

Darren Turner was unbeatable Tuesday — p. 14

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Alan Small

This affair too friendly

Don't you love hype? If you're like myself, you do. So, when you went to Face Off '87 on Tuesday night, you felt something missing.

Clowns and carnivals in a hockey game do not constitute hype. All that is a waste of time, labour, and money.

Organizers found out about that last year. This year, it was the game, and the game only.

"This is like our national championship," said NAIT coach Perry Pearn, "it's a one game shot."

"It's not the big game, but it's close," Bears' coach Clare Drake stated.

After these powerful statements came so many generic clichés: "We have lots of respect for their program"; and "We know we're gonna be tough."

Once, during one of those promotional press conferences, someone should say, "We're gonna kick their butts right back to their own campus."

Or, "We're gonna smoke 'em out of the Coliseum." Joe Namath did the same thing back in 1969 and started the Super Bowl tradition.

But Face Off was excellent. Both teams came out with fire in their eyes and dished out some punishing checks. You can't complain about the crowd either. Both sides' fans were enthusiastic and sometimes over-rambunctious.

They could have squeezed in a few more over-rambunctious fans if the organizers just used a little more vigor before the game even started.

The Super Bowl is a prime example. The hype is pumped out and shoved down every fan's throat for a whole two weeks. The reason: To give fans a reason to watch the game.

Sports nuts all over the world watch the game because of this. The next common occurrence is everyone saying after the game that it was a dud, that it didn't live up to the hype.

That doesn't matter. Just as long as people watch.

Of course, Face Off '87 is no Super Bowl by any stretch of the imagination. But similar "hype techniques" could be used.

The idea of selling is to give the consumer a reason to buy the product, whether it is a good product, a cheap one, or a fashionable good.

Hype is the best way to sell a product. Cabbage Patch dolls and hula hoops attest to that theory. Face Off is a better product than both of them combined.

If a little more rivalry and controversy was stirred up for this contest, quite a few more fans would have shown up instead of the 10,087 that did.

BEARS KICK 'PIKS

Four third period goals in Face Off whipping



Jeff Helland nets Alberta's fourth goal of the contest. This third period score (puck hidden behind near post) effectually buried NAIT. photo Leif Stout

by Mark Spector
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It was simply a case of being in the wrong place at the wrong time for the NAIT Ooksiks Tuesday night at the Northlands Coliseum.

And against the wrong hockey team.

The Alberta Golden Bears, who went into the contest playing their

best hockey of the winter term, exploded for four unanswered third period goals on their way to decisive 7-2 pounding of the Ooksiks, reclaiming the Ronald McDonald Cup in the process.

With 10,087 loudmouthed fans on hand, two third of them supporting NAIT, there were stars in the eyes of the organizing committee, a job that fell at the feet of the College directors this year.

But on the ice the stars both belonged to the varsity squad, as Sid Cranston popped two goals and added a pair of assists while goalie Darren Turner backboned the Bears to victory in the rubber match that was the third annual Face Off.

Afterwards, the Ooks gave full credit to Turner as the dominating force in the game. "He stopped us cold," deadpanned Ooks MVP Ron Amyotte. "I guess not playing for the first half of the season got him going."

"We just couldn't beat the guy," said Marty Volcan. In only his sixth start of the season Turner was fantastic, thwarting the Ooks early on a pair of lone breaks by Mike Yaceyko and Mike Nottingham. "I counted five breakaways for our team," lamented NAIT coach Perry Pearn. "At least three of those were clear cut. We didn't score on any."

"When you don't finish on those kind of opportunities it's pretty tough to win in a game of this nature."

The annual affair has become a lesson in dealing with pressure for all of the players, many of whom have never played in front of 2000 fans, let alone 10,000 in the biggest house in town. What happens early in the game means even more at Face Off, a game in which emotions run high and momentum plays a leading role.

After Turner stoned NAIT early on, Alberta tightened up their def-

ensive game, jumping into a 1-0 lead on Dean Clark's long slapper through traffic at the 9:46 mark. For the rest of the opening period the Golden Bears were all over the Ooks like a high tide.

Sid Cranston scored with just 1:31 left in the period to give Alberta a lead that they would never relinquish. In the second frame Cranston's goal (a one-time deposit off a lengthy cross ice pass from Stacey Wakabayashi — almost identical to his first goal), was sandwiched between scores by Don Simpson and Kurt Roebuck, both good individual efforts culminating in close in whacks.

Fittingly, the first three Bears tallies came off of the sticks of ex-Ooks, Clark playing there last season and Cranston the previous year. After he opened the scoring, Clark looked like he had just won the Stanley Cup as he leaped skyward.

Going into the third period down 3-2, NAIT seemingly had the momentum on their side heading home, but something funny happened on the way to the show.

Just four minutes and change into the final session, Cranston drove hard for the net as he did on numerous occasions this night. He was stopped but the puck eventually found an abandoned Jeff Helland in the high slot, who took his time on the backhand before knifing one upstairs over a fallen Jeff Lastiwka.

The NAIT netminder would eventually get up, but his teammates, en masse, would be down and out for the night after the Helland goal. Rob Glasgow ripped home a high wrister three and a half minutes later, then Lastiwka allowed two soft goals by Bret Walter and Dave Otto to round out the scoring.

It appeared in the last 20 minutes

that Alberta was in better shape than their adversaries. "There's a possibility that they're a fitter hockey club than we are," admitted Pearn.

"They just outplayed us — our systems broke down in the third..." admitted Volcan.

"If we could do it all over again." They can, but we'll all have to wait until next year to see it.

BEAR FACTS: Amyotte was NAIT's MVP... Bob Steadward honored the U of A Students' Union between periods for their contribution to the Bears.

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FIRST PERIOD

1. Alta., Clark (Brandolini, Craig), 9:46.
2. Alta., S. Cranston (Wakabayashi, Ansell), 18:29.

PENALTIES: Dill, Alta., 4:05; Busch, NAIT, 10:15; Severyn, Alta., Roebuck, NAIT, 13:16; D. Cranston, Alta., Busch, NAIT, 15:55.

SECOND PERIOD

3. NAIT, Simpson (Walker), 5:49.
4. Alta., S. Cranston (Wakabayashi, Clark), pp, 6:39.
5. NAIT, Roebuck (Amyotte, Nottingham), 15:57.

PENALTIES: Severyn, Alta., (double minor), 1:38; Amyotte, NAIT, 2:30; Volcan, NAIT, 6:08; Severyn, Alta., 7:59; Ansell, Alta., 18:35; Patrick, Alta., Roebuck, NAIT, 18:51.

THIRD PERIOD

6. Alta., Helland (S. Cranston, Lamb), 4:16.
7. Alta., Glasgow (S. Cranston, Stokowski), 7:52.
8. Alta., Walter (Brandolini, Cousins), 13:06.
9. Alta., Otto (Patrick), 19:56.

PENALTIES: Dill, Alta., Schmidt, NAIT, 5:10; Bozek, Alta., 10:28; Busch, NAIT, 13:33.

SHOTS ON GOAL: Alta. 13 9 14 - 36; NAIT 10 11 9 - 30.

GOALTENDERS: Turner, Krill, Alta.; Stapleton, Lastiwka, NAIT.

ATTENDANCE: 10,087.



Bears' Craig Dill celebrates late goal by linemate Dave Otto.