



Chill Factor: How a Minor-League Hockey Team Changed a City Forever (Hardback)

By David Paitson, Craig Merz

Sports Publishing LLC, United States, 2015. Hardback. Condition: New. Language: English . Brand New Book. The city of Columbus, Ohio, had always struggled to support any professional sports franchise. It s a town where Ohio State University reigns supreme, and everything else is less important. That was until 1991, when the Columbus Chill, a minor-league hockey franchise, arrived. Using Veeckian marketing tactics and on-ice shenanigans, the Chill became the talk of the city and gained a religious local fan base. Based on the success of the Chill, from 1991--99, the city of Columbus was awarded with the Columbus Blue Jackets in 2000, the city s own NHL franchise. Chill Factor follows the wild ride through the eyes of team president and general manager David Paitson, from the early formation of the minor-league franchise through the decision to rattle the status quo by going to the edge and beyond with a marketing and promotional plan that was both edgy and controversial. The success of the Chill after their first season gave the organization the impetus to challenge local civic and business leaders to build a world-class arena and emerge from the shadow of OSU. There were setbacks and triumphs on and...



READ ONLINE
[6.82 MB]

Reviews

This book is very gripping and fascinating. Yes, it is play, nonetheless an interesting and amazing literature. I found out this ebook from my dad and i recommended this pdf to discover.

-- **Lavada Nikolaus**

Comprehensive guide for pdf fanatics. Sure, it really is play, nevertheless an interesting and amazing literature. I discovered this publication from my dad and i suggested this ebook to learn.

-- **Ms. Isobel Rosenbaum I**

Relevant PDFs



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...



The Day Lion Learned to Not Be a Bully: Aka the Lion and the Mouse

Createspace, United States, 2013. Paperback. Book Condition: New. Large Print. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.The beloved Classic tale The Lion and the Mouse gets the Rhyming Read Aloud with a Reason treatment,...



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.



Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.