

Marketing the Maritimes' pro football team

by Bruce Galloway

Last Thursday, 200 people crowded into the MacMechan Auditorium to listen to J.I. Albrecht make a pitch for professional football in the Maritimes. Albrecht, a consultant to the Maritime Professional Football Club, delivered his best sales pitch at a meeting of the St. Mary's/Dalhousie chapter of the American Marketing Association.

Football, explained Albrecht, is like any other saleable commodity: It must be packaged and presented

to the public in an attractive manner if it is to be sold successfully. Not one to mince words, Albrecht noted, "We plan to market the hell out of this football team."

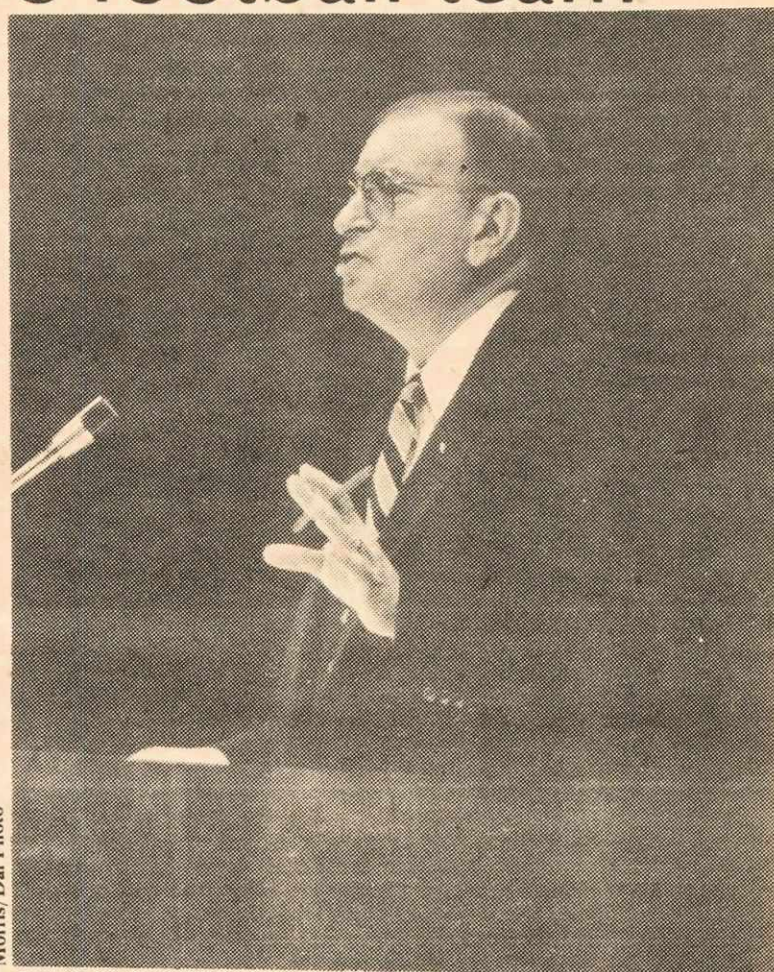
Speaking with the polish of an L.A. used car salesman, Albrecht traced his association with the idea of an Atlantic pro football team back over 30 years. At that time, Albrecht was touring the Maritimes with the Harlem Globetrotters, who were playing before sellout crowds. After observing this fan

support Albrecht asked why there wasn't a pro football team in the area. "People gave the same excuses they still are giving," said Albrecht. "No money, you couldn't sell tickets, it is a depressed region, and so on."

Albrecht, for his part, didn't believe the excuses then and still doesn't believe them. Now, 30 years later, Albrecht is supplying the expertise acquired in stopovers in Dallas, Oakland, Toronto and Montreal to make a serious go of the franchise. With the financial backing of local entrepreneur John Donoval and the prospective hiring of Acadia coach John Huard, the CFL granted the club a franchise last May to begin play in the 1984 season.

In terms of marketing Albrecht emphasized the need to get the whole of the Atlantic region behind the team. He also spoke of the importance of team names, the colour of uniforms and the design of a club logo. Subjects such as ticket prices and stadium size and location didn't emerge until the question period.

These questions, particularly on the stadium, were fielded by Albrecht in a smooth and easy manner. "We will have to sell about 22,500 season tickets," noted Albrecht. "I don't think it will be that difficult." He pointed to the fact that the club has already had numerous inquiries from all over the region for season tickets. On the question of building a stadium Albrecht was just as confident, although he refused to discuss



Morris/Dal Photo

J.I. Albrecht discussing virtues of a Maritime pro football team last Thursday.

details. "We are looking at a 30,000 seat stadium with no frills," he said, adding that "it will be built in time to commence play in the 1984 season."

Although many left the discus-

sion with more than a little skepticism, the general air suggested that if one person could accomplish the "impossible dream" of bringing pro football to the Maritimes, it would probably be J.I. Albrecht.

SPORTS BRIEFS

by Wendy MacGregor

Dal's women's soccer Tigers can't seem to put a ball in the net. Playing Acadia last week on home turf, the players sent shot after shot sliding over top of the net and skimming past the posts. Whatever the case, any additional goals would only have added to the Tiger's 2-0 win. The two shots that did land in the Acadia net were fired by Vicki Leonard and Joanna Tsitouras.

At home again, the next challenge was St. F.X. Scoreless at half-time, the game picked up a few minutes into the second half when St. F.X. scored on a play from the right wing. Dalhousie fans had just seen the men's Tigers defeated 1-0 by St. F.X. less than an hour before, so perhaps fear of a repeat performance helped Peggy Pilgrim, Denise Cook and Laurie Arsenault turn things around with goals for the Tigers. The game's score was 3-1.

With three wins and a tie to their credit the Tigers still lead the standings.

by Ann McGrath

This past week the Dal field hockey team saw a lot of action. The team was off to St. F.X. on Sunday, October 3. At half-time the score was tied 1-1, with Sharon Andrews notching the Tiger's goal. Before the final whistle, Andrews scored again on a penalty strike to give Dal a 2-1 win. Denise Pelrine played a strong game between the posts for Dal.

Thursday night was the Alumni game with The Golden Oldies coming out to challenge the squad. Youth, fitness, and experience gave the Tigers a 1-1 tie.

Mount Allison came to Dal on Saturday only to be blitzed by the Tigers 4-1. Carolyn Merritt scored 2 goals, followed by Sharon Andrew's tally, to give Dal a comfortable 3-0 lead at half-time. Maureen Levy blasted home the clincher for the 4-1 win.

Dal will test its versatility Wednesday as they travel to SMU to tackle the Huskies on the astro turf. The next home game will be Wednesday, October 20 at 4 against St. F.X.

by Linda Crowell

The annual women's alumni volleyball game was played October 7, 1982 in the Dalplex. The varsity team put on a strong showing, winning three and tying one of the six ten-minute matches played. Coach Lois MacGregor is impressed with her new squad as they try and make a bid for two consecutive C.I.A.U. national volleyball championships. Stars for the Tigers included returnees Bev Audet, Brenda Turner and Kathy Cox, while some of the rookies, Nicole Young, Donna Boutilier and Kathleen O'Hara also took the spotlight.

The Alumni team (which was the largest ever) had an impressive lineup which consisted of Karen Maessen, Karen Fraser, Kathy Andrea and Veronika Schmidt, all members of last year's CIAU National Championship team. Some of the "old", favourites back in action were Mollie MacGregor, Debbie Porter, Linda Weaver and Beth Fraser-MacLean.

Lobster Pot

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stole a victory on Dal's home ice should serve to instill that much more desire in each of the Dal players. The five power play goals pointed out an early season weakness. The team can now work on eliminating penalties and establishing their penalty killing.

The stage has now been set for the Atlantic University Hockey Conference (AUHC) season. This may be the strongest season in years as far as competition goes. The Dalhousie Tigers have the two-time defending national champions right in their own conference and thus should not lose track of their goal.

St. Mary's will likely start slowly but fans should see them improve. They will probably be around the top come March. Rumour has it that St. Francis Xavier U. will be bouncing back into contention after experiencing a few struggling seasons. All in all the season looks promising. Now that the new rink is operating, fan support should increase, and there is a feeling in the air that this is the year of the Tiger.

Individuals such as Louie Lavoie, Chuch Tuplin, Brian Gualazzi, Moochie Friesen, John Kibyck, Ken Johnston, Kevin Zimmel (presently

out with a shoulder injury), Paul Jeffery, Gary Ryan and Paul Leck have the experience and the leadership capabilities that are required on a championship team.

Sunday's 12 noon consolation encounter was between UNB and SMU with the Huskies gaining back some respect by defeating UNB 5-1.

The next two weekends will see the Tigers on the road, first in Providence and then at Wisconsin to play two of the better U.S. college teams. The Tiger's first home game will be against the Chinese National team on the 4th of November.



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