Hockey is 4 everyone except 4 Atlanta!
Today’s agenda

1. Franchise Origins
2. Early Years
3. Welcome to Atlanta
4. Management
5. Ownership
6. Retroactivity
7. Summary
The Canadian Dollar
Icy Pesos

NHL’s Southern Expansion

Patrik Stefan
Dany Heatley
Marian Hossa
Kari Lehtonen

Don Waddell
Time Warner
Gary Bettman

Atlanta Spirit LLC
Steve Belkin
Bruce Levinson
“Average NHL salaries tripled between 1989 and 1994, from $180,000 to over $500,000, and they doubled again in the ensuing five years.”
- Vincent Mosco and Dan Schiller from the book Continental Order? page 247.
At the time of Winnipeg’s relocation the Canadian dollar was trading at less than .80 cents in comparison to the USD.

Even a lockout at the beginning of the 1994-95 season, which was in theory designed to force players to agree to a salary cap fell through.

**Resulting fallout?**
- 4 teams relocated in a 3 years
- Quebec and Winnipeg specifically citing the Canadian dollar as as an issue.
“The players Vegas had available were significantly better than the ones available to Atlanta in 1998. If you spend $500M to buy a team, you expect to be pretty competitive right out of the gate.”

- Craig Custance
Through bad luck & mismanagement, it’s entirely possible VGK will more playoff games this year than in 20 years of the ATL/WPG
“Patrik Stefan, you should be embarrassed for what you just did. That does not belong in the National Hockey League.”
- Ray Ferraro
Patrik Stefan was the Thrasher’s first #1 pick and a forewarning of things to come

**Injuries**
- Played an average of 69 games per season in his Thrasher tenure

**Not Goodness**
- Never topped 41 pts in ANY professional league (NHL, IHL, Czech, SM-Liga, AHL, Swiss-A)
- Career high of 40 pts in 2003-04
It’s entirely possible that the Vegas Golden Knights will win more playoff this year, that ATL/WPG has won in 2020.
“The story I heard, was that they had a bunch of money in the marketing budget, and basically had to use it or lose it. So they found the most ridiculous thing they could spend it on: The hawks heads. So that’s what it was like under Turner.”

- Ben Wright
“I think the thing that Atlanta United got right was hiring top tier management from the get go.

I don’t want to throw Don Waddell under the bus, but the hiring of Don Waddell wasn’t a confidence inspiring move.”

- ????
"I think there’s no doubt than the Dany Heatley accident was a key inflection point in the history of the franchise”
- Craig Custance
Kari wasn’t supposed to start that season (2005-2006).

Kari would have been better in Pasi Nurminen didn’t’ get hurt. And I think things would have turned out quite differently”

- Ben Wright
Kari Lehtonen was better than most people realized.....but probably not #2 pick better

The age of the top 3 goalie:
- Rick Dipietro
- Marc-Andre Fleury
- Kari Lehtonen

Goalie passed over:
- Cam Ward (25th overall)
- Josh Harding (38th overall)

Players Passed Over
- Joni Pitkanen
- Ryan Whitney
- Joffrey Lupul
- Keith Ballard
- Alexander Semin
Then there was Boris Vlapik (10th Overall, 2004)

<table>
<thead>
<tr>
<th>Overall</th>
<th>Team</th>
<th>Player</th>
<th>GP</th>
<th>G</th>
<th>A</th>
<th>PTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Los Angeles Kings</td>
<td>Lauri Tukonen</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>12</td>
<td>Minnesota Wild</td>
<td>A.J. Thelen</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>Buffalo Sabres</td>
<td>Drew Stafford</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td>Nashville Predators</td>
<td>Alexander Radulov</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>15</td>
<td>New York Islanders</td>
<td>Petteri Nokelainen</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>16</td>
<td>St. Louis Blues</td>
<td>Marek Schwarz</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>17</td>
<td>Montreal Canadiens</td>
<td>Kyle Chipchura</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>18</td>
<td>New York Rangers</td>
<td>Lauri Korpikoski</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>New Jersey Devils</td>
<td>Travis Zajac</td>
<td>19</td>
<td>19</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>360.44</td>
<td>64.33</td>
<td>93.78</td>
<td>158.11</td>
</tr>
</tbody>
</table>
Then there was Alex Bourret (16th overall, 2005)

<table>
<thead>
<tr>
<th>Overall</th>
<th>Team</th>
<th>Player</th>
<th>GP</th>
<th>G</th>
<th>A</th>
<th>PTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>Phoenix Coyotes</td>
<td>Martin Hanzal</td>
<td>666</td>
<td>126</td>
<td>210</td>
<td>336</td>
</tr>
<tr>
<td>18</td>
<td>Nashville Predators</td>
<td>Ryan Parent</td>
<td>106</td>
<td>1</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>19</td>
<td>Detroit Red Wings</td>
<td>Jakub Kindl</td>
<td>331</td>
<td>16</td>
<td>58</td>
<td>74</td>
</tr>
<tr>
<td>20</td>
<td>Florida Panthers</td>
<td>Kenndal McArdle</td>
<td>42</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>22</td>
<td>Boston Bruins</td>
<td>Matt Lashoff</td>
<td>74</td>
<td>1</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>23</td>
<td>New Jersey Devils</td>
<td>Niclas Bergfors</td>
<td>173</td>
<td>35</td>
<td>48</td>
<td>83</td>
</tr>
<tr>
<td>24</td>
<td>St. Louis Blues</td>
<td>T.J. Oshie</td>
<td>649</td>
<td>181</td>
<td>271</td>
<td>452</td>
</tr>
<tr>
<td>25</td>
<td>Edmonton Oilers</td>
<td>Andrew Cogliano</td>
<td>849</td>
<td>152</td>
<td>205</td>
<td>357</td>
</tr>
<tr>
<td>26</td>
<td>Calgary Flames</td>
<td>Matt Pelech</td>
<td>13</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>27</td>
<td>Washington Capitals</td>
<td>Joe Finley</td>
<td>21</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>Average</strong></td>
<td></td>
<td><strong>292.4</strong></td>
<td><strong>51.4</strong></td>
<td><strong>81.9</strong></td>
<td><strong>133.3</strong></td>
</tr>
</tbody>
</table>
...Braydon Coburn for Alexei Zhitnik straight up.

Career Points after the trade:
- Alexei Zhitnik:
  - 22 pts in 83 games
- Braydon Coburn
  - 196 pts in 798 games
...and finally Keith Tkachuk for a king’s ransom....

**Points after the trade:**
- Keith Tkachuk: 15
- Glen Metropolit: 5
- *Projected decline in playoff probabilities due to draft pick swap* - 12% over 4 years
“I love Marian Hossa, but I think he was pretty pissed about the (Heatley) trade and I don’t think he ever wanted to be on the team.”

- Ben Wright
- Team went all in for the 2006 playoffs
  - Competitive in 1st 2 games but got swept in 4 by NYR
- After that:
  - Team started 0-6
  - Fired Bob Hartley
  - Replaced with Don Waddell
“Being on staff was incredibly stressful and depressing. We never knew anything with {Belkin}. Was he taking over? Would it be better, would it be worse? We didn’t know for six years.”

- Ben Wright
“The Phoenix Coyotes were within a scant ten minutes of returning to the city, when Glendale ponied up $25 million to keep them there for at least one more season. Bettman couldn't ignore that money, so he basically all but promised the team to his friend Chipman.”

Laura Asterian
At the time of Atlanta’s relocation, hit a 10 year peak in relation to the USD and then immediately trended downward right after
He wanted more white cheerleaders, more white people on the Kiss Cam, and less hip-hop music — as if white people don’t enjoy hip-hop.

But Levenson’s email, boiled down to the core, is essentially this: “We have too many black people at our games. How can we get more white people?”

- Zach Lowe, ESPN
“[Atlanta United] bring out the diversity this city is known for, but rarely sees at other sporting events,” he says.

My seat neighbors are Latino, African and European in addition to the traditional, homegrown American. Many of my fellow fans come from cultures where soccer is their first sport, so I think the strength of the fanbase will persist.”

- The Guardian