsenal	W	104-81
#12 Mammoths	L	131-166
Archers	L	94-121

ALL PLAYERS LISTED

AVG \ AVERAGE POINTS PER GAME

34 PLAYERS
 K 2012 KEEPER
 D 2012 DRAFTEE
 IR INJURED RESERVE



HAMILTON STEELCATS

4th 14-12

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Blue Crabs	L 21-52
2 @ Mammoths	W 51-32
3 @ Nighthawks	L 34-53
4 Olympiques	W 49-21
5 Guardians	L 38-62
6 Barracudas	L 38-44
7 @ Lagers	W 38-15
8 @ Sentinels	W 31-30
9 @ Colonials	W 40-32
10 Sentinels	L 26-31
11 Hitmen	W 69-42
12 Armada	L 34-61

NHL REGULAR SEASON

13 Motorheads	W	198-150
14 Blue Crabs	L	127-161
15 Mammoths	L	85-106
16 Mariners	L	99-117
17 Archers	L	99-114
18 @ Hitmen	W	132-111
19 @ Arsenal	W	148-141
20 @ Mariners	W	111-98
21 @ Olympiques	W	117-92
22 @ Guardians	W	102-89



@IceHL_Steelcats



LOGOS & UNIFORMS (2013)

PRIMARY



SECONDARY



WORDMARK



FRANCIS MATTE

DARK



LIGHT



DEREK HEILMANN

BRANDING HISTORY

Atlanta, Georgia was the third city selected for the original Southeast Division. The Arsenal name received a 64% rating. In 2013, the franchise was relocated to Halifax, Nova Scotia and renamed the Dragons by the IceHL Branding Committee. (The name Acadians won the original vote.)

OFFICIAL LOGO (2008-2013)



JOE LEGERE

CONTEST ENTRY (2013)



CHRIS ROSINSKI

CONTEST ENTRY (2013)



JESSE FELTNER

TIMELINE

2008

- 9/21 Team established in Atlanta, Georgia
- 9/21 Atlanta Arsenal name nominated by sean12445
- 10/26 Name announced
- 11/16 Logo package designed by Joe Legere

2009

- 9/10 Logo package unveiled

2011

- 9/4 Eric Thompson named GM

2012

- 4/9 Uniforms designed by Ricky Hajduk (4/30)
- 8/28 Brandon Hebert named GM

2013

- 5/10 Team relocated to Halifax, Nova Scotia
- 5/24 Halifax Dragons named by IceHL Branding Committee
- 6/7 Logo package designed by Francis Matte (6/16)
- 7/6 Uniforms designed by Derek Heilmann (7/13)

SEASON RECAP

Atlanta's final season of IceHL hockey certainly endured its share of twists and turns.

Before relocating to Nova Scotia, the Atlanta Arsenal had some unfinished business to tackle.

Under new management, the team was eager to shake off the sting of a last-place finish in their inaugural season.

"My first time as GM was pretty intense," said Brandon Hebert, "but in a good way."

In spite of a low draft position, the Arsenal still managed to secure the talented Jonathan Audy-Marchessault in the first round. He ended up leading the team in points.

But the rest of the roster struggled. Through the first half of the season, the Arsenal won only three times, including an outstanding performance against the defending champion Nighthawks.

So Hebert was eager to put his NHL talent to work. Jeff Carter, Patrick Marleau and Pekka Rinne were primed to lead the Arsenal's comeback season.

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
15	F	K Jeff Carter
31	F	K Patrick Marleau
47	F	K Tomas Fleischmann
63	G	K Pekka Rinne
79	D	Mark Streit
82	D	Niklas Kronwall
111	F	Mike Fisher
114	G	Brian Elliott
143	D	Francois Beauchemin
146	F	Ryan Malone
175	D	Jay Bouwmeester
178	D	Lubomir Visnovsky
207	D	Andrei Markov
210	F	Danny Briere
239	F	Andy McDonald

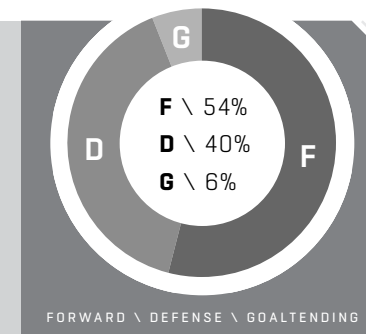
AHL SELECTIONS

15	F	Jonathan Audy-Marchessault
18	F	Travis Morin
47	F	Francis Wathier
50	G	Yann Danis
79	D	Danny Syvret
82	D	Patrick McNeill



LIVE DRAFT EVENTS
NHL SAT., SEPT. 29 9PM ET
AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



FORWARD \ DEFENSE \ GOALTENDING

STATISTICAL COMPARISON

AHL	vs	NHL
3-9	RECORD	6-8
37	WK AVG	114
17	GOALS	130
66	ASSISTS	190
442	POINTS	1,602
7	PLAYERS	33

TEAM INFORMATION

Halifax, Nova Scotia

ATLANTIC DIVISION

GENERAL MANAGER (NHL)

Brandon Hebert (9-17)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON

2011-12

ALL-TIME RECORD

12-35 (.255)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Jonathan Audy-Marchessault D	130	10.8
G Yann Danis D	78	6.5
F Francis Wathier D	75	6.3
F Travis Morin D	63	5.3
D Danny Syvret D	49	4.1
D Tyson Barrie	47	6.7
D Patrick McNeill D	0	0.0
-	-	-
-	-	-
-	-	-

ALL PLAYERS LISTED

AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
D Dennis Seidenberg	44	156	3.5
F Jeff Carter K	47	155	3.3
D Mark Streit D	46	154	3.3
F Derek Stepan ↵	39	142	3.6
F Cody Hodgson	45	109	2.4
D Jay Bouwmeester D	40	99	2.5
F Ryan Getzlaf ↵	23	95	4.1
F Alex Galchenyuk	41	84	2.0
F Nail Yakupov ↵	27	68	2.5
D Dougie Hamilton	27	47	1.7
G Devan Dubnyk ↵	19	46	2.4
F David Desharnais	24	38	1.6
G Martin Brodeur	3	16	5.3
F Brandon Sutter	7	16	2.3
D T.J. Brodie	2	1	0.5
D Zach Bogosian	24	69	2.9
F Patrick Marleau K ↵	18	66	3.7
D F. Beauchemin D ↵	16	54	3.4
D Stephane Robidas	17	43	2.5
F Travis Zajac	31	38	1.2
F Milan Michalek ↵	11	26	2.4
G Pekka Rinne K ↵	11	22	2.0
F Tomas Fleischmann K	6	14	2.3
F Mikael Granlund	14	14	1.0

+ 9 OTHER PLAYERS UNLISTED

AVG \ AVERAGE POINTS PER GAME

40 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



HALIFAX

DRAGONS

5th

9-17

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Barracudas	L 30-63
2 @ Armada	L 41-44
3 @ Archers	W 47-22
4 Mammoths	L 34-35
5 @ Blue Crabs	L 32-53
6 Nighthawks	W 80-59
7 Armada	L 23-50
8 Archers	L 35-46
9 @ Hitmen	L 28-43
10 @ Guardians	L 31-52
11 Colonials	L 20-23
12 Lagers	W 41-38

NHL REGULAR SEASON

13 @ Mariners	L 167-191
14 Barracudas	L 111-149
15 Olympiques	L 65-109
16 Motorheads	W 109-103
17 Sentinels	L 96-122
18 @ Motorheads	W 116-112
19 Steelcats	L 141-148
20 @ Colonials	L 81-92
21 @ Mammoths	L 98-135
22 @ Nighthawks	W 106-100

POSTSEASON 16th SEED

#1 Nighthawks	W 160-115
#8 Steelcats	L 81-104
Olympiques	W 142-114
Lagers	W 129-122

Halifax DRAGONS

@Halifax_Dragons

"I thought my team was stacked," Hebert said. "Wow, was I wrong."

As his roster failed to meet expectations, Hebert quickly began to rebuild, deciding Marleau was no longer part of the equation for the Arsenal.

"I made a blockbuster deal to land team MVP Ryan Getzlaf," Hebert boasted after the Week 18 trade.

The work paid off as the last-place Arsenal went on to dethrone the first-seeded Nighthawks with back-to-back victories in the regular season finale and opening round of the playoffs.

If nothing else, the newly-minted Dragons can ride these successes to their new home in 2013-14. -C.S.



LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



DARK



LIGHT



MATT MADORE

BRANDING HISTORY

Milwaukee, Wisconsin was the fifth and final city selected for the original Central Division in 2008. The Lagers name received a 58% rating from voters. Other names considered for the team included Milwaukee Foxes, Milwaukee Frost, Milwaukee Malts and Wisconsin Warriors.

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2008)



EDDIE RAY

5 LOGOS SUBMITTED IN 2008

25 UNIFORMS SUBMITTED IN 2012

TIMELINE

2008

- 9/6 Team established in Milwaukee, Wisconsin
- 9/6 Milwaukee Lagers name nominated by Michael Ewalt (as Ilp02)
- 9/27 Name announced
- 10/18 Logo package designed by Joshua Frederick

2009

- 8/28 Logo package unveiled

2010

- 10/1 Robby Ciarrocca named GM

2011

- 9/4 David Streeter named GM
- 12/17 Uniforms designed by Matt Madore

2012

- 3/3 Uniforms unveiled
- 8/25 Ted Enarson named GM
- 10/25 Dark jersey goes on sale

SEASON RECAP

They say, "third time's the charm." For the Lagers, that was true in multiple ways.

Under their third manager in as many years, the Milwaukee Lagers were keen to turn their misfortune around. Previous finishes of 13th and 14th overall weren't going to satisfy this time.

That in mind, first-year GM Ted Enarson grabbed Justin Faulk and Justin Peters at the Supplemental Draft (AHL) and swapped in Zach Boychuk just before the season kicked off.

The Lagers looked invincible as they powered through three decisive victories — winning by a combined 77 points in the first two weeks alone.

But in Week 4, the Lagers began to go flat. A roster built mainly around Charlotte Checkers players stumbled just as the AHL franchise did. Five consecutive losses piled up and eclipsed the brilliance of the early weeks.

"The result," Enarson noted, "was that the Lagers were a step behind when the NHL season started."

DRAFT RECAP

NHL SELECTIONS

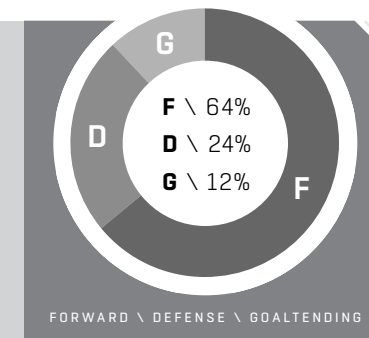
PICK	POS	PLAYER
13	F	K Anze Kopitar
29	D	K Kris Letang
45	F	K Rick Nash
61	F	K James Neal
77	F	Patrick Kane
84	G	Antti Niemi
109	D	Kevin Shattenkirk
116	G	Corey Crawford
141	F	Ryan Kesler
148	D	Cam Fowler
173	F	Jakub Voracek
180	D	Justin Faulk
205	F	Kyle Okposo
212	D	Tom Gilbert
237	F	Devin Setoguchi

AHL SELECTIONS

13	D	K Justin Faulk
20	F	Mikael Granlund
45	F	Harry Zolnierczyk
52	G	Justin Peters
77	D	Bobby Sanguinetti
84	F	Jeremy Walsh

LIVE DRAFT EVENTS
NHL SAT., SEPT. 29 8PM ET
AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	4-8	EAST	24-34
Aces	0-1	Archers	2-3
Aviators	0-1	Armada	1-3
Beasts	0-0	Barracudas	1-2
Gators	0-0	Blue Crabs	2-2
Hellcats	0-1	Chargers	1-3
Huskies	0-1	Colonials	0-3
Kodiaks	1-0	Dragons	1-2
Lumberjacks	1-0	Guardians	1-1
Narwhals	0-0	Hitmen	5-2
Outlaws	0-0	Mammoths	2-3
Pioneers	1-0	Mariners	2-0
Scorpions	0-1	Nighthawks	1-2
Snipers	0-1	Olympiques	3-2
Stallions	0-1	Sentinels	2-3
Wave	0-1	Steelcats	0-3
Winterhawks	1-0		

Includes all regular and postseason meetings

TEAM INFORMATION

Milwaukee, Wisconsin

LAKES DIVISION

GENERAL MANAGER (NHL)
Ted Enarson (12-14)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
28-42 (.394)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Zach Boychuk	105	8.8
D Justin Faulk K	84	7.0
G Justin Peters D	78	6.5
F Mikael Granlund D	76	8.4
D Bobby Sanguinetti D	68	5.7
F Drayson Bowman	61	6.1
F Brett Connolly	18	9.0
F Harry Zolnierczyk D	10	5.0
F Jeff Taffe	9	9.0

ALL PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Patrick Kane D	47	176	3.7
F Rick Nash K	43	152	3.5
F Jakub Voracek D	46	152	3.3
D Kris Letang K	35	147	4.2
F James Neal K IR	39	130	3.3
F Anze Kopitar K	47	130	2.8
F Jiri Tlusty	33	123	3.7
D Kevin Shattenkirk D	48	117	2.4
G Corey Crawford D	26	114	4.4
G Antti Niemi D	31	112	3.6
F Brendan Gallagher	34	100	2.9
D Justin Faulk D	32	71	2.2
F Brent Burns	17	43	2.5
F Brandon Saad	16	42	2.6
F Jussi Jokinen	7	27	3.9
F Brandon Dubinsky	2	10	5.0
F Kyle Turris	23	47	2.0
D Raphael Diaz	16	45	2.8
D Jake Muzzin	13	21	1.6
F Nathan Horton	18	18	1.0
F Ryan Kesler D	6	15	2.5
D Mike Weber	5	14	2.8
F Zack Kassian	9	13	1.4
F Kyle Okposo D	7	12	1.7

+ 13 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

46 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



MILWAUKEE

LAGERS

6th 12-14

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Mammoths	W 54-15
2 Sentinels	W 61-23
3 @ Mariners	W 46-32
4 Barracudas	L 37-41
5 Hitmen	L 39-51
6 Olympiques	L 55-79
7 Steelcats	L 15-38
8 Motorheads	L 32-42
9 @ Nighthawks	W 67-66
10 Colonials	L 41-44
11 @ Guardians	L 24-108
12 @ Arsenal	L 38-41

NHL REGULAR SEASON

13 @ Sentinels	L 208-259
14 Mammoths	L 117-137
15 @ Blue Crabs	W 125-110
16 @ Archers	W 106-97
17 @ Motorheads	W 148-120
18 Archers	W 162-128
19 @ Armada	W 174-146
20 Blue Crabs	L 92-109
21 Nighthawks	L 67-142
22 @ Hitmen	W 153-141

POSTSEASON 4th SEED

#13 Mariners	W 141-136
#12 Mammoths	L 96-119
Blue Crabs	W 173-130
Arsenal	L 122-129



@LagersHockey



LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



JOE LEGERE

DARK



LIGHT



BASTIAN SCHMÜLLING

BRANDING HISTORY

Baltimore, Maryland was the second city selected for the original Southeast Division in 2008. The Blue Crabs name received a 68% rating from voters. Other names considered for the team included Baltimore Bats, Baltimore Bullets, Baltimore Claws, Baltimore Railriders and Maryland Majors.

CONTEST ENTRY (2008)



CHRIS SMITH

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2008)



EMILIS ACUS

12

LOGOS SUBMITTED IN 2008

19

UNIFORMS SUBMITTED IN 2012

ALL-TIME PERSONNEL

HOCKEY OPERATIONS

Bobby Erlichman (22-15, .595)
General Manager 2011–

Jacob Born (7-5, .583)
Asst. General Manager 2012-13

BRANDING & DESIGN

Joe Legere
Logo Designer 2008–

Bastian Schmülling
Uniform Designer 2012–

LOGO DESIGN PARTICIPANTS (2008)

Emilis Acus, Jon Bieda, Sean Cox, Rik Oka, Scott Robbins, Chris Smith, Julianna So, Shawn Steadman, Keenan Sutherland, Jeff Troy, John Wriston

TIMELINE

2008

- 9/21 Team established in Baltimore, Maryland
- 9/21 **Baltimore Blue Crabs** name nominated by **Canis**
- 10/26 Name announced
- 11/16 Logo package designed by **Joe Legere**

2009

- 9/8 Logo package unveiled

2011

- 9/4 **Bobby Erlichman** named GM

2012

- 3/30 Uniforms designed by **Bastian Schmülling**
- 4/30 Uniforms unveiled
- 10/15 **Jacob Born** named AGM

SEASON RECAP

Banking on a marquee player has its risks and rewards. But for the Blue Crabs, it's been downright frustrating.

Normally, the Baltimore Blue Crabs lean on star power. Sidney Crosby and John Tavares can singlehandedly turn around entire match-ups.

Of course, you won't find them on any AHL roster, so that presented a challenge for AGM **Jacob Born**. But a few astute draft selections kept the Maryland club on top of its game.

Kris Newbury and Mike Kostka each averaged around a dozen points per week for the full minor league campaign, helping the Blue Crabs to a solid 7-5 launching pad for the second half.

Born's efforts also earned him a new job as he was named GM of the Montreal Olympiques in the offseason.

"My NHL season started well," said Blue Crabs GM **Bobby Erlichman** after winning seven of his first eight, "and continued to get better as I made some good additions via free agency."

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
9	F	K Sidney Crosby
25	F	K Zach Parise
41	D	K Keith Yandle
57	F	K John Tavares
73	G	Tuukka Rask
88	F	Taylor Hall
105	D	Dennis Wideman
120	G	Semyon Varlamov
137	D	Brent Burns
152	F	Matt Read
169	F	Paul Stastny
184	D	Erik Johnson
201	F	Tomas Plekanec
216	D	Luke Schenn
233	D	Ryan Ellis

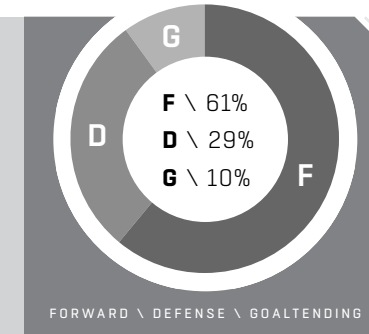
AHL SELECTIONS

9	F	Kris Newbury
24	F	Chris Terry
41	F	Jeremy Morin
56	D	Garnet Exelby
73	D	Mike Kostka
88	G	Kevin Poulin



LIVE DRAFT EVENTS
NHL SAT., SEPT. 29 9PM ET
AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



FORWARD \ DEFENSE \ GOALTENDING

ALL-TIME VS. OPPONENTS

WEST	0-0	EAST	29-20
Aces	0-0	Archers	1-2
Aviators	0-0	Armada	3-0
Beasts	0-0	Barracudas	3-1
Gators	0-0	Chargers	2-3
Hellcats	0-0	Colonials	1-2
Huskies	0-0	Dragons	2-1
Kodiaks	0-0	Guardians	0-4
Lumberjacks	0-0	Hitmen	2-0
Narwhals	0-0	Lagers	2-2
Outlaws	0-0	Mammoths	1-1
Pioneers	0-0	Mariners	0-1
Scorpions	0-0	Nighthawks	3-1
Snipers	0-0	Olympiques	2-0
Stallions	0-0	Sentinels	2-2
Wave	0-0	Steelcats	5-0
Winterhawks	0-0		

Includes all regular and postseason meetings

TEAM INFORMATION

Baltimore, Maryland
ATLANTIC DIVISION

GENERAL MANAGER (NHL)
Bobby Erlichman (22-15)
ASST. GENERAL MGR. (AHL)
Jacob Born (7-5)
INAUGURAL SEASON
2011-12
ALL-TIME RECORD
29-20 (.592)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Kris Newbury D	169	14.1
D Mike Kostka D	140	11.7
F Chris Terry D	80	6.7
D Slava Voynov	73	6.1
F Richard Panik	71	11.8
G Calvin Pickard	40	4.0
F Jaden Schwartz	13	3.3
F Taylor Beck	0	0.0
G Cedrick Desjardins	0	0.0

ALL PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F John Tavares K	48	186	3.9
F Sidney Crosby K	36	164	4.6
F Zach Parise K	48	164	3.4
D Dennis Wideman D	46	161	3.5
F Taylor Hall D	45	160	3.6
G Tuukka Rask D	34	134	3.9
D Keith Yandle K	48	128	2.7
F Tomas Plekanec D	47	117	2.5
F Matt Read D	37	93	2.5
D Luke Schenn D	18	59	3.3
G Semyon Varlamov D	19	56	2.9
D Travis Hamonic	16	53	3.3
F David Backes	11	21	1.9
D Sami Salo	8	12	1.5
F Martin Hanzal	9	11	1.2
F Brad Boyes	5	8	1.6
F Alex Tanguay	40	108	2.7
F Paul Stastny D	31	81	2.6
D Tom Gilbert	18	36	2.0
D Erik Johnson D	13	33	2.5
D Greg Zanon	6	25	4.2
F Brent Burns D	9	19	2.1
D Ryan Whitney	8	16	2.0
F Derek Roy	3	13	4.3

+ 16 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

49
PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



BALTIMORE
BLUE CRABS

7th 17-9

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Steelcats	W 52-21
2 @ Colonials	L 49-61
3 @ Guardians	L 13-14
4 Armada	W 82-25
5 Arsenal	W 53-32
6 Sentinels	W 42-28
7 @ Mammoths	W 47-22
8 Guardians	L 23-40
9 @ Mammoths	L 47-55
10 @ Archers	L 54-71
11 Motorheads	W 46-37
12 Olympiques	W 78-72

NHL REGULAR SEASON

13 Hitmen	W 224-158
14 @ Steelcats	W 161-127
15 Lagers	L 110-125
16 Colonials	W 142-130
17 Nighthawks	W 138-132
18 @ Armada	W 118-105
19 @ Barracudas	W 178-147
20 @ Lagers	W 109-92
21 @ Motorheads	L 89-91
22 @ Sentinels	W 175-143

POSTSEASON 2nd SEED

#15 Motorheads	W 137-107
#7 Archers	L 80-99
Lagers	L 130-173
Nighthawks	W 130-105



@BALBlueCrabs

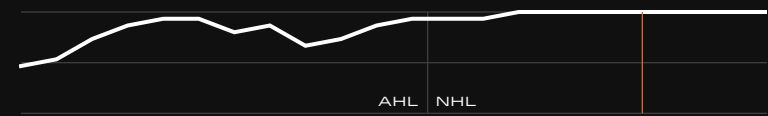
NORTH CAROLINA NIGHTHAWKS

OFFICIAL BRANDING



STANDINGS TREND

BEST 1st | WORST 9th | AVG 3rd



LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



NICK MATARESE

DARK



LIGHT



BEN MACDONALD

BRANDING HISTORY

Charlotte, North Carolina was the fifth and final city selected for the original Southeast Division in 2008. The Nighthawks name received a 77% rating from voters. Other names considered for the team included Carolina Current, Carolina Wildcats, Charlotte Cannon and Charlotte Trax.

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2008)



CHRIS SMITH

CONTEST ENTRY (2008)



EMILIS ACUS

TIMELINE

2008

- 9/21 Team established in Charlotte, North Carolina
- 9/21 North Carolina Nighthawks name nominated by Mike Burmeister (as mburmy)
- 10/26 Name announced
- 11/13 Logo package designed by Nick Matarese

2009

- 8/12 Logo package unveiled

2011

- 9/4 Brendan Anderson named GM

2012

- 4/10 Uniforms designed by Ben MacDonald
- 4/30 Uniforms unveiled



SEASON RECAP

"We are what we repeatedly do. Excellence, then, is not an act, but a habit." —Aristotle

The North Carolina Nighthawks' inaugural season championship was excellence in action. A 12-0 start morphed into an astonishing 21-2 finish. That's material from which to study.

True to form, Nighthawks GM **Brendan Anderson** led his club through the first half of its sophomore effort to a sensational 8-4 record. He then opened the second half undefeated in four straight with Eric Staal, Jamie Benn and Brent Seabrook at the franchise's core.

Teams were put on notice: *NightHawkey* was back! And yet not quite the immovable object it was a year earlier.

"I must be starting to think like a real GM," Anderson admitted, "since I was disappointed in my year, despite having the best regular season record in the East for the second straight year, and the most points in the IceHL."

Phenomenal stats aside, the wins weren't coming as easily in 2012-13.

DRAFT RECAP

NHL SELECTIONS

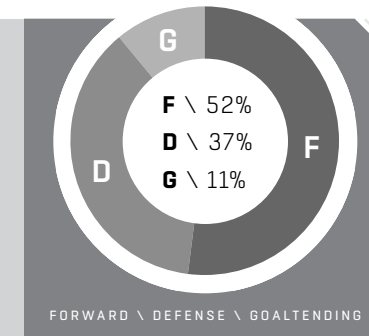
PICK	POS	PLAYER
1	F	K Eric Staal
17	F	K Jamie Benn
33	D	K Josh Gorges
49	D	K Brent Seabrook
65	F	Jordan Eberle
96	F	Thomas Vanek
97	G	Kari Lehtonen
128	G	Devan Dubnyk
129	F	Nathan Horton
160	F	Patrik Elias
161	D	Filip Kuba
192	F	Jaromir Jagr
193	D	Andrew MacDonald
224	D	Dennis Seidenberg
225	D	Kevin Klein

AHL SELECTIONS

PICK	POS	PLAYER
1	F	K Jordan Eberle
32	F	Keith Aucoin
33	G	Brad Thiessen
64	D	Brendan Smith
65	D	Alex Grant
96	F	Kyle Palmieri

LIVE DRAFT EVENTS
 NHL SAT., SEPT. 29 9PM ET
 AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	0-0	EAST	38-11
Aces	0-0	Archers	2-1
Aviators	0-0	Armada	3-1
Beasts	0-0	Barracudas	4-0
Gators	0-0	Blue Crabs	1-3
Hellcats	0-0	Chargers	2-0
Huskies	0-0	Colonials	1-2
Kodiaks	0-0	Dragons	2-3
Lumberjacks	0-0	Guardians	3-0
Narwhals	0-0	Hitmen	4-0
Outlaws	0-0	Lagers	2-1
Pioneers	0-0	Mammoths	3-0
Scorpions	0-0	Mariners	2-0
Snipers	0-0	Olympiques	3-0
Stallions	0-0	Sentinels	4-0
Wave	0-0	Steelcats	2-0
Winterhawks	0-0		

includes all regular and postseason meetings

TEAM INFORMATION

Charlotte, North Carolina
 ATLANTIC DIVISION

GENERAL MANAGER (NHL)
Brendan Anderson (38-11)

ASST. GENERAL MGR. (AHL)
 —

INAUGURAL SEASON
2011-12

ALL-TIME RECORD
38-11 (.776)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Jordan Eberle K	188	15.7
F Keith Aucoin D	152	12.7
F Kyle Palmieri D	121	10.1
D Brendan Smith D	111	9.3
F Mark Fraser	40	6.7
G Niklas Svedberg	36	6.0
D Marco Scandella	12	2.4
G Kevin Poulin	6	2.0
G Brad Thiessen D	6	2.0
D Alex Grant D	0	0.0

ALL PLAYERS LISTED
 AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Eric Staal K	48	174	3.6
D Brent Seabrook K	47	163	3.5
D Andrew MacDonald D	48	155	3.2
F Patrik Elias D	46	115	2.5
F Jaromir Jagr D	39	102	2.6
G Kari Lehtonen D	26	82	3.2
D Matt Carle	30	80	2.7
F Mike Fisher	27	79	2.9
F Henrik Zetterberg	29	76	2.6
G Marc-Andre Fleury	16	72	4.5
F Matt Moulson	28	71	2.5
D Matt Irwin	13	31	2.4
F Ryan Kesler	10	30	3.0
F Vinny Prospal	11	26	2.4
D Raphael Diaz	2	4	2.0

D Brooks Orpik	35	100	2.9
F Thomas Vanek D	17	81	4.8
F Damien Brunner	31	63	2.0
D Josh Gorges K	19	57	3.0
F Jamie Benn K	14	48	3.4
F Jordan Eberle D	18	44	2.4
D Nicklas Grossmann	9	30	3.3
G Devan Dubnyk D	8	18	2.3
D Johnny Oduya	5	16	3.2

+ 18 OTHER PLAYERS UNLISTED
 AVG \ AVERAGE POINTS PER GAME

52 PLAYERS
 K 2012 KEEPER
 D 2012 DRAFTEE
 IR INJURED RESERVE



NORTH CAROLINA NIGHTHAWKS

8th 17-9

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Archers	L 31-59
2 Hitmen	W 55-48
3 Steelcats	W 53-34
4 @ Motorheads	W 46-34
5 Sentinels	W 82-52
6 @ Arsenal	L 59-80
7 Colonials	L 43-63
8 Barracudas	W 48-36
9 Lagers	L 66-67
10 @ Barracudas	W 45-37
11 Armada	W 54-40
12 @ Hitmen	W 90-75

NHL REGULAR SEASON

13 @ Olympiques	W 204-140
14 @ Archers	W 137-93
15 Mariners	W 154-107
16 Mammoths	W 137-132
17 @ Blue Crabs	L 132-138
18 @ Mariners	W 116-97
19 @ Guardians	W 133-90
20 @ Armada	L 93-118
21 @ Lagers	W 142-67
22 Arsenal	L 100-106

POSTSEASON 1st SEED

#16 Arsenal	L 115-160
Sentinels	W 115-113
Colonials	W 138-104
Blue Crabs	L 105-130



@NcNighthawks



WASHINGTON SENTINELS

9th 16-10

LOGOS & UNIFORMS (2013)

PRIMARY



SECONDARY



WORDMARK



DARK



LIGHT



MATT McELROY

CALEB FULLER

BRANDING HISTORY

Washington, District of Columbia was the first city selected for the original Southeast Division in 2008. The Sentinels name received a 59% rating from voters. Other names considered for the team included D.C. Destroyers, D.C. Power, D.C. Smash, Washington Commanders and Washington Revolution.

OFFICIAL LOGO (2008-2013)



RIK OKO

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



SCOTT ROBBINS

2 LOGOS SUBMITTED IN 2013

25 UNIFORMS SUBMITTED IN 2013

TIMELINE

2008

- 9/21 Team established in Washington, D.C.
- 9/21 **Washington Sentinels** name nominated by **Erik Geib** (as **rugbysevens**)
- 10/26 Name announced
- 11/16 Logo package designed by **Rik Oko**

2009

- 8/3 Logo package unveiled

2010

- 9/30 **Simon Cable** named GM

2012

- 4/3 Uniforms designed by **Patrik Gustafsson**
- 4/29 Uniforms unveiled

2013

- 5/24 Logo package redesigned by **Matt McElroy**
- 6/23 Logo package unveiled
- 6/30 Uniforms redesigned by **Caleb Fuller**
- 7/13 Uniforms unveiled

SEASON RECAP

A veteran GM has assembled an overwhelming offense. This is going to be legendary.

The Washington Sentinels have been slowly and quietly accumulating a deadly arsenal. And once all the pieces are in place, they'll be unstoppable.

Opponents in the IceHL EAST got a first taste as the D.C. club won its 10th straight game late this season. Though it certainly didn't start that way.

Third-year GM **Simon Cable** tried to recreate his NHL roster at the AHL draft. And it almost worked out.

Chris Kreider and Jake Gardiner turned in solid efforts and the late addition of Mike Sgarbossa was essential.

Even so, the Sentinels followed every win with a pair of defeats. One step forward and two steps back won't get anyone very far.

Cable toed the line knowing that when the NHL returned, he could rely on an epic line-up of powerhouse players which included Steven Stamkos, Logan Couture and Jimmy Howard.

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
3	F	K Steven Stamkos
19	F	K Logan Couture
35	G	K Jimmy Howard
51	F	K Gabriel Landeskog
67	D	P.K. Subban
94	G	Carey Price
99	D	John Carlson
126	F	Jason Pominville
131	D	Dan Girardi
158	D	Travis Hamonic
163	F	Michael Ryder
190	F	Jonathan Huberdeau
195	D	Jake Gardiner
222	F	Mikhail Grabovski
227	F	Chris Kreider

AHL SELECTIONS

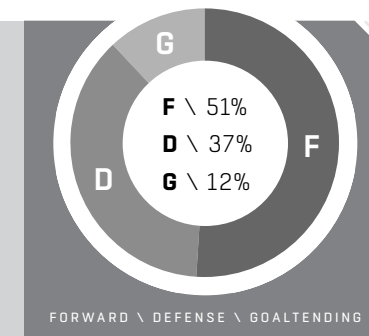
PICK	POS	PLAYER
3	F	K Chris Kreider
30	D	K Travis Hamonic
35	D	K Jake Gardiner
62	G	Ben Scrivens
67	F	Joe Colborne
94	F	Mika Zibanejad

LIVE DRAFT EVENTS

NHL SAT., SEPT. 29 9PM ET

AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	8-4	EAST	32-27
Aces	1-0	Archers	1-3
Aviators	1-0	Armada	3-3
Beasts	0-0	Barracudas	1-2
Gators	0-0	Blue Crabs	2-2
Hellcats	1-0	Chargers	2-0
Huskies	0-1	Colonials	4-2
Kodiaks	1-0	Dragons	3-0
Lumberjacks	0-1	Guardians	3-0
Narwhals	0-0	Hitmen	5-0
Outlaws	0-0	Lagers	3-2
Pioneers	1-0	Mammoths	1-3
Scorpions	1-0	Mariners	1-0
Snipers	0-1	Nighthawks	0-4
Stallions	1-0	Olympiques	2-3
Wave	0-1	Steelcats	1-3
Winterhawks	1-0		

includes all regular and postseason meetings

TEAM INFORMATION

Washington, D.C.
ATLANTIC DIVISION

GENERAL MANAGER (NHL)
Simon Cable (40-31)

ASST. GENERAL MGR. (AHL)
—

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
40-31 (.563)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Chris Kreider K	84	7.0
F Joe Colborne D	79	6.6
F Mike Sgarbossa	62	10.3
D Jake Gardiner K	59	4.9
G Ben Scrivens D	28	5.6
D Andre Benoit	8	8.0
G Jeff Zatkoff	46	6.6
D Travis Hamonic K	38	3.5
F Mika Zibanejad D	16	4.0
F Chris Conner	0	0.0

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Steven Stamkos K	48	201	4.2
F Logan Couture K	48	179	3.7
D John Carlson D	48	179	3.7
D Dan Girardi D	45	153	3.4
D Andrei Markov	46	148	3.2
F Jason Pominville D	47	136	2.9
F Nazem Kadri	44	134	3.0
G Carey Price D	34	120	3.5
G Jimmy Howard K	29	102	3.5
F Gabriel Landeskog K	35	85	2.4
D Barret Jackman	17	42	2.5
F Patrice Bergeron	14	27	1.9
D Carl Gunnarsson	9	26	2.9
F Paul Stastny	2	3	1.5
F Michael Grabner	3	0	0.0
D P.K. Subban D	23	89	3.9
F Troy Brouwer	21	57	2.7
D Travis Hamonic D	22	56	2.5
F Andy McDonald	18	38	2.1
F Michael Ryder D	16	34	2.1
F Mikhail Grabovski D	12	21	1.8
F Tyler Bozak	9	13	1.4
F Andrew Cogliano	11	11	1.0
D Stephane Robidas	7	10	1.4

+ 14 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

48 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Guardians	W 40-21
2 @ Lagers	L 23-61
3 Barracudas	L 32-38
4 Colonials	W 50-12
5 @ Nighthawks	L 52-82
6 @ Blue Crabs	L 28-42
7 @ Motorheads	W 38-37
8 Steelcats	L 30-31
9 @ Olympiques	L 28-69
10 @ Steelcats	W 31-26
11 Mammoths	L 10-35
12 Mariners	W 59-53

NHL REGULAR SEASON

13 Lagers	W 259-208
14 @ Guardians	W 145-87
15 Hitmen	W 85-81
16 Armada	W 126-124
17 @ Arsenal	W 122-96
18 @ Colonials	W 137-131
19 Archers	W 161-133
20 @ Hitmen	W 108-96
21 @ Armada	W 160-99
22 Blue Crabs	L 143-175

POSTSEASON 5th SEED

#12 Mammoths	L 118-143
Nighthawks	L 113-115
Hitmen	W 121-120
Olympiques	W 105-86



@IceHLSentinels



LOGOS & UNIFORMS (2013)

PRIMARY



SECONDARY



WORDMARK



FRANCIS MATTE

DARK



LIGHT



COLIN MAY

BRANDING HISTORY

Montreal, Quebec was the first city selected for the original Northeast Division in 2008. The Sentinels name received a 69% rating from voters. In 2013, the team was selected for rebranding. Other names considered for the team included Montreal Dukes, Montreal Imperials and Montreal Mystiques.

OFFICIAL LOGO (2008-2013)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



CHRIS SMITH

CONTEST ENTRY (2013)



MATT McELROY

TIMELINE

2008

- 9/14 Team established in Montreal, Quebec
- 9/14 **Montreal Olympiques** name nominated by **Marty**
- 10/11 Name announced
- 10/14 Logo package designed by **Craig C. Wheeler**

2009

- 8/19 Logo package unveiled

2010

- 10/1 **Chris Stephens** named GM

2011

- 10/31 Uniforms designed by **Jon Wold**
- 12/9 Uniforms unveiled

2012

- 10/25 **Tony Krogen** named AGM

2013

- 5/28 Logo package redesigned by **Francis Matte** (6/23)
- 7/1 Uniforms redesigned by **Colin May** (7/13)
- 8/13 **Jacob Born** named GM

SEASON RECAP

Known for resilience, the Olympiques couldn't live up to last year's grand comeback.

Fresh off an unlikely rally that saw the seventh seed make a run to the championship final, the Montreal Olympiques appeared to have the tools to make it happen again a season later.

But they had to reestablish themselves with an assortment of AHL talent. To that end, GM **Chris Stephens** drafted Cory Conacher and Peter Holland to drive the team forward.

But following consecutive losses to start the year, Stephens turned the wheel over to AGM **Tony Krogen**, who made an immediate impact acquiring Taylor Hall and Thomas Pock. The upshot was Holland and Hall alone tallied enough points to win in Week 3.

Momentum continued to build on the back of the a three-game winning streak before stiffer competition gave the Olympiques a case of the yips.

Stephens was back in the driver's seat as the second half began. But an NHL

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
2	F	K Corey Perry
18	F	K Ilya Kovalchuk
34	G	K Jonas Hiller
50	D	K Alexander Edler
66	F	Tyler Seguin
95	F	Teemu Selanne
98	D	Drew Doughty
127	G	Ondrej Pavelec
130	F	Drew Stafford
159	D	Tyler Myers
162	D	Dmitry Kulikov
191	F	David Clarkson
194	F	Kris Versteeg
223	D	Slava Voynov
226	F	Cody Hodgson

AHL SELECTIONS

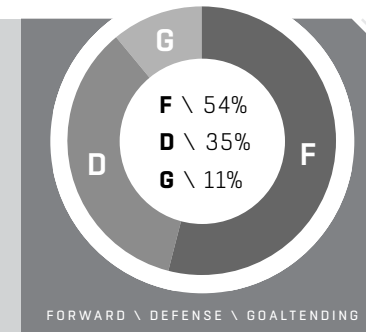
2	F	Cory Conacher
31	F	Peter Holland
34	F	Ben Holmstrom
63	D	Eric Gelinas
66	D	Cameron Gaunce
95	G	Carter Hutton

LIVE DRAFT EVENTS

NHL SAT., SEPT. 29 9PM ET

AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	6-6	EAST	26-33
Aces	1-0	Archers	2-3
Aviators	1-0	Armada	1-5
Beasts	0-0	Barracudas	2-2
Gators	0-0	Blue Crabs	0-2
Hellcats	0-1	Chargers	1-2
Huskies	0-1	Colonials	5-2
Kodiaks	0-1	Dragons	2-1
Lumberjacks	0-1	Guardians	3-1
Narwhals	0-0	Hitmen	2-1
Outlaws	0-0	Lagers	2-3
Pioneers	1-0	Mammoths	1-1
Scorpions	1-0	Mariners	1-1
Snipers	1-0	Nighthawks	0-3
Stallions	0-1	Sentinels	3-2
Wave	0-1	Steelcats	1-4
Winterhawks	1-0		

Includes all regular and postseason meetings

TEAM INFORMATION

Montreal, Quebec

LAKES DIVISION

GENERAL MANAGER (NHL)

Chris Stephens (26-35)

ASST. GENERAL MGR. (AHL)

Tony Krogen (6-4)

INAUGURAL SEASON

2010-11

ALL-TIME RECORD

32-39 (.451)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Peter Holland D	151	12.6
F Taylor Hall	149	14.9
F Cory Conacher D	123	10.3
D Thomas Pock	64	6.4
D Garrett Stafford	30	3.8
G Matt Hackett	30	6.0
G Carter Hutton D	24	6.0
G Dan Ellis	10	3.3
F Ben Holmstrom D	5	2.5
D Marc-Andre Gragnani	3	1.5

+ 2 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
D Alexander Edler K	45	146	3.2
F Corey Perry K	44	130	3.0
D Drew Doughty D	48	105	2.2
G Ondrej Pavelec D	30	90	3.0
F Teemu Selanne D	44	86	2.0
F Michael Ryder S	21	72	3.4
F Jordan Eberle S	25	72	2.9
F John Mitchell	36	70	1.9
F Lars Eller	26	67	2.6
D Nick Schultz	23	64	2.8
D Marc Methot	24	57	2.4
F Jonathan Huberdeau S	24	50	2.1
D Zbynek Michalek	16	44	2.8
G Pekka Rinne	19	44	2.3
F Ilya Kovalchuk K S	24	71	3.0
F Tyler Seguin D S	21	54	2.6
D Marc Staal	15	39	2.6
G Jonas Hiller K S	8	34	4.3
D Scott Hannan S	16	22	1.4
F Steve Ott	15	20	1.3
D Derek Morris	7	15	2.1
F Drew Stafford D	19	15	0.8
D Dmitry Kulikov D	6	12	2.0

+ 5 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

41 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



MONTREAL

OLYMPIQUES

10th 10-16

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Armada	L 30-31
2 Barracudas	L 44-50
3 Colonials	W 51-27
4 @ Steelcats	L 21-49
5 @ Mariners	W 66-34
6 @ Lagers	W 79-55
7 @ Barracudas	W 40-39
8 Hitmen	L 26-34
9 Sentinels	W 69-28
10 @ Motorheads	L 31-38
11 @ Archers	W 62-51
12 @ Blue Crabs	L 72-78

NHL REGULAR SEASON

13 Nighthawks	L 140-204
14 Armada	L 90-98
15 @ Arsenal	W 109-65
16 @ Guardians	W 89-78
17 Mammoths	W 128-97
18 Guardians	L 95-127
19 @ Colonials	L 143-159
20 Archers	L 79-97
21 Steelcats	L 92-117
22 Mariners	L 119-150

POSTSEASON 14th SEED

#3 Colonials	W 123-96
#11 Armada	L 91-99
Arsenal	L 114-142
Sentinels	L 86-105



@MTOlympiques



LOGOS & UNIFORMS (2013)

PRIMARY



WORDMARK



SECONDARY



DARK



LIGHT



SLAVOMIR KISS

STEFAN LUNDRIGAN

BRANDING HISTORY

Detroit, Michigan was the second city selected for the original Central Division in 2008. The Motorheads name received a 58% rating from voters. In 2013, the team was rebranded. Other names considered for the team included Detroit Boxers, Detroit Diesel, Detroit Drift, Detroit Rust and Michigan Cobras.

OFFICIAL LOGO (2008-2013)



RIK OKO

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2013)



MATT McELROY

TIMELINE

2008

- 9/6 Team established in Detroit, Michigan
- 9/6 **Detroit Motorheads** name nominated by **raj_b99**
- 9/27 Name announced
- 10/19 Logo package designed by **Rik Oko**

2009

- 8/18 Logo package unveiled

2011

- 9/6 **Mike Kelly** named GM

2012

- 1/5 Uniforms designed by **Ricky Hajduk**
- 3/3 Uniforms unveiled

2013

- 5/15 Team rebranded as **Detroit Chargers**
- 5/28 Logo package designed by **Slavomir Kiss**
- 6/16 Logo package unveiled
- 7/1 Uniforms designed by **Stefan Lundrigan**
- 7/13 Uniforms unveiled

SEASON RECAP

A series of ups and downs shaped an unusual season of transformation in Detroit.

Fate got to have its way with the Detroit Motorheads before the season started as GM **Mike Kelly** was unable to attend the Supplemental Draft (AHL).

"Left it in the hands of the hockey gods due to family commitments," Kelly said on Twitter as he awaited his roster.

With Chris Bourque, he lucked out in the first round, but less so later on. To shore things up, he added T.J. Brodie and Patrick Cehlin ahead of Week 1.

Kelly stood by his group throughout the first half of the season despite weak performances and an 0-4 start.

"Between work and family," Kelly admitted after the season, "getting to know the AHL took a distant third."

Fortunately, the Motorheads' NHL roster looked excellent with Phil Kessel and Miikka Kiprusoff at the core and draft picks like Jason Spezza and Dion Phaneuf supporting. But early in the second half, in an effort to go younger,

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
8	G	K Miikka Kiprusoff
24	F	K Phil Kessel
40	D	K James Wisniewski
56	F	Jason Spezza
72	F	Patrick Sharp
89	D	Dion Phaneuf
104	D	Mark Giordano
121	F	Mike Cammalleri
136	F	Alex Burrows
153	D	Sami Salo
168	F	Wayne Simmonds
185	G	Tomas Vokoun
200	F	Martin Erat
217	F	Shane Doan
232	D	Jared Spurgeon

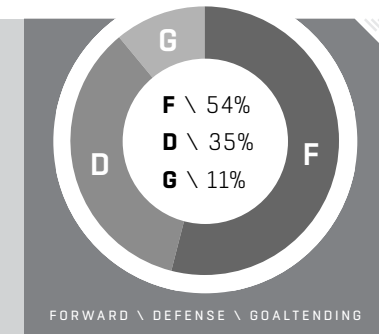
AHL SELECTIONS

8	F	Chris Bourque
25	F	Jon Matsumoto
40	F	Geoff Walker
57	D	Mark Borowiecki
72	D	Jason DeSantis
89	G	Eddie Pasquale

LIVE DRAFT EVENTS

NHL SAT., SEPT. 29 9PM ET
AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	0-0	EAST	23-26
Aces	0-0	Archers	2-1
Aviators	0-0	Armada	0-2
Beasts	0-0	Barracudas	2-2
Gators	0-0	Blue Crabs	3-2
Hellcats	0-0	Colonials	2-2
Huskies	0-0	Dragons	1-2
Kodiaks	0-0	Guardians	2-3
Lumberjacks	0-0	Hitmen	2-2
Narwhals	0-0	Lagers	3-1
Outlaws	0-0	Mammoths	2-3
Pioneers	0-0	Mariners	1-0
Scorpions	0-0	Nighthawks	0-2
Snipers	0-0	Olympiques	2-1
Stallions	0-0	Sentinels	0-2
Wave	0-0	Steelcats	1-1
Winterhawks	0-0		

Includes all regular and postseason meetings

TEAM INFORMATION

Detroit, Michigan LAKES DIVISION

GENERAL MANAGER (NHL)
Mike Kelly (23-26)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON
2011-12

ALL-TIME RECORD
23-26 (.469)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Chris Bourque D	118	9.8
F Jon Matsumoto D	76	6.3
D T.J. Brodie	72	6.0
F Patrick Cehlin	64	5.3
G Eddie Pasquale D	56	4.7
D Jason DeSantis D	47	3.9

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

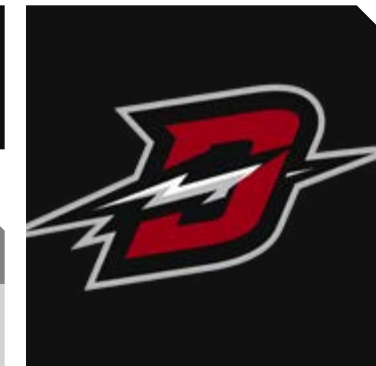
PLAYER	GP	PTS	AVG
F Phil Kessel K	48	177	3.7
D Dion Phaneuf D	48	169	3.5
D Mark Giordano D	46	130	2.8
G Braden Holtby	26	120	4.6
F Wayne Simmonds D	45	120	2.7
F Mike Cammalleri D	44	107	2.4
F Adam Henrique S	41	82	2.0
D Andy Greene	38	78	2.1
F Ryan Nugent-Hopkins	18	48	2.7
D Andrej Sekera	17	39	2.3
F Tomas Kopecky	20	37	1.9
D O. Ekman-Larsson S	28	35	1.3
F Justin Williams	13	31	2.4
F Brenden Morrow	6	26	4.3
G Joey MacDonald	3	6	2.0

F Patrick Sharp D S	20	50	2.5
D Sami Salo D	22	49	2.2
D James Wisniewski K	15	44	2.9
F Alex Burrows D	23	44	1.9
F Michael Grabner S	28	42	1.5
G Miikka Kiprusoff K	15	36	2.4
F Martin Erat D S	21	28	1.3
F Jason Spezza D S	5	17	3.4
F Shane Doan D	9	12	1.3

+ 10 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

40 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



DETROIT CHARGERS

11th 11-15

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Hitmen	L 26-54
2 @ Guardians	L 49-59
3 @ Armada	L 21-46
4 Nighthawks	L 34-46
5 Colonials	W 36-31
6 @ Mammoths	W 36-29
7 Sentinels	L 37-38
8 @ Lagers	W 42-32
9 @ Barracudas	L 29-60
10 Olympiques	W 38-31
11 @ Blue Crabs	L 37-46
12 @ Archers	W 48-45

NHL REGULAR SEASON

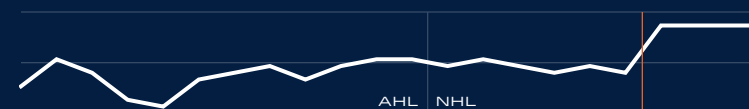
13 @ Steelcats	L 150-198
14 Hitmen	L 57-146
15 @ Guardians	W 118-90
16 @ Arsenal	L 103-109
17 Lagers	L 120-148
18 Arsenal	L 112-116
19 @ Mariners	W 134-119
20 Barracudas	L 105-112
21 Blue Crabs	W 91-89
22 Mammoths	L 128-162

POSTSEASON 15th SEED

#2 Blue Crabs	L 107-137
Guardians	W 97-78
Barracudas	W 142-106
Colonials	W 94-90



@DetChrgsIceHL



LOGOS & UNIFORMS (2013)

PRIMARY



SECONDARY



WORDMARK



DARK



LIGHT



ALAN JOHN HERBERT

BRANDING HISTORY

Boston, Massachusetts was the fourth city selected for the original Northeast Division in 2008. The Colonials name received a 77% rating from voters. In 2013, the logos and jerseys were redesigned. Other names considered for the team included Boston Battalion, Boston Revolt and New England Liberty.

OFFICIAL LOGO (2008-2013)



ERIC POOLE

CONTEST ENTRY (2008)



CHRIS SMITH

CONTEST ENTRY (2013)



FRANCIS MATTE

9	28
LOGOS SUBMITTED IN 2013	UNIFORMS SUBMITTED IN 2013

TIMELINE

2008

- 9/14 Team established in Boston, Massachusetts
- 9/14 **Boston Colonials** name nominated by **motleybrent**
- 10/11 Name announced
- 10/31 Logo package designed by **Eric Poole**

2009

- 8/3 Logo package unveiled

2010

- 10/1 **Josh Hedland** named GM

2011

- 9/4 **Marc Brown** named GM
- 11/11 Uniforms designed by **Kevin Dallatore**
- 12/9 Uniforms unveiled

2013

- 1/26 Logo package revised
- 6/16 Logo package unveiled
- 6/26 Uniforms redesigned by **Alan John Herbert**
- 7/2 **Eric Scheib** named GM
- 7/13 Uniforms unveiled

SEASON RECAP

Another division championship is marred by an untimely postseason breakdown.

Every year, some IceHL teams will do better than they did the year before. Some will do worse. And some will do exactly the same thing.

The Boston Colonials fit into that final category as they once again took a Northeast Division title and No. 3 seed into the playoffs only to watch it all be wiped away by a first-round upset.

"It was an interesting season from start to finish," said GM **Marc Brown**. He described it as "one of the toughest leagues with [every] team in the mix until the end of the season."

The Colonials had trouble finding a foothold as the season began, despite having drafted Brayden Schenn and Sean Couturier. The pair did finally help Boston heat up toward the midpoint of the season, winning six of their last seven before the NHL's return.

Then, once again, the Colonials were stacked with offensive talent includ-

DRAFT RECAP

NHL SELECTIONS

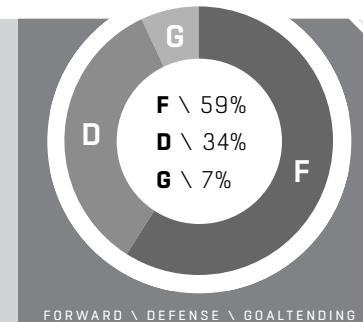
PICK	POS	PLAYER
7	F	K Evgeni Malkin
23	F	K Nicklas Backstrom
39	F	K Claude Giroux
55	G	K Jaroslav Halak
71	G	Cam Ward
90	D	Jack Johnson
103	F	Dany Heatley
122	D	Alex Goligoski
135	F	Brayden Schenn
154	D	Christian Ehrhoff
167	F	Chris Kunitz
186	D	Joni Pitkanen
199	F	Matt Duchene
218	F	Derek Roy
231	D	Adam Larsson

AHL SELECTIONS

7	F	K Brayden Schenn
26	D	K Adam Larsson
39	F	Cody Hodgson
58	F	Sean Couturier
71	D	Ryan Ellis
90	G	Danny Taylor

LIVE DRAFT EVENTS
 NHL SAT., SEPT. 29 9PM ET
 AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	6-8	EAST	29-28
Aces	1-0	Archers	0-4
Aviators	0-1	Armada	4-1
Beasts	0-0	Barracudas	2-2
Gators	0-0	Blue Crabs	2-1
Hellcats	0-1	Chargers	2-2
Huskies	0-1	Dragons	3-0
Kodiaks	0-1	Guardians	2-1
Lumberjacks	0-1	Hitmen	2-1
Narwhals	0-0	Lagers	3-0
Outlaws	0-0	Mammoth	1-2
Pioneers	3-0	Mariners	1-1
Scorpions	0-1	Nighthawks	2-1
Snipers	0-1	Olympiques	2-5
Stallions	1-0	Sentinels	2-4
Wave	0-1	Steelcats	1-3
Winterhawks	1-0		

includes all regular and postseason meetings

TEAM INFORMATION

Boston, Massachusetts
 ATLANTIC DIVISION

GENERAL MANAGER (NHL)
Marc Brown (28-21)

ASST. GENERAL MGR. (AHL)
 —

INAUGURAL SEASON
2010-11

ALL-TIME RECORD
35-36 (.493)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Brayden Schenn K	116	9.7
F Sean Couturier D	101	8.4
D Sami Vatanen	72	7.2
F Alexandre Bolduc	67	11.2
D Mark Borowiecki	44	5.5
G Chad Johnson	30	5.0
F Cody Hodgson D	28	4.7
G Danny Taylor D	26	4.3
D Adam Larsson K	20	5.0
D Ryan Ellis D	0	0.0

ALL PLAYERS LISTED
 AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Chris Kunitz D	45	168	3.7
F Claude Giroux K	47	158	3.4
F Matt Duchene D	45	152	3.4
F Nicklas Backstrom K	48	151	3.1
D Christian Ehrhoff D	46	132	2.9
D Jack Johnson D	39	126	3.2
D Alex Goligoski D	44	118	2.7
F Evgeni Malkin K	31	102	3.3
F Teddy Purcell	42	88	2.1
D Fedor Tyutin	38	76	2.0
D Dan Hamhuis	29	71	2.4
G Cam Ward D IR	14	48	3.4
G Jaroslav Halak K	11	28	2.5
G Jacob Markstrom	7	6	0.9
D Johnny Boychuk	1	2	2.0
F Nikolai Kulemin	0	—	—
F Dany Heatley D	32	73	2.3
F Brayden Schenn D	34	64	1.9
D Joni Pitkanen D	12	32	2.7
G Tomas Vokoun	3	20	6.7
F Derek Roy D	6	15	2.5
G Dan Ellis	4	6	1.5
D Ryan Ellis	4	4	1.0
D Adam Larsson D	0	—	—

ALL PLAYERS LISTED
 AVG \ AVERAGE POINTS PER GAME

34 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



BOSTON COLONIALS

12th 13-13

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Mariners	L 27-40
2 Blue Crabs	W 61-49
3 @ Olympiques	L 27-51
4 @ Sentinels	L 12-50
5 @ Motorheads	L 31-36
6 @ Armada	W 81-59
7 @ Nighthawks	W 63-43
8 Mammoth	W 52-40
9 Steelcats	L 32-40
10 @ Lagers	W 44-41
11 @ Arsenal	W 23-20
12 @ Guardians	W 51-44

NHL REGULAR SEASON

13 Barracudas	L 124-235
14 @ Mariners	W 151-112
15 Archers	L 96-159
16 @ Blue Crabs	L 130-142
17 Hitmen	W 104-88
18 Sentinels	L 131-137
19 Olympiques	W 159-143
20 Arsenal	W 92-81
21 @ Barracudas	L 116-119
22 Armada	W 132-93

POSTSEASON 3rd SEED

#14 Olympiques	L 96-123
Barracudas	W 115-111
Nighthawks	L 104-138
Motorheads	L 90-94



@BostonColonials



LOGOS & UNIFORMS (2013)

PRIMARY



SECONDARY



WORDMARK



MICAH LOYED

DARK



LIGHT



IAN DYCK

BRANDING HISTORY

Hartford, Connecticut was one of two cities selected during the IceHL's 2012 expansion. The Mariners name competed against 24 others, including Connecticut Clippers, Connecticut Sea Wolves and Hartford Storm. In 2013, the logos were changed due to similarity to symbolism on the flag of Barbados.

OFFICIAL LOGO (2012-13)



ERIC POOLE

CONTEST ENTRY (2012)



JON WOLD

CONTEST ENTRY (2012)



MATT McELROY

11

LOGOS SUBMITTED IN 2012

16

UNIFORMS SUBMITTED IN 2012

ALL-TIME PERSONNEL

HOCKEY OPERATIONS

Thomas Ogilvie (6-8, .429) General Manager	2012-
Mike Burmeister (5-7, .417) Asst. General Manager	2012-13

BRANDING & DESIGN

Micah Loyed Logo Designer	2013-
Ian Dyck Uniform Designer	2012-
Eric Poole Logo Designer	2012-13



TIMELINE

2012

- 3/8 Team established in Hartford, Connecticut
- 3/13 **Hartford Mariners** name nominated by **Rich Lungfino**
- 4/16 Name announced
- 4/30 Logo package I designed by **Eric Poole**
- 5/8 Logo package II designed by **Micah Loyed**
- 5/28 Original logos unveiled
- 8/17 Uniforms designed by **Ian Dyck**
- 8/25 **Thomas Ogilvie** named GM
- 9/23 Uniforms unveiled
- 10/12 **Michael Burmeister** named AGM

2013

- 4/12 Redesigned logos and uniforms unveiled

SEASON RECAP

New team. New GM. And a whole new set of problems.

Hartford, Conn. joined the ranks of the IceHL EAST in 2012, and along with it, a rookie GM from across the pond.

"This was not just my first year in the IceHL," said **Thomas Ogilvie**, "it was my rookie year in fantasy hockey."

With that, Ogilvie and his Hartford Mariners got thrown straight into the deep end by the NHL lockout.

"It's hard enough [watching] the NHL in the U.K.," said Ogilvie, who left AGM **Mike Burmeister** to run the AHL roster.

In the draft, the Mariners landed rugged defenseman Radko Gudas, who thrived throughout the season.

Burmeister made no roster changes during his stint despite losing four of six to start and poor performances from Jonathon Blum and Matthew Ford.

The Mariners took a losing record into the second half and things weren't looking much brighter from day one.

"I started the season with one hand

STATISTICAL COMPARISON

AHL	vs	NHL
5-7	RECORD	6-8
40	WK AVG	118
25	GOALS	105
48	ASSISTS	251
485	POINTS	1,650
6	PLAYERS	23

DRAFT RECAP

NHL SELECTIONS

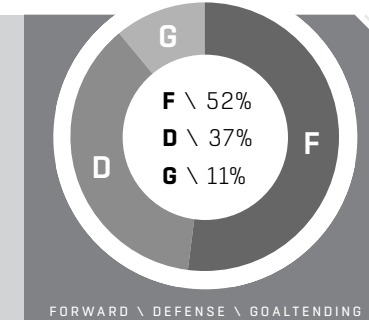
PICK	POS	PLAYER
16	F	K Brad Richards
32	G	K Ilya Bryzgalov
48	F	K Jeff Skinner
64	D	K Shea Weber
80	F	Joe Thornton
81	F	Ryan Getzlaf
112	F	Alexander Semin
113	F	Milan Lucic
144	D	Tobias Enstrom
145	D	Kimmo Timonen
176	D	Ryan Whitney
177	F	Radim Vrbata
208	F	Peter Mueller
209	F	Justin Williams
240	F	Jiri Hudler

AHL SELECTIONS

16	F	Matthew Ford
17	D	Radko Gudas
48	F	Chris Mueller
49	G	Jeremy Smith
80	D	Jonathan Blum
81	F	Jon DiSalvatore

LIVE DRAFT EVENTS
 NHL SAT., SEPT. 29 9PM ET
 AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	0-0	EAST	11-15
Aces	0-0	Archers	1-1
Aviators	0-0	Armada	1-1
Beasts	0-0	Barracudas	0-1
Gators	0-0	Blue Crabs	1-0
Hellcats	0-0	Chargers	0-1
Huskies	0-0	Colonials	1-1
Kodiaks	0-0	Dragons	1-0
Lumberjacks	0-0	Guardians	2-1
Narwhals	0-0	Hitmen	1-2
Outlaws	0-0	Lagers	0-2
Pioneers	0-0	Mammoths	1-0
Scorpions	0-0	Nighthawks	0-2
Snipers	0-0	Olympiques	1-1
Stallions	0-0	Sentinels	0-1
Wave	0-0	Steelcats	1-1
Winterhawks	0-0		

Includes all regular and postseason meetings

TEAM INFORMATION

Hartford, Connecticut
ATLANTIC DIVISION

GENERAL MANAGER (NHL)
Thomas Ogilvie (6-8)

ASST. GENERAL MGR. (AHL)
Mike Burmeister (5-7)

INAUGURAL SEASON
2012-13

ALL-TIME RECORD
11-15 (.423)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
D Radko Gudas D	137	11.4
F Chris Mueller D	102	8.5
F Jon DiSalvatore D	91	7.6
G Jeremy Smith D	76	6.3
D Jonathon Blum D	50	4.2
F Matthew Ford D	29	2.4

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
D Shea Weber K	47	161	3.4
D Kimmo Timonen D IR	44	151	3.4
F Alexander Semin D	43	136	3.2
F Brad Richards K	44	131	3.0
F Joe Thornton D	48	118	2.5
G Ilya Bryzgalov K	36	106	2.9
D Cody Franson	29	92	3.2
F Radim Vrbata D	31	92	3.0
D Dan Boyle S	28	82	2.9
F Jeff Skinner K	40	82	2.1
G James Reimer	19	74	3.9
F Milan Lucic D	41	70	1.7
F Jiri Hudler D	33	60	1.8
F Patrick Marleau S	28	46	1.6
D Andrew Ference	3	9	3.0
F Shane Doan	6	7	1.2
F Ryan Getzlaf D S	20	79	4.0
D Tobias Enstrom D	17	58	3.4
D Kevin Bieksa	16	36	2.3
D Ryan Whitney D	12	27	2.3
F Brandon Dubinsky	11	19	1.7
F Justin Williams D	6	9	1.5
F Colin Wilson	5	5	1.0

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER GAME

29 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



HARTFORD MARINERS

13th 11-15

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Colonials	W 40-27
2 Archers	L 16-56
3 Lagers	L 32-46
4 @ Guardians	W 67-46
5 Olympiques	L 34-66
6 @ Hitmen	L 37-51
7 @ Archers	W 38-35
8 Armada	L 29-31
9 Blue Crabs	W 55-47
10 @ Mammoths	W 44-39
11 @ Barracudas	L 40-41
12 @ Sentinels	L 53-59

NHL REGULAR SEASON

13 Arsenal	W 191-167
14 Colonials	L 112-151
15 @ Nighthawks	L 107-154
16 @ Steelcats	W 117-99
17 @ Armada	W 130-100
18 Nighthawks	L 97-116
19 Motorheads	L 119-134
20 Steelcats	L 98-111
21 Guardians	L 77-152
22 @ Olympiques	W 150-119

POSTSEASON 13th SEED

#4 Lagers	L 136-141
Hitmen	L 61-109
Guardians	W 143-111
Hitmen	W 112-92



@HarMariners



LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



DARK



LIGHT



SCOTT ROBBINS

BRENDAN NASHMAN

BRANDING HISTORY

Chicago, Illinois was the first city selected for the original Central Division in 2008. The Hitmen name received a 71% rating from voters. Other names considered for the team included Chicago Blizzard, Chicago Butchers, Chicago Gale, Chicago Towers, Illinois Lions and Rockford Rink Rats.

CONTEST ENTRY (2008)



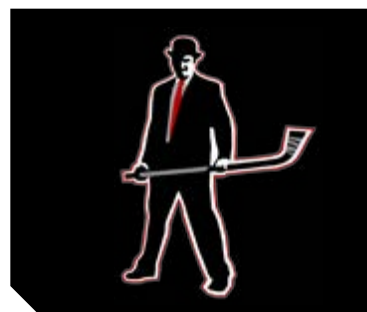
CRAIG C. WHEELER

CONTEST ENTRY (2008)



ROSS TAYLOR

CONTEST ENTRY (2008)



JOHN OCHTYUN

TIMELINE

2008

- 9/6 Team established in Chicago, Illinois
- 9/6 **Chicago Hitmen** name nominated by **BK**
- 9/27 Name announced
- 11/3 Logo package designed by **Scott Robbins**

2009

- 9/15 Logo package unveiled

2010

- 10/1 **Jason Martineau** named GM

2011

- 9/4 **Joey Langdon** named GM
- 12/18 **Jason Usher** named GM

2012

- 1/4 Uniforms designed by **Brendan Nashman**
- 3/3 Uniforms unveiled

SEASON RECAP

The Hitmen may not be synonymous with success, but there's reason for optimism.

For a moment, it appeared things were finally turning around for the Chicago Hitmen. Gustav Nyqvist and Tomas Tatar helped get the club off to a solid start in the first half, which included the longest winning streak in franchise history at three games.

"As the AHL season progressed, we did very well," said Hitmen GM **Jason Usher**. "Once the NHL season started, we seemed to float to mediocrity."

The second half began with a tough loss and a huge win. Then the next six weeks netted only a single victory.

"We were one good player away from a winning season," Usher said. "We just couldn't seem to get over that hump."

That thought likely prompted his dealing of Henrik Zetterberg to the Nighthawks for Thomas Vanek in Week 17. Unfortunately, it was a bit of bad timing. Zetterberg rebounded while Vanek cooled following a white hot start.

DRAFT RECAP

NHL SELECTIONS

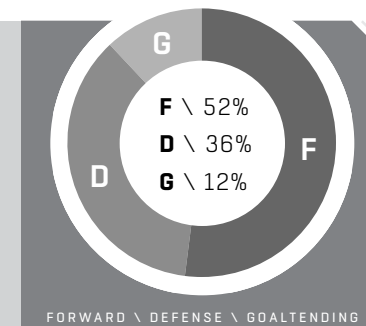
PICK	POS	PLAYER
14	F	K David Backes
30	F	K Ryan Nugent-Hopkins
46	F	K Henrik Zetterberg
62	G	K Jonas Gustavsson
78	F	Bobby Ryan
83	F	Evander Kane
110	G	Niklas Backstrom
115	D	Mike Green
142	D	Kevin Bieksa
147	F	Ray Whitney
174	D	Jordan Leopold
179	D	Marc-Edouard Vlasic
206	D	Dan Hamhuis
211	F	Ryane Clowe
238	F	Pascal Dupuis

AHL SELECTIONS

14	F	Tomas Tatar
19	F	Mark Stone
46	F	Gustav Nyquist
51	D	Mark Barberio
78	D	Paul Postma
83	G	David Leggio

LIVE DRAFT EVENTS	NHL	SAT., SEPT. 29	9PM ET
	AHL	SAT., OCT. 13	8PM ET

NHL BREAKDOWN



FORWARD \ DEFENSE \ GOALTENDING

TEAM INFORMATION

Chicago, Illinois

LAKES DIVISION

GENERAL MANAGER (NHL)

Jason Usher (15-24)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON

2010-11

ALL-TIME RECORD

23-48 (.324)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Gustav Nyquist D	123	10.3
F Tomas Tatar D	122	10.2
G David Leggio D	94	7.8
D Mark Barberio D	83	6.9
D Paul Postma D	77	6.4
F Mark Stone D	51	4.3
—	—	—
—	—	—
—	—	—
—	—	—

ALL PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Pascal Dupuis D	48	157	3.3
G Niklas Backstrom D	39	140	3.6
F Evander Kane D	48	128	2.7
F Bobby Ryan D	46	114	2.5
F Ray Whitney D	32	99	3.1
D Paul Martin	31	91	2.9
D Jan Hejda	33	87	2.6
D Kevin Klein	25	69	2.8
D Ron Hainsey	18	58	3.2
F Thomas Vanek S	21	57	2.7
G Ray Emery	9	56	6.2
D Chris Phillips	22	52	2.4
D Stephane Robidas	9	28	3.1
F Troy Brouwer	6	21	3.5
F Jakob Silfverberg	1	0	0.0
D Niklas Hjalmarsson	40	98	2.5
F David Backes K	32	65	2.0
F Henrik Zetterberg K	17	63	3.7
D Marc-Edouard Vlasic D	20	45	2.3
D Dan Hamhuis D	14	34	2.4
F Ryan Nugent-Hopkins K	18	28	1.6
F Joel Ward	16	26	1.6
F Tyler Bozak	10	20	2.0
F Ryane Clowe D	9	11	1.2

+ 14 OTHER PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

44 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Motorheads	W 54-26
2 @ Nighthawks	L 48-55
3 Mammoths	W 42-31
4 @ Archers	L 37-39
5 @ Lagers	W 51-39
6 Mariners	W 51-37
7 Guardians	L 30-87
8 @ Olympiques	W 34-26
9 Arsenal	W 43-28
10 Armada	W 43-39
11 @ Steelcats	L 42-69
12 Nighthawks	L 75-90

NHL REGULAR SEASON

13 @ Blue Crabs	L 158-224
14 @ Motorheads	W 146-59
15 @ Sentinels	L 81-85
16 @ Barracudas	W 107-106
17 @ Colonials	L 88-104
18 Steelcats	L 111-132
19 @ Mammoths	L 127-151
20 Sentinels	L 96-108
21 Archers	W 122-112
22 Lagers	L 141-153

POSTSEASON 10th SEED

#7 Archers	L 116-137
Mariners	W 109-61
Sentinels	L 120-121
Mariners	L 92-112



@ChiTownHitmen

STATISTICAL COMPARISON

AHL	vs	NHL
7-5	RECORD	4-10
46	WK AVG	115
43	GOALS	99
67	ASSISTS	192
550	POINTS	1,614
6	PLAYERS	38

ALL-TIME VS. OPPONENTS

WEST	6-9	EAST	17-39
Aces	1-1	Archers	2-4
Aviators	0-1	Armada	2-1
Beasts	0-0	Barracudas	1-1
Gators	0-0	Blue Crabs	0-2
Hellcats	0-1	Chargers	2-2
Huskies	0-1	Colonials	1-2
Kodiaks	1-0	Dragons	2-0
Lumberjacks	0-1	Guardians	0-3
Narwhals	0-0	Lagers	2-5
Outlaws	0-0	Mammoths	1-3
Pioneers	1-0	Mariners	2-1
Scorpions	0-1	Nighthawks	0-4
Snipers	1-0	Olympiques	1-2
Stallions	1-1	Sentinels	0-5
Wave	0-1	Steelcats	1-4
Winterhawks	1-1		

Includes all regular and postseason meetings

"So many close games that ended with us being defeated," said Usher. "Seemed to be the theme of our year."

The Hitmen had six games that ended within 15 points and won just twice. Still, this club has seen worse.

"All in all, a much improved season," said Usher after his first full year as GM, a role he took on in Dec. 2011.

His first draft yielded Bobby Ryan, Evander Kane and Niklas Backstrom among others. Plus, he easily had the best final round selection in Pascal Dupuis, who led the team with 157 points.

Given all the improvements, it's no surprise Usher is optimistic.

"Playoffs, here we come!" —M.R./C.S.

TAMPA BAY BARRACUDAS

OFFICIAL BRANDING



STANDINGS TREND

BEST 1st | WORST 6th | AVG 2nd



LOGOS & UNIFORMS (2008)

PRIMARY



WORDMARK



SECONDARY



CRAIG C. WHEELER

DARK



LIGHT



ALEX BAUMGARDNER

BRANDING HISTORY

Tampa, Florida was the fourth city selected for the original Southeast Division in 2008. The Barracudas name received a 76% rating from voters. Other names considered for the team included Florida Rockets, Florida Suns, Sarasota Stingers, Tampa Bay Navigators and Tampa Bay Tridents.

CONTEST ENTRY (2008)



RIK OKO

CONTEST ENTRY (2008)



SCOTT ROBBINS

CONTEST ENTRY (2008)



CHRIS SMITH

7

LOGOS
SUBMITTED
IN 2008

17

UNIFORMS
SUBMITTED
IN 2012

TIMELINE

2008

- 9/21 Team established in Tampa, Florida
- 9/21 **Tampa Bay Barracudas** name nominated by **Canis**
- 10/26 Name announced
- 10/28 Logo package designed by **Craig C. Wheeler**

2009

- 8/18 Logo package unveiled

2011

- 8/31 **Chris Smith** named GM

2012

- 3/28 Uniforms designed by **Alex Baumgardner**
- 4/30 Uniforms unveiled



SEASON RECAP

Part of the fun of fantasy sports is constructing a roster around your favorite team.

"As a Tampa Bay Lightning fan, I'm most knowledgeable about players who either have been or currently are in that organization," said Tampa Bay Barracudas GM **Chris Smith**.

Building his team on that basis was a strategy that served him well, leading to the league's best record early on.

"As luck would have it, I ended up with a lot of recent AHL champions," Smith added. "Tyler Johnson and Trevor Smith were beasts and Dustin Tokarski was better than I could've hoped."

Championship players typically produce a championship record, and with an NHL core comprised of Martin St. Louis, Vincent Lecavalier and Jonathan Quick, the Barracudas spent much of the season atop the standings.

Two huge wins kicked off the second half, but fortune can only favor the bold when the right moves are made.

Before they knew it, the losses were

STATISTICAL COMPARISON

AHL	vs	NHL
9-3	RECORD	6-8
49	WK AVG	121
45	GOALS	107
63	ASSISTS	219
586	POINTS	1,687
8	PLAYERS	25

DRAFT RECAP

NHL SELECTIONS

PICK	POS	PLAYER
11	F	K Martin St. Louis
27	D	K Dan Boyle
43	G	K Jonathan Quick
59	D	K Ryan Suter
75	F	Vincent Lecavalier
86	F	Stephen Weiss
107	G	Craig Anderson
118	F	Mike Richards
139	D	Ladislav Smid
150	F	David Booth
171	D	Victor Hedman
182	F	Teddy Purcell
203	F	P.A. Parenteau
214	D	Brett Clark
235	F	Curtis Glencross

AHL SELECTIONS

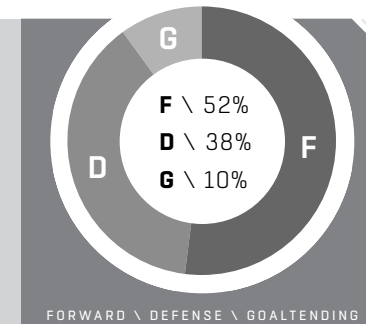
11	F	Tyler Johnson
22	F	Trevor Smith
43	G	Dustin Tokarski
54	D	Ryan Stanton
75	F	Mark Mancari
86	D	Tomas Kundratek

LIVE DRAFT EVENTS

NHL SAT., SEPT. 29 9PM ET

AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



FORWARD \ DEFENSE \ GOALTENDING

TEAM INFORMATION

Tampa, Florida

ATLANTIC DIVISION

GENERAL MANAGER (NHL)

Chris Smith (25-24)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON

2011-12

ALL-TIME RECORD

25-24 (.510)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Tyler Johnson D	131	10.9
F Trevor Smith D	102	8.5
G Dustin Tokarski D	98	8.2
D Tomas Kundratek D	78	6.5
F Jason Zucker	65	13.0
D David Savard	5	2.5
D Matt Taormina	54	5.4
F Mark Mancari D	53	7.6

ALL PLAYERS LISTED

AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Martin St. Louis K	48	191	4.0
D Ryan Suter K	46	143	3.1
F P.A. Parenteau D	47	141	3.0
D Victor Hedman D	43	131	3.0
D Ladislav Smid D	46	123	2.7
D Eric Brewer	44	118	2.7
F Frans Nielsen	45	116	2.6
F Curtis Glencross D IR	40	103	2.6
F Vincent Lecavalier D	39	102	2.6
F Patrik Berglund	42	97	2.3
F Cory Conacher	43	83	1.9
D Greg Zanon	20	78	3.9
D Greg Zanon	21	62	3.0
G Ben Bishop	11	38	3.5
F Josh Bailey	3	5	1.7
F Brian Gionta	3	3	1.0
G Jonathan Quick K ↔	16	42	2.6
D Dan Boyle K ↔	10	32	3.2
D Luke Schenn	14	29	2.1
G Jonas Hiller ↔	8	18	2.3
F Mike Richards D	9	11	1.2
F Matt Frattin ↔	12	9	0.8
F Teddy Purcell D	1	6	6.0
F Stephen Weiss D	3	2	0.7

+ 1 OTHER PLAYER UNLISTED

AVG \ AVERAGE POINTS PER GAME

33 PLAYERS

K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



TAMPA BAY

BARRACUDAS

15th 15-11

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 Arsenal	W 63-30
2 @ Olympiques	W 50-44
3 @ Sentinels	W 38-32
4 @ Lagers	W 41-37
5 Archers	W 66-53
6 @ Steelcats	W 44-38
7 Olympiques	L 39-40
8 @ Nighthawks	L 36-48
9 Motorheads	W 60-29
10 Nighthawks	L 37-45
11 Mariners	W 41-40
12 Mammoths	W 71-38

NHL REGULAR SEASON

13 @ Colonials	W 235-124
14 @ Arsenal	W 149-111
15 @ Armada	L 74-143
16 Hitmen	L 106-107
17 Guardians	W 114-111
18 @ Mammoths	L 89-99
19 Blue Crabs	L 147-178
20 @ Motorheads	W 112-105
21 Colonials	W 119-116
22 @ Archers	L 89-105

POSTSEASON 6th SEED

#11 Armada	L 129-134
Colonials	L 111-115
Motorheads	L 106-142
Guardians	W 107-82



@TBBarracudas



LOGOS & UNIFORMS (2008)

PRIMARY



SECONDARY



WORDMARK



ROSS TAYLOR

DARK



LIGHT



BEN MACDONALD

BRANDING HISTORY

New York, New York was the fifth and final city selected for the original Northeast Division in 2008. The Guardians name received a 60% rating from voters. Other names considered for the team included New Jersey Revolution, Long Island Avengers, New York Freedom and New York Force.

CONTEST ENTRY (2008)



CRAIG C. WHEELER

CONTEST ENTRY (2008)



RIK OKO

CONTEST ENTRY (2008)



SCOTT ROBBINS

TIMELINE

2008

- 9/14 Team established in New York, New York
- 9/17 **New York Guardians** name nominated by **ardrvd420**
- 10/11 Name announced
- 10/21 Logo package designed by **Ross Taylor**

2009

- 8/7 Logo package unveiled

2011

- 9/4 **Rich Lughino** named GM
- 10/23 Uniforms designed by **Ben MacDonald**
- 12/9 Uniforms unveiled



SEASON RECAP

In the sequel to their stellar inaugural season, luck was not on the Guardians' side.

The 2012-13 campaign is destined to enter the history books with an asterisk. It was a true anomaly.

The New York Guardians were one of several teams unable to attend the AHL draft. But that didn't stop GM **Rich Lughino** from constructing a spectacular roster starring Patrick Maroon and Martin St. Pierre.

He learned quickly from a bad opening week and immediately added T.J. Brennan and Curtis McElhinney.

"Honestly, the [first half of the] season could not have gone much better," said Lughino, whose team spent a lot of time toward the top of the standings.

Much of that success can be attributed to an impressive five-game winning streak, which included a dramatic but lopsided 108-24 win over the Lagers.

"However, as soon as the NHL geared back up, my team did not perform," Lughino said. "I ended up botching a

DRAFT RECAP

NHL SELECTIONS

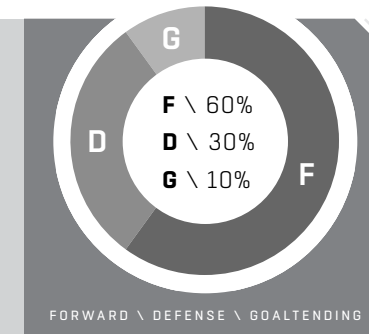
PICK	POS	PLAYER
5	G	K Ryan Miller
21	D	K Duncan Keith
37	D	K Erik Karlsson
53	F	K Max Pacioretty
69	F	Scott Hartnell
92	F	Joffrey Lupul
101	D	Michael Del Zotto
124	G	Martin Brodeur
133	F	Olli Jokinen
156	F	Blake Wheeler
165	F	Tyler Ennis
188	F	Daniel Alfredsson
197	F	Brandon Dubinsky
220	F	Andrew Ladd
229	D	Nick Leddy

AHL SELECTIONS

5	F	Patrick Maroon
28	F	Martin St. Pierre
37	F	Matt Fraser
60	D	Victor Bartley
69	D	Matt Irwin
92	G	Leland Irving

LIVE DRAFT EVENTS
 NHL SAT., SEPT. 29 9PM ET
 AHL SAT., OCT. 13 8PM ET

NHL BREAKDOWN



ALL-TIME VS. OPPONENTS

WEST	0-0	EAST	22-27
Aces	0-0	Archers	1-2
Aviators	0-0	Armada	3-0
Beasts	0-0	Barracudas	0-3
Gators	0-0	Blue Crabs	4-0
Hellcats	0-0	Chargers	3-2
Huskies	0-0	Colonials	1-2
Kodiaks	0-0	Dragons	1-1
Lumberjacks	0-0	Hitmen	3-0
Narwhals	0-0	Lagers	1-1
Outlaws	0-0	Mammoths	1-2
Pioneers	0-0	Mariners	1-2
Scorpions	0-0	Nighthawks	0-3
Snipers	0-0	Olympiques	1-3
Stallions	0-0	Sentinels	0-3
Wave	0-0	Steelcats	2-3
Winterhawks	0-0		

Includes all regular and postseason meetings

TEAM INFORMATION

New York, New York
ATLANTIC DIVISION

GENERAL MANAGER (NHL)
Rich Lughino (22-27)

ASST. GENERAL MGR. (AHL)

INAUGURAL SEASON
2011-12

ALL-TIME RECORD
22-27 (.449)

2012-13 STATISTICS

AHL ROSTER & STATS

PLAYER	PTS	AVG
F Patrick Maroon D	163	13.6
F Martin St. Pierre D	128	10.7
D T.J. Brennan	106	9.6
F Andy Miele	98	9.8
G Curtis McElhinney	94	8.5
D Matt Irwin D	56	4.7
F Matt Fraser D	4	2.0
D Victor Bartley D	0	0.0
G Leland Irving D	0	0.0

ALL PLAYERS LISTED
AVG \ AVERAGE POINTS PER WEEK

NHL ROSTER & STATS

PLAYER	GP	PTS	AVG
F Blake Wheeler D	48	163	3.4
F Andrew Ladd D	47	158	3.4
F Max Pacioretty K	43	124	2.9
D Michael Del Zotto D	46	113	2.5
F Daniel Alfredsson D	46	103	2.2
F Tyler Ennis D	43	99	2.3
G Ryan Miller K	25	66	2.6
F Joffrey Lupul D	15	63	4.2
D Roman Josi	24	61	2.5
F Derek Roy	23	54	2.3
D Johnny Oduya K	25	50	2.0
F Loui Eriksson K IR	14	47	3.4
G Mike Smith K	13	38	2.9
F Patric Hornqvist	17	36	2.1
D Joni Pitkanen	7	16	2.3
D Duncan Keith K	23	61	2.7
D Braydon Coburn	25	61	2.4
D Nick Leddy D	24	39	1.6
G Martin Brodeur D	9	36	4.0
F Olli Jokinen D	11	21	1.9
F Scott Hartnell D	6	12	2.0
F Lauri Korpikoski	11	11	1.0

ALL PLAYERS UNLISTED
AVG \ AVERAGE POINTS PER GAME

32 PLAYERS
K 2012 KEEPER
D 2012 DRAFTEE
IR INJURED RESERVE



NEW YORK GUARDIANS

16th 10-16

2012-13 RESULTS

AHL REGULAR SEASON

OPPONENT	RESULT
1 @ Sentinels	L 21-40
2 @ Motorheads	W 59-49
3 Blue Crabs	W 14-13
4 Mariners	L 46-67
5 @ Steelcats	W 62-38
6 @ Archers	L 59-64
7 @ Hitmen	W 87-30
8 @ Blue Crabs	W 40-23
9 @ Armada	W 57-44
10 Arsenal	W 52-31
11 Lagers	W 108-24
12 Colonials	L 44-51

NHL REGULAR SEASON

13 @ Mammoths	L 170-197
14 Sentinels	L 87-145
15 Motorheads	L 90-118
16 Olympiques	L 78-89
17 @ Barracudas	L 111-114
18 @ Olympiques	W 127-95
19 Nighthawks	L 90-133
20 Mammoths	L 100-110
21 @ Mariners	W 152-77
22 Steelcats	L 89-102

POSTSEASON 9th SEED

#8 Steelcats	L 106-117
Motorheads	L 78-97
Mariners	L 111-143
Barracudas	L 82-107



@NYGuardians



MORE McELROY

We saw how **Matt McElroy** shaped the 13 Weeks of R&R Project with five winning logo designs. Here are the logos he submitted that didn't make the cut.



Boston Colonials



Calgary Stallions



Detroit Chargers



Hamilton Steelcats



Halifax Dragons



Montreal Olympiques



Texas Outlaws



Texas Outlaws

Matt also submitted companion jersey concepts for his Detroit Chargers logo, one he was particularly fond of.



COLLECT THEM ALL!

Did you know the IceHL has its own trading cards? Not really. But if it did, they might look like this set created by **Daniel Otters**, designer of the Steelcats' new uniforms.



PINK NIGHTHAWKS

Brendan Anderson is not just the GM of the North Carolina Nighthawks. He's a concept artist extraordinaire with frequent concept contributions to Icethetics. In January, he came up with a "Pink in the Rink Night" jersey for his club.

IMAGINARY HISTORY

For this set of "throwbacks," **Matt McElroy** didn't simply design a couple of jerseys. He concocted entire histories for each team to explain them. Enjoy the read.



The Aviators go back to their inaugural 1922 season. The team was founded by World War I pilot William "Eyes in the Sky" Monroe in hopes of bringing hockey to the west.

The logo was inspired by a medal Monroe received during the war. The colors represented the forests of the northwest and the ice on which the game is played. The Aviators added gold in 1964 and updated the logo again in 2008.

The Motorheads throw back to 1952 and The Detroit Motor Company — the club's original name. It was changed in 1974 to Detroit Motorheads when the IceHL banned teams from using corporate names.

The darker shades of red and yellow in this jersey were lightened in the 1974 rebrand. In 1994 the Motorheads got a complete overhaul of their logos and uniforms, introducing the engine block logo and adding black to the palette.



FROSTY CLASSIC

Johnny Woods set out to create a Winter Classic-type event for the IceHL's 2013-14 season, based in Vancouver, called the Frosty Classic.

"Not only did I design vintage jerseys, I had to create vintage logos that the teams would have worn back then," Johnny wrote. "No computer drawing programs or computer printing in the '60s and '70s means logos could not have been too detailed or have too many colors."



Note Johnny's Lumberjacks logo. "One minute you're looking at a green and blue axe," he says, "the next you see two white hockey sticks in the shape of an L and a J."



GO LAGERS!

When the Lagers jersey went on sale last fall, a handful of Icethetics readers like **Eric Andrews**, who sent in these photos, previously participated only by voting. Now they had the chance to own a piece of Icethetics history.



THE FAUXBACK SERIES

A regular on Icethetics' Concepts page gets his own space in the IceHL Yearbook's Creative Spotlight. **Bryan Dyck** did more than design a few jerseys, he imagined historic throwbacks for teams that have only existed for the last five years.

In his unique series, Bryan pits "longtime rivals" against one another with "classic sweaters" the teams might have worn in the past. He even designed a couple of distinctive all-star jerseys.

His work is clever and creative. And at some point, don't be surprised if Bryan is enlisted to help design faux historical looks for the entire IceHL. How far back can we go?



BRITANNIA CUP

Two of the IceHL's 32 GMs live outside North America. As the only Brits, **Thomas Ogilvie** (Mariners) and **James Leggett** (Hellcats) decided to compete for the "Britannia Cup" during the 2013-14 season.

The GMs enlisted none other than prolific IceHL designer **Matt McElroy** to create a logo to represent their special event. But since they play in different leagues, the Hellcats and Mariners will not actually meet.



UNUSED ART

A largely forgotten episode in IceHL history was the project's first jersey design contest in 2010. Unfortunately, the contest flopped. But that didn't stop **Matt Marczel**. Here are some never-before-seen IceHL jersey concepts that he submitted back in October 2010.

THE ICEHL IN ACTION

Have you ever wondered what some of the IceHL's many sweaters would look like in a game situation? **Ben MacDonald** did, so he fired up Photoshop and painted jerseys onto photos of a few players. Some of these images are better executed than others, but it's neat to catch a glimpse of what real-life IceHL games might look like.

Ben created these at the end of last season, so some players are now members of new teams heading into 2013-14.





2013-14 SEASON PREVIEW

THE ICEHL LEAST

Follow the league online at es.pn/IceHLeast

ATLANTIC DIVISION

BALTIMORE BLUE CRABS

Bobby Erlichman 3RD YEAR



BOSTON COLONIALS

Eric Scheib 1ST YEAR



HALIFAX DRAGONS

Brandon Hebert 2ND YEAR



HARTFORD MARINERS

Thomas Ogilvie 2ND YEAR



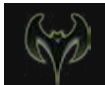
NEW YORK GUARDIANS

Rich Lughino 3RD YEAR



NORTH CAROLINA NIGHTHAWKS

Brendan Anderson 3RD YEAR



TAMPA BAY BARRACUDAS

Chris Smith 3RD YEAR



WASHINGTON SENTINELS

Simon Cable 4TH YEAR



LAKES DIVISION

CHICAGO HITMEN

Jason Usher 3RD YEAR



DETROIT CHARGERS

Mike Kelly 3RD YEAR



HAMILTON STEELCATS

Aaron Diggle 3RD YEAR



MILWAUKEE LAGERS

Ted Enarson 2ND YEAR



MINNESOTA MAMMOTHS

Matt Riegler 3RD YEAR



MONTREAL OLYMPIQUES

Jacob Born 1ST YEAR



QUEBEC ARMADA

Curtis Lanton 4TH YEAR



ST. LOUIS ARCHERS

Ryan Laden 4TH YEAR



FANTASTIC FOURTH

The fourth season of IceHL hockey finds the league with all 32 general managers participating on Twitter for the first time. The conversation is sure to be interesting all season.

Nearly two-thirds of the league is comprised of GMs who have been in the IceHL for more than two years.

REALIGNMENT

New this season is the divisional realignment. While it may coincide with the realignment in the NHL, there's a practical reason for it.

The IceHL now has two divisions in each conference made up of eight teams. This creates an ideal schedule during the fantasy season.

ESPN offers 25 weeks of head-to-head action. If IceHL teams play divisional opponents twice (14 games) and all others once (8), that's 22 games with three weeks left for an 8-team playoff format.

GOALIE SCORING

Apart from some of the team names and logos, there are also big changes to way the league operates.

On the opposite page are the new scoring settings, which value goalies very differently from past seasons.

It may seem like goalies are getting points for merely starting a game. On its face that's true, but these points are theirs to lose since the league is re-introducing negative points for goals against.

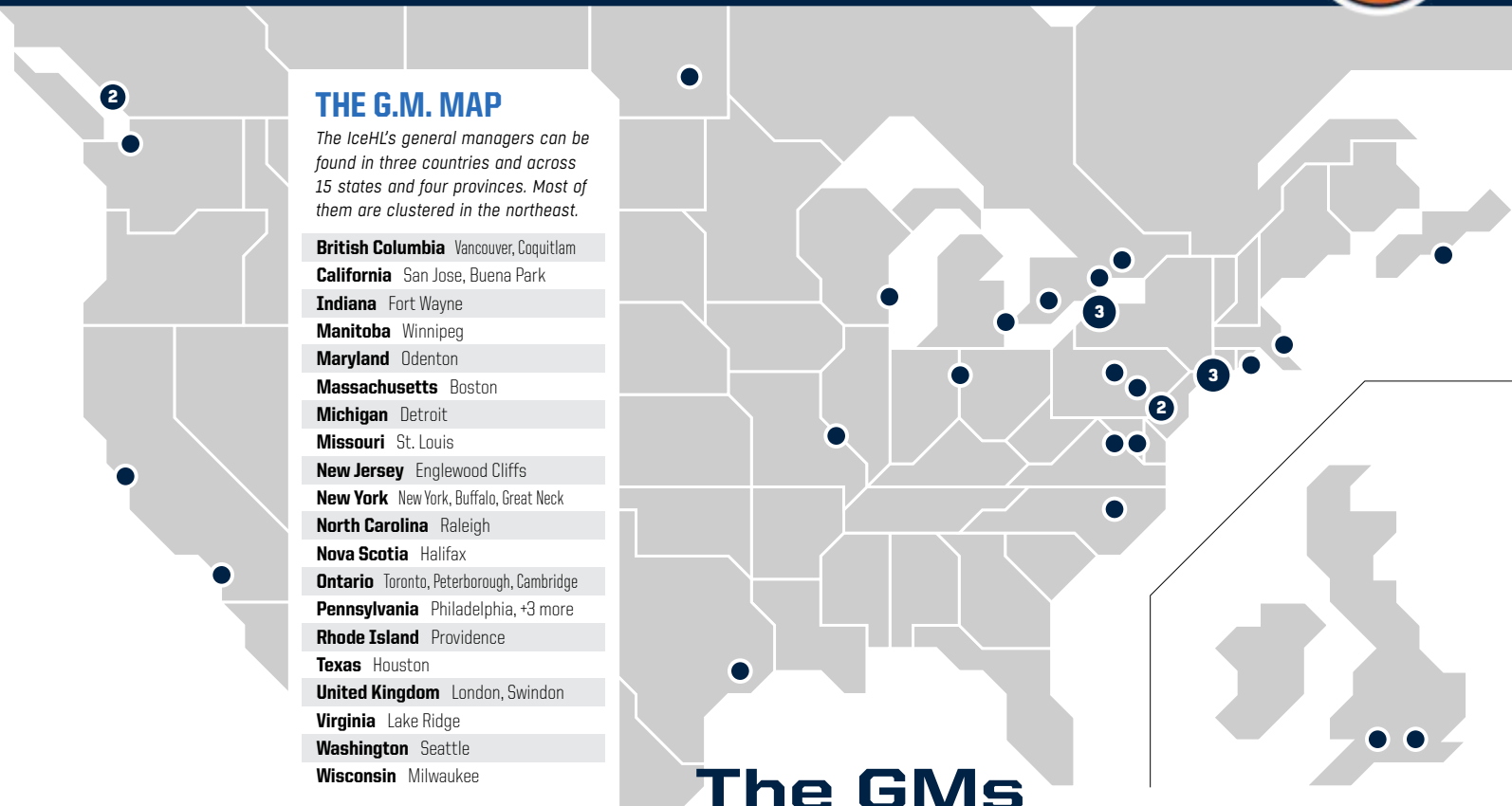
The new system assures that goaltenders who keep their GAA below 3.00 each night have something to offer their team, whether they win or lose. The new goalie scoring system was developed by IceHL GMs Ryan Laden and Jon Wold.

Previously a goalie was worth 10, 6 or 0 points depending on whether he won and if he earned a shutout. The new system allows his earnings to vary almost as much as a skater's.

For example, a shutout win is now worth 12 points. A win with two goals allowed is 10. An overtime loss with one goal against earns 4 points. To earn no points on a given night, a goalie would have to lose and allow three goals. Any more, and he goes into the negative for his team.

Also new this year, the IceHL introduced offseason draft pick trading. See the results of this on page 88.

2013-14 SEASON PREVIEW



THE ICEHL WEST

Follow the league online at es.pn/IceHLwest

PACIFIC DIVISION

ALASKA HUSKIES

Steve Sonricker 4TH YEAR



CALGARY STALLIONS

Jason Field 2ND YEAR



CALIFORNIA WAVE

Jon Wold 4TH YEAR



EDMONTON KODIAKS

Ed Power 4TH YEAR



NORTHWEST NARWHALS

Mathew Hyland 2ND YEAR



PORTLAND PIONEERS

Jonathan Bravard 3RD YEAR



SEATTLE AVIATORS

Jared Pozzobon 1ST YEAR



VANCOUVER LUMBERJACKS

Jim Hayden 2ND YEAR



CENTRAL DIVISION

BOULDER BEASTS

Robert Brown 3RD YEAR



HOUSTON HELLCATS

James Leggett 4TH YEAR



NEW ORLEANS GATORS

Tim Stoeckle 3RD YEAR



PHILADELPHIA ACES

Dan Roesch 2ND YEAR



SALT LAKE CITY SCORPIONS

Kyle Grossman 4TH YEAR



SASKATCHEWAN SNIPERS

Tony Pomposelli 2ND YEAR



TEXAS OUTLAWS

Ryan Haslett 3RD YEAR



WINNIPEG WINTERHAWKS

Daniel Raposo 4TH YEAR



Brendan Anderson
NIGHTHAWKS



Jacob Born
OLYMPIQUES



Tony Pomposelli
SNIPERS



Matt Riegler
MAMMOTHS



Jon Wold
WAVE



Ted Enarson
LAGERS



Thomas Ogilvie
MARINERS



Ed Power
KODIAKS



Jon Bravard
PIONEERS



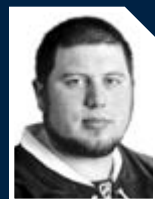
Daniel Raposo
WINTERHAWKS



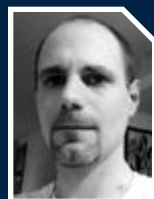
Rob Brown
BEASTS



Brandon Hebert
DRAGONS



Ryan Haslett
OUTLAWS



Ryan Laden
ARCHERS



James Leggett
HELLCATS

To help each other start putting faces to names, several GMs sent in photos to be included in the yearbook. NHL allegiances are on display in some.

WHAT'S CHANGING THIS SEASON

The IceHL continues to utilize ESPN's online fantasy hockey software for the fourth straight year in 2013-14, but there will be changes.

Revisions to the goalie scoring system were outlined on the previous page, but some changes were also made to how skaters are scored. Goals are now worth five points and an extra point is given for a goal or assist earned on a power play.

This change will increase forward

values. To counterbalance the effect, defensemen will now earn an additional point for any goal or assist scored.

The roster format remains the same as last season. Teams will have an active roster of 11 plus four inactive bench positions and an IR slot.

The final modification was a cosmetic one made by ESPN itself, in the form of a new fantasy hockey logo.



2013-14 FANTASY SCORING



GOAL		ASST	
DEF	BLK	PPP	GWG
WIN			
GS	OTL	GA	

GOAL	5
ASSIST	3
GAME-WINNING GOAL	1
BLOCKED SHOT	1
POWER PLAY POINT	1
DEFENSEMAN POINT	1
GAME STARTED	3
WIN	9
OVERTIME LOSS	2
GOAL AGAINST	-1



2013-14 SEASON PREVIEW

KEEPERS

ACES

Joe Thornton
Dustin Byfuglien
Brian Campbell
Roberto Luongo

AVIATORS

Anze Kopitar
Duncan Keith
Jordan Eberle
Sergei Bobrovsky

BEASTS

Evgeni Malkin
Jonathan Quick
Jonathan Toews
Jamie Benn

GATORS

Henrik Sedin
Claude Giroux
P.K. Subban
Henrik Zetterberg

HELLCATS

Pavel Datsyuk
Braden Holtby
Taylor Hall

HUSKIES

Alex Ovechkin
Jason Spezza
Corey Crawford
Thomas Vanek

LUMBERJACKS

Logan Couture
Ryan Getzlaf
Tuukka Rask
Matt Duchene

KODIAKS

Henrik Lundqvist
Eric Staal
Nicklas Backstrom

NARWHALS

Phil Kessel
Niklas Backstrom
Dion Phaneuf
James Neal

OUTLAWS

Marc-Andre Fleury
Shea Weber
Zack Parise
Rick Nash

PIONEERS

Patrik Kane
Chris Kunitz
Kimmo Timonen
Evgeni Nabokov

SCORPIONS

Corey Perry
Martin St. Louis
Kris Letang
Tyler Seguin

SNIPERS

Daniel Sedin
Patrick Sharp
Jimmy Howard
Brent Seabrook

STALLIONS

Ryan Suter
Alex Pietrangelo

WAVE

Steven Stamkos
Antti Niemi
John Carlson
Blake Wheeler

WINTERHAWKS

Sidney Crosby
Carey Price
John Tavares
Erik Karlsson

THE ICEHL WEST

OFFSEASON TRADES

This offseason introduced draft pick trading for the first time. Teams could improve their keepers and draft positions from Sept. 1 through Sept. 15. The IceHL WEST Draft was held on Sept. 22, 2013.

09.08.13

SNIPERS

Brent Seabrook
136th overall pick
(David Backes)

WAVE

103rd overall pick
(Brad Richards)

09.13.13

KODIAKS

114th overall pick
(Loui Eriksson)

ACES

Joe Thornton
160th overall pick
(Alex Galchenyuk)

09.15.13

AVIATORS

Sergei Bobrovsky

HELLCATS

Taylor Hall

AVIATORS

153rd overall pick
(Alex Goligoski)

WAVE

Blake Wheeler
233rd overall pick
(Milan Michalek)

SCORPIONS

Tyler Seguin
230th overall pick
(Jeff Petry)

OUTLAWS

159th overall pick
(Marc Staal)

* Denotes asset later traded away.
All traded assets are listed beneath the acquiring team.



DRAFT CENTRAL VIA @ED_KODIAKS

For the first time in IceHL history, all 16 GMs in the IceHL WEST were present for the live online draft. Kodiaks GM Ed Power shared via Twitter a peek at his "draft office," which included a laptop, iPad and handy paper fantasy guide just in case.

KEEPERS

ARCHERS

Alex Ovechkin
Pavel Datsyuk
Jason Spezza
Alex Pietrangelo

ARMADA

Henrik Lundqvist
Daniel Sedin
Rick Nash
Matt Duchene

BARRACUDAS

Martin St. Louis
Ryan Suter
Craig Anderson
Niklas Kronwall

BLUE CRABS

Sidney Crosby
John Tavares
Tuukka Rask
Taylor Hall

CHARGERS

Phil Kessel
Dion Phaneuf
Braden Holtby

COLONIALS

Evgeni Malkin
Nicklas Backstrom
Claude Giroux
Dustin Byfuglien

DRAGONS

Ryan Getzlaf
Antti Niemi
Francois Beauchemin
Nail Yakupov

GUARDIANS

Ryan Miller
Erik Karlsson
Max Pacioretty
Blake Wheeler

HITMEN

Pascal Dupuis
Thomas Vanek
Paul Martin

LAGERS

Patrick Kane
Kris Letang
Corey Crawford
James Neal

MAMMOTHS

Jonathan Toews
Jonathan Quick
P.K. Subban

MARINERS

Joe Thornton
Patrick Marleau
Shea Weber
Alexander Semin

NIGHTHAWKS

Eric Staal
Henrik Zetterberg
Kari Lehtonen

OLYMPIQUES

Corey Perry
Joe Pavelski
Jaroslav Halak
Jonathan Huberdeau

SENTINELS

Steven Stamkos
Logan Couture
Jimmy Howard
John Carlson

STEELCATS

Henrik Sedin
Zdeno Chara
James van Riemsdyk
Brad Marchand

THE ICEHL EAST

OFFSEASON TRADES

The trading period was Sept. 1 through Sept. 11. The IceHL EAST Draft was held on Sept. 15, 2013.

09.04.13

OLYMPIQUES

Joe Pavelski
161st overall pick
(Jaden Schwartz)

MAMMOTHS

Alexander Edler*
87th overall pick*

09.05.13

MAMMOTHS

69th overall pick
(Bobby Ryan)

DRAGONS

Francois Beauchemin
87th overall pick*

ARCHERS

81st overall pick
(Marian Gaborik)

GUARDIANS

Duncan Keith
94th overall pick
(Johan Franzen)

09.09.13

MAMMOTHS

95th overall pick
(Brent Seabrook)

DRAGONS

Alexander Edler

LAGERS

87th overall pick
(Patrice Bergeron)

DRAGONS

Antti Niemi

09.11.13

LAGERS

98th overall pick
(David Backes)
130th overall pick
(Wayne Simmonds)

ARMADA

Rick Nash

BARRACUDAS

Niklas Kronwall
190th overall pick
(Ryane Clowe)

ARCHERS

82nd overall pick
(Niklas Backstrom)

OLYMPIQUES

Jaroslav Halak
140th overall pick
(Radim Vrbata)

COLONIALS

119th overall pick
(Jack Johnson)
151st overall pick
(Jonathan Bernier)

COLONIALS

Dustin Byfuglien
194th overall pick
(Seth Jones)

ARMADA

Matt Duchene
149th overall pick
(Michael Ryder)

DRAGONS

128th overall pick
(Sam Gagner)
223rd overall pick
(Dany Heatley)

MAMMOTHS

101st overall pick
(Jason Pominville)

ARMADA

89th overall pick
(Jonas Hiller)

NIGHTHAWKS

66th overall pick
(Jordan Eberle)
159th overall pick
(Dan Girardi)

121st overall pick
(Alex Burrows)

168th overall pick
(Troy Brouwer)

NEW STAR RISING

Iceethetics began in 2007 as little more than a blog to talk about hockey logos and jerseys. For the most part, it still is.

Back then, I couldn't have imagined receiving an invitation from an NHL team to cover the unveiling of a major rebranding effort.

The Dallas Stars changed all that.

The flight from Seattle was going to be expensive, but well worth it. Then one reader suggested I involve the community at large.

With a simple button on the home page, readers could contribute a few dollars to help offset my travel expenses. In exchange, I'd email them a first-look photo from the event in Dallas.

I was floored when the donations fully covered the costs of my flight and hotel room. The generosity was as incredible as the experience in Dallas itself.

On the night of June 4, 2013 at the AT&T Performing Arts Center, I was able to report live on an NHL unveiling event for the first time.

On the blog, I set up the Iceethetics TweetTracker, which not only collected relevant tweets, but allowed me to chat with readers in real time during the event.

Afterward, I posted three lengthy reviews to the blog, detailing my experience as well as offering complete reviews of the Stars' new logos and uniforms.

It was a standout moment in the history of Iceethetics and one I hope to be able to repeat at some point in the future.

THE REST OF 2013

As far as I'm concerned, the Dallas trip defines Iceethetics in 2013.

However, plenty of other teams launched new sweaters this year, including the Hurricanes, Sharks, Wild and even the Sabres, whose new third jersey did not win many fans after its initial launch.

For as long I'm able, I will continue to make Iceethetics a hub for hockey jersey and logo enthusiasts — especially for those like you who downloaded a book about a fantasy hockey league!

Thank you!

—Chris Smith

All photos by Chris Smith ©2013

ICETHETICS YEAR IN REVIEW

icethetics



THE G.M. ZONE

By **JACOB BORN**
Montreal Olympiques GM

My IceHL story is one that pretty much happened by chance. Hell, even how I discovered Icethetics was pretty much by chance.



My younger brother Zack told me about the website a few years ago — talking about how cool it was that a website was doing concepts for hockey jerseys.

He and I started religiously checking the Concepts page, enjoying all the designs but paying special attention to our Blues.

When Chris started the jersey design project for the IceHL, both of us immediately went to work designing team jerseys. I loved being able to put my own spin on jerseys.

My favorite was a design I created for the Archers — unfortunately it didn't get picked to move on, but no hard feelings. I cast votes for every team and immediately wanted to join the IceHL fantasy league.

My chance came when the NHL was locked out last year. I saw Chris needed AGMs and I emailed him a little late in the process.

Unfortunately at the time, all the teams were taken. A couple weeks later I emailed him asking if any AGM jobs had become available. It just so happened the Baltimore Blue Crabs had. I was able to take over the team on the first day of the season, create the team I wanted, and earn the second best record in the league before the NHL came back.

Now, after pestering Chris to let me know if a team opened up, I finally became GM of the Montreal Olympiques this season and couldn't be happier.

I love managing the team's Twitter handle and being in a league that takes fantasy just as seriously — if not moreso — as the NHL. I actually feel like I'm managing a professional hockey team.

This season, I want the Olympiques to compete for a title. They've been underdogs in the past. This year, I'm gunning for the top and I don't see any reason why I can't make it.

@OlympiquesMTL | @Jacob_Born

As far as it's come, there's still so much more planned for The IceHL Project in the coming years. Here we take a look at what's in the pipeline in 2014 and beyond.

ALTERNATE UNIFORMS

Following the summer's rebranding project, 13 Weeks of R&R, the IceHL was supposed to tackle alternate uniforms for a handful of teams.

However the project seems to have stalled creatively. Thus, rather than pursuing a design contest likely to yield substandard results, the decision was made to suspend it and consider new strategies for creating third jerseys.

While the project will remain open to all possibilities, one option might involve an expansion of the IceHL Branding Committee.

A small group would be tasked with coming up with a couple of concepts which would then be presented to Icethetics readers for standard voting. It would be a more streamlined process that should enhance the final products.

ONE MORE RELOCATION

Following the relocation of the Regina Renegades, it only makes sense, geographically speaking, that the Philadelphia Aces should compete in the IceHL EAST moving forward.

To make this happen, one team from the East will have to relocate to a western city and transfer to the IceHL WEST fantasy league. It

has been determined that the team which finishes in last place overall in the IceHL EAST at the end of the 2013-14 season will be targeted for relocation beginning in 2014-15.

The process for deciding the destination city and new team branding will be similar to what was done during 13 Weeks of R&R.



8 NEW TEAMS. A WHOLE NEW LEAGUE.

THE GLOBAL PHENOMENON

Still on the docket for 2014 is the launch of another ambitious project under the IceHL umbrella. The **IceHL WORLD Initiative** was first announced in the IceHL 2012 Yearbook.

The undertaking will add eight new franchises to the IceHL universe, including eight new general managers to operate those teams in a third fantasy hockey league set to begin play in the 2014-15 season.

The start of the IceHL WORLD Initiative was

delayed following a planned launch in the summer. The process of choosing cities for the league will likely begin in the winter. The goal would be to have the full branding process complete for each of the new teams by the middle of summer in 2014.

The league will start small so that it has the opportunity to grow over the years with new teams and new GMs joining the IceHL family. Stay tuned to icethetics.info for details on it all.

THANK YOU!

Honoring everyone who has ever contributed to the IceHL over the years.

- | | | | | | | | | | |
|------------------|------------------|----------------------|-------------------|------------------|-------------------|--------------------|-------------------|-------------------|--------------------|
| Emilis Acus | Marc Brown | Andrew Ethier | Connor Hanley | A.A. King | Nick Marks | Daniel Otters | Joshua Schroeder | Harrison Thorpe | Jeff Zucker |
| Dylan Alexander | Robert Brown | Rhys Evans | Jerre Harangozo | Scott Kocienda | Toby Marks | Jamie Owens | Nick Sideris | Adam Tremblay | a snowballs chance |
| Tyler Allen | Simon Cable | Michael Ewalt | Ryan Haslett | Nuno Kopio | Jason Martineau | Steven Pace | Chris Smith | Jeff Troy | ardrv420 |
| Brendan Anderson | Anthony Calisto | Jesse Felner | Ryan Hawkes | Torin Kowalenko | Nick Matarese | Liam Peacock | Juliana So | Jeremy Tuch | BK |
| Mark C. Anderson | Brian Cerruti | Jason Field | Jim Hayden | Tony Krogen | Ernie Matchan | Tim Pearce | Steve Sonnickier | Vlad Usatyuk | Burzum |
| Eric Andrews | Robby Ciarracca | Robby Flaherty | Brandon Hebert | Ryan Laden | Francis Matte | Adam Pekor | Nick Spiteri | Jason Usher | Canis |
| Aaron Bailey | Darryl Climan | Reid Foose | Josh Hedland | Joey Langdon | John Mattingly | Andy Petzold | Bailey Spraggins | Keven Vachon | Celtic007 |
| Will Baker | Sean Cox | Alex Foster-Petrocco | Derek Heilmann | Curtis Lanton | Colin May | Eric Poole | Matt St. Jean | Ty Van Luven | daebreak80 |
| Jake Bartol | Fraser Croall | Joshua Frederick | Jeff Henderson | Mike Lapsley | Al McCready | Jeff Henderson | Shawn Steadman | Derrick Vergolini | Daniel |
| Neil Baseley | Nicolas Dallaire | Caleb Fuller | Matthew Henderson | Anthony Lardie | Matt McElroy | Ed Power | Jordan Stear | Chance Waddell | Joe K. |
| Alex Baumgardner | Kevin Dallatore | Erik Geib | Alan John Herbert | Anne Larson | Brad McKinnon | James Walker | Chris Stephens | James Walker | logocruncher |
| Gary Beatman | Dave Delisle | Alex Gerwitz | Ty Hill | Joe Legere | Brad McPelican | Brad McPelican | Jeff Pudio | Ryan Watt | Lucas R. |
| Jon Bieda | Aaron Diggle | Drew Goldfarb | Daniel Hogue | James Leggett | Victor Modée | Victor Modée | Daniel Raposo | Craig C. Wheeler | Marc |
| Magnus Björk | Ryan DiGiovanni | Victor DiGiovanni | Jordan Howard | Todd Lorenc | Mark Morgan | Eddie Ray | Dan Stover | Dave White | Marty |
| Gary Blaney | Devlin Durocher | Stephen Griesmer | Matthew Hyland | Joseph Loretz | Ryan Muraro | Cody Reisig | Peri Strathearn | Wesley Willis | Michael |
| Brad Blashko | Arian Durst | Stephan Griesmer | Corey Hyne | Mike Loyed | Justin Nahhas | Justin Nahhas | Chris Streeter | Justin Willtron | Mike |
| Bill Blazina | Bryan Dyck | Christopher Gunn | Mike Ivall | Stefan Lundrigan | Brendan Nashman | Scott Robbins | Brady Sufat | David Wisa | motleybrent |
| Andrew Bourne | Ian Dyck | Patrick Gustafsson | Korrey Jurusek | Rich Lunglino | Kyle Nicol | Dan Roesch | Keenan Sutherland | Jon Wild | raj_b99 |
| Mike Burmeister | John Elbertson | Mike Hackert | Matt Kelly | Duncan Lyle | Kris Nissen | Chris Rosinski | Simon Sweeney | Johnny Woods | sean12445 |
| William Butala | Austin Eil | Brian Hagan | Mike Kelly | Ben MacDonald | Stephen O'Donnell | Christian Ryder | Mike Szalay | John Wriston | Srini |
| Jacob Born | Bobby Erlichman | David Kerr | David Kerr | Matt Madore | John Dichtyn | Eric Scheib | Michael Taylor | Max Young | |
| Patrick Bouchard | Ted Enarson | Ricky Hajduk | Slavomir Kiss | Colin Magee | Thomas Ogilvie | Tim Schellenberg | Ross Taylor | Ryan Yuck | |
| Jonathan Bravard | Nick Esposito | Sean Hallaren | Brendan Klein | Matt Marczel | Rik Oka | Bastian Schmülling | Eric Thompson | Nick Zours | |

AUTOGRAPH PAGE



Chance Waddell
Wave, Scorpions
jersey designer

Brandon Hebert
Dragons GM

Daniel Raposo
Winterhawks GM

Kyle Grossman
Scorpions GM

Ryan Haslett
Outlaws GM

Jared Pozzobon
Aviators GM

Matt McElroy
IceHL logo & jersey designer

Ed Power
Kodiaks GM

Alex Gerwitz
Mammoths, Armada
uniform designer

Brendan Anderson
Nighthawks GM

Matt Riegler
Mammoths GM

Tony Pomposelli
Snipers GM

Brendan Nashman
Hitmen, Pioneers, Winterhawks
uniform designer

Peri Strathearn
Aviators uniform designer

Curtis Lanton
Armada GM

Mike Kelly
Chargers GM

Jon Bravard
Pioneers GM

Micah Loyed
Mariners logo designer

Francis Matte
Dragons, Olympiques, Outlaws
logo designer

Thomas Ogilvie
Mariners GM

Toby Marks
Gators AGM (2012)

Ted Enarson
Lagers GM

Bastian Schmülling
Blue Crabs, Stallions
uniform designer

Ross Taylor
Kodiaks, Guardians logo designer

Jim Hayden
Lumberjacks GM

Marc Brown
Colonials GM (2011–2013)

Patrik Gustafsson
Beasts uniform designer

Ryan Laden
Archers GM

Jason Usher
Hitmen GM

Simon Cable
Sentinels GM

Robert Brown
Beasts GM

Dan Roesch
Aces GM

"Simply put: The best fantasy hockey league I've been a part of."

—Ed Power 

"I'm really proud to be a part of this great experience and to see it grow from a little concept on the website to the many layers it is now."

—Daniel Raposo 


"It remains an honor to be a part of something as big and innovative as the IceHL. It's also amazing to be a contributor to this league as well."

—Tony Pomposelli 


"I've been in quite a few fantasy leagues, but The IceHL is the most competitive and entertaining one I've found. "

—Jon Wold 

"I'm so proud and honored to be back for another season. "

—Robert Brown 

"This is pretty much as close as I'm going to get to managing a real hockey team."

—Jacob Born 

"The high level of interactivity between GMs, designers and fans makes the IceHL unlike any other fantasy league out there, which is why it's such a privilege to be a part of it. I can't wait to see where the league goes from here!"

—Brendan Anderson 



THE
ICEHL