

„TIGERS’ FUN FACTOR“

What makes a winning team?

Whilst being spoiled by the first two pretty successful seasons in the DEL, I believe that I ought to let my “literary vein” create another piece of art for the passionate ice hockey fan in and around Straubing.

With this pamphlet I would like to focus upon several aspects which are – at least in my opinion – imperative for the long-term success of an ambitious team such as the Tigers.

The *AIDA* marketing principle

a) Attention:

The city of Straubing as the new and exciting ice-hockey stronghold has been thoroughly recognized within the DEL world. Respect has been definitely achieved, which has become even more important since this town has gained the valuable title “*Wissenschaftsstandort*” (= scientific location) which is closely linked to the existing centre of competence in terms of research and development. This honour surely needs to be further proved even concerning the topical issue of sportsmanship and its future professional development in the league.

b) Interest:

The hype and enthusiasm that has been built up so far is still to be perceived from all over the region. The expectations shall doubtless enhance but shouldn’t be overestimated and taken for granted during the season. Realism and Pragmatism of the fans ought to be kept in mind which is also due to a continuous attention of the municipal council including the surrounding community and its inherent responsibility to support the city of Straubing in every respect. Referring to the valuable tool of media it would be pretty worthwhile to have a piece of pane of the protection shield around the ice damaged (→ see last season) in order to obtain a few more minutes on PREMIERE TV channel: food for thought to remain memorized.

c) Desire:

Administrative plus financial bottlenecks ought to be realistically taken into account whilst fulfilling all prerequisites and requirements imposed from the DEL organization even though considered useful or unnecessary. I would suggest the right dose regarding the provision of the appropriate amount of investment funds and the potential impact to be foreseen for the entire environment in the long run. From my point of view, the local government will have to act reasonably with regard to enable the right assumptions that are mandatory for achieving optimal working conditions at the Pulverturm. In my opinion, I would like to have those people being in charge of this juicy decision come together in time and incite a beneficial brainstorming process ending up in finding a rational and satisfying procedure. It goes without saying that the famous ‘*Pulverturm roar*’ has to maintain provided that everybody involved in this process has done his/her share and contributed sufficiently to a win-win situation for the players as well as for the whole community.

d) Action:

On the one hand, ‘parochial bureaucracy’ needs to be pragmatically complied with in terms of reaching satisfying and stimulating results in the future; therefore the philosophy of tacit collusion will have to be in the limelight for the next half a year. On the other hand, the team spirit has to be continually sustained via sound training efforts on ice regardless of short term plunges which are inevitable anyway in this premium world of sports. Thus, a successful leading wolf like Bob Manno has surely been after his takeover in the middle of last season - due to problems with the former coach Erich Kühnhackl - has to play a predominant role concerning authority, loyalty and role model for the right mixture of young and experienced players. When talking about hard and strenuous work on ice, the notion of ‘*diligence*’ comes inevitably into my mind. Such a pretension can only be realized via a high degree of co-operation, concentration and mutual obedience as well as deep respect towards the abilities of all other actors – according to the motto “*when you are in Rome do as the Romans do*”.

Nevertheless, the necessity of mental recuperation and physical recovery paired with enough relaxation after each game will definitely influence the impact on a professional vocational attitude throughout the tough season coping with 4 more games than last year. So, the right mixture of ‘*eu-stress*’ and ‘*dy-stress*’ has to be taken into consideration. The principle of harmony, balance and distraction will be substantial for a successful completion, the existence of somebody like “Joker Markus Jocher” who was supposed to be the perfect guy for loosening up and creating a well poised atmosphere shall hit the bull’s eye. I am pretty sure, there will be another guy taking over his role for the next season.

As a matter of fact, the unity of brain, body and soul should be in the focus of the coaches that carry the cans and call the decisive shots on the ice. Of course, the effective integration of all new players has to be fulfilled in accordance with the principle ‘*learning the ropes*’ and ‘*facing the music*’ ASAP, since the season happens to be fairly long lasting and thus requires all kinds of endeavour to always present the best team in order to pass the competition adequately.

However, you should not neglect the fact, that the language barrier might be(come) an additional issue for the ultimate success, although the players from overseas should have been sufficiently briefed beforehand what’s going on in this crazy small town infected by ice hockey maniacs. It’s definitely a relief, that the players could cling to the well known Ludwigsgymnasium where I once went to school and which offers English and French classes for graduation – that way E. Meloche and E. Chouinard might find many ambitious students to practice and give them the feeling being at home for a moment.

To put in bluntly, this season’s targets may be achieved to a certain extent upon paying attention to these thoughts – eventually, the goal of ‘*not being just another face in the DEL-crowd*’ might be reached properly in order to avoid turning a new leaf and leaving the DEL.

Best wishes and good luck,
Hermann Graßl