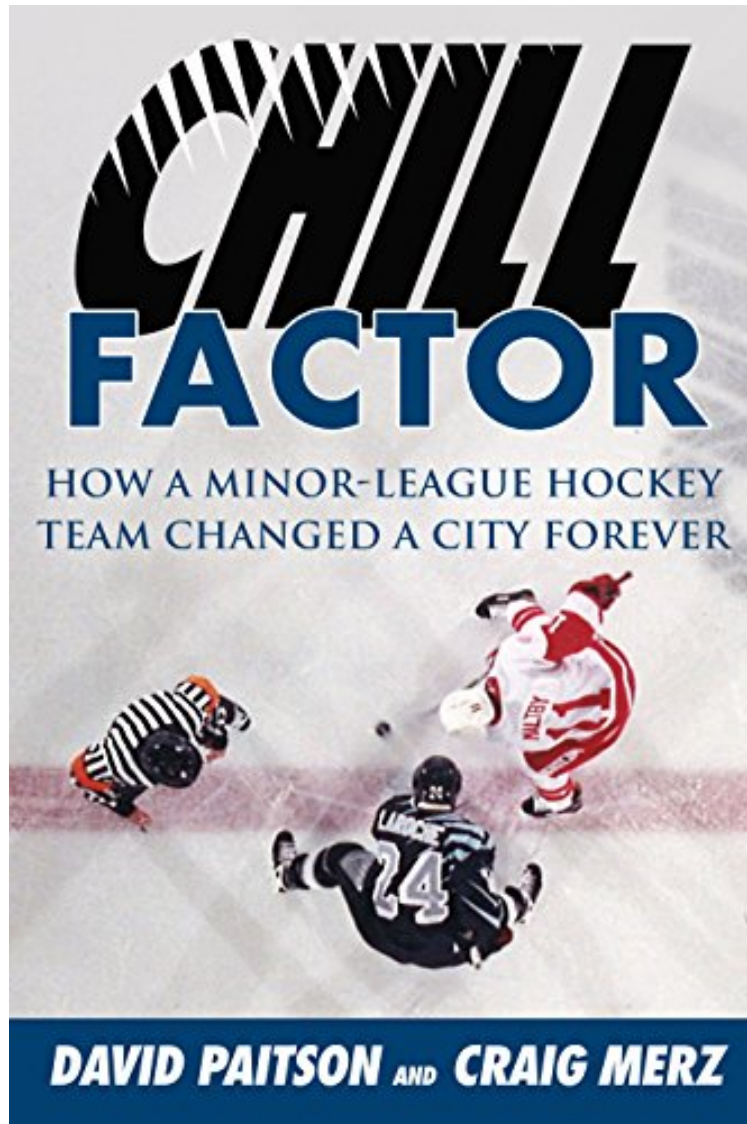


# Chill Factor: How a Minor-League Hockey Team Changed a City Forever

David Paitson, Craig Merz

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**David Paitson, Craig Merz : Chill Factor: How a Minor-League Hockey Team Changed a City Forever** before purchasing it in order to gage whether or not it would be worth my time, and all praised Chill Factor: How a Minor-League Hockey Team Changed a City Forever:

0 of 0 people found the following review helpful. Before Columbus had the Blue Jackets, There was the ChillBy Michael GriswoldChill Factor recounts the story of the Columbus Chill an ECHL franchise that called Columbus home from 1991-1999. Now Columbus had already experienced itsrsquo; share of professional sports face plants and

when the Chill debuted in 1991, they were expected to be just another flash in the pan for a city dominated by Ohio State football. Yet, by employing a team of sports mavericks and more than a little ingenuity and outside the box [diplomatic way of saying crazy] ways of promoting itself, the Chill began to show the world that professional sports was viable in Columbus. It was far from a perfect journey as the team had to deal with arena issues, backlash from conservative types who were put off by the team's brash ways, skepticism among long term residents and resistance to a professional sports franchise from Ohio State just to name a few. This book is a terrific read for the sports marketer and the sports fan alike. Fans will gain an appreciation for what goes on inside a sports franchise and find themselves chuckling at all the loony things the Chill did. Sports marketers will hopefully find themselves inspired by the Chill to think outside the box in their situation as well. Without the Chill, the Blue Jackets may not exist.

0 of 0 people found the following review helpful. Great book, great memories, and great photos (you might be in it!)  
By Brian  
This book is a fantastic read! I have really enjoyed it thoroughly. I am not an avid reader, but I finished this in two sittings. David Paitson brought back a lot of great memories and sheds light on a lot of what was going on behind the scenes. There were a lot of things that went wrong or almost went wrong with the Chill, and it is a lot of fun to hear about the experience from Mr Paitson's insider point of view. What they did with the Chill in Columbus was truly unique and impressive from a lot of perspectives, not just the on-ice product. I am grateful for all of the memories (and Fairground Coliseum smells) which this book evoked. I also found myself laughing a lot while reading this book. Sometimes, I laughed because I learned something funny and new. Other times, I laughed because I remember the experience/event/promo so fondly or was reminded of ones I nearly forgot. This was a fantastic trip down memory lane, and I got a bonus when I found a picture of my sister, dad, grandfather, and myself cheering in the stands.

0 of 0 people found the following review helpful. If it could go wrong, it did...twice  
By Customer  
I remember going to Chill games when I was a kid (36 now). The book tells every struggle and possible setback they had in trying to make and keep a team in Columbus. Without the Chill, we wouldn't have the NHL. It's impossible to believe everything that went wrong, and what they had to do to get butts in seats....pure geniuses in the rookie front offices.

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 1991-1999, 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 off the ice, and eventually the realization that the Columbus of today would not be possible without the aid of the Chill. Chill Factor takes readers into the front office and onto the rink, giving every angle of how a small town was able to get behind a working-class team that fought both on and off the ice. This thrilling account will appeal to those who remember the Chill's reign, as well as those who enjoy seeing the underdog climb the ladder to sports supremacy. Skyhorse Publishing, as well as our Sports Publishing imprint, are proud to publish a broad range of books for readers interested in sportsbooks about baseball, pro football, college football, pro and college basketball, hockey, or soccer, we have a book about your sport or your team. Whether you are a New York Yankees fan or hail from Red Sox nation; whether you are a die-hard Green Bay Packers or Dallas Cowboys fan; whether you root for the Kentucky Wildcats, Louisville Cardinals, UCLA Bruins, or Kansas Jayhawks; whether you route for the Boston Bruins, Toronto Maple Leafs, Montreal Canadiens, or Los Angeles Kings; we have a book for you. While not every title we publish becomes a New York Times bestseller or a national bestseller, we are committed to publishing books on subjects that are sometimes overlooked by other publishers and to authors whose work might not otherwise find a home.

"Chill Factor is a fun story of off-the-wall marketing and keen vision turning a college sports town into a major league NHL city." -Joe Pelletier, HockeyBook s.com