

PROVIDENCE BRUINS

20
SEASONS

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2011-12



Volume 1



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Simplified e-Publishing

2011-12 PROVIDENCE BRUINS

Volume I



ALL JUST A MATTER OF TIMING

14 P-Bruins new assistant coach Kevin Dean talks about his journey to Providence and his experiences on the way.



DAVID vs GOLIATH

49 **Defenseman** David Warsofsky speaks of using his skill instead of size to best his opponents who may be giants.



BLACK ACED

112 The end of the P-Bruins season did not mark the end of a journey for several P-Bruins who were Black Aced for the Stanley Cup Playoffs.



WHITTER'S NO QUITTER

192 P-Bruins Captain Trent Whitfield has gone from ended seasons to injury reserve to the Stanley Cup Finals.



FROM THE GRAY LINE TO THE BLUE LINE

208 Rookie defenseman Zach McKelvie is once again pro trolling the blue line after serving for his country.

Providence Bruins Roster	5
2011-12 Schedule	6
Meet the Coaches	10 & 12

TEAM INFORMATION

Club Colors	Black and Gold
Season	20 th Year
Broadcast	providencebruins.com
Play-by-Play	Kevin Boryczki Nick Gagalis
Photographers	Alan Sullivan, Roger Prata, Paul Yacovone III, Lauren Drenzo
Website	providencebruins.com
Facebook.com	providencebruins
Twitter.com	AHLBruins

Publisher	Providence Bruins Hockey Club
Production Coordinators	Andrew Morry, Caroline Greene
Editors/Art Directors	Andrew Morry, Caroline Greene
Writers	Caroline Greene, Brendon Chelo
Graphic Designers	Andrew Morry, Kyle Taragowski
Assistants	Devon Swanson, Reena Chitkara

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FRONT OFFICE

Owner/Chairman	H. Larue Renfroe
Chief Executive Officer	Jeff Fear
President	Matt Poore
General Manager	Peter Chiarelli
Assistant General Manager	Jim Benning
Assistant General Manager	Don Sweeney
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Vice President - Sales	Jeff Guarino
Vice President - Ticket Sales	Brian Mather
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Director - Ticket Sales	Sean Marshall
Director - Sales	John Savoia
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Manager - Sales	Pat Baker
Manager - Ticket Sales	Brian Branco
Manager - Sales	Sean Coughlin
Manager - Sales	Jason DeMaggio
Manager - Sales	Eric Grundfast
Manager - Ticket Sales	Narin Sundarabhaya
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Associate - Sales	Jeff McGrath
Associate - Sales	Pete Kelly
Associate - Sales	Chris Kubiak
Associate - Ticket Sales	Brittany Richard
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Associate - Sales	Andrew Swartz
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Associate - Ticket Sales	Michael Ashby
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Associate - Marketing Services	Josh Lewis

DUNKIN' DONUTS CENTER PROVIDENCE

Executive Director	Larry Lepore
Director of Operations	Bob Lauro
Capacity	11,075
Rink Dimensions	200' x 85'



The feeling of
something yo

"Digital versions of our magazines have significant benefits for our business. We are therefore delighted to have finally found a solution that works well through Zmags"

Richard Hurd, Financial Controller at Merricks Media

What is the Zmag

The Zmag is a digital innovation that turns static PDF files into a dynamic and user-friendly presentation that catches your customer's eye. The Zmag is designed as a traditional printed matter and is suitable for publications that normally only exist in a printed version. You can use the Zmag for online presentations of magazines, advertising flyers, catalogues, reports and anything else you need to communicate to your customer.

Integrating these promotional projects on your website is easy for you and user-friendly for your customer. All you do is simply paste a link, which is extremely effective for eCommerce as well as email or newsletter campaigns. Your customer can browse, shop and buy with no trouble or unnecessary extra steps.

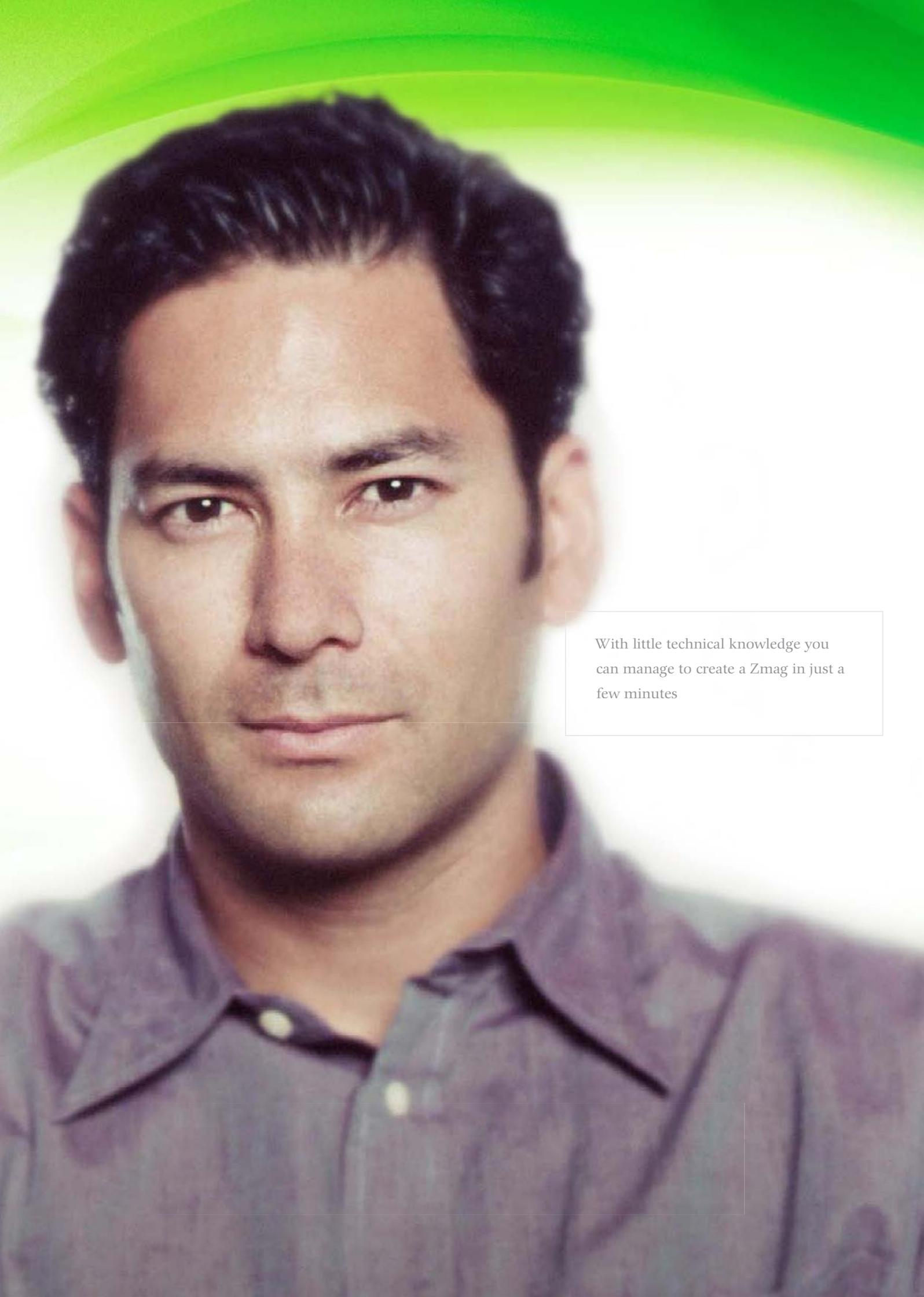
A glossy Zmag that opens up in the browser at once is much more attractive than a heavy PDF file that needs to be downloaded. With the Zmag you get a unique product that is designed to make your publication interesting to use and read.

The Zmag is carefully developed with easy navigation, practical functionality and visual appeal in mind. It's all meant to heighten your customer's attention and keep them intrigued.

u know...



Natuzzi Digital Catalogue



With little technical knowledge you can manage to create a Zmag in just a few minutes



e-Publishing

Zmags has created a user-friendly system to create and edit Zmags, which is called Zmags Publicator. You will learn that it is easy and swift to create dynamic online presentations. You log in, find your PDF and set the Zmags Publicator in motion. As a matter of fact it only lasts five minutes and three clicks to create a Zmag in a standard setup. Everything is web-based so you do not need to install any programs to get started.



Once you have created your Zmag you have vast options to enrich your publication with links, video or other interactive functions. At Zmags we emphasize that publications can be customized so it matches your corporate image.

Once activated on your website, your Zmags will be safe and stable at all times. We work with fifteen data centers all over the world to ensure that your publications' remain consistent and functional.



Why Zmags?

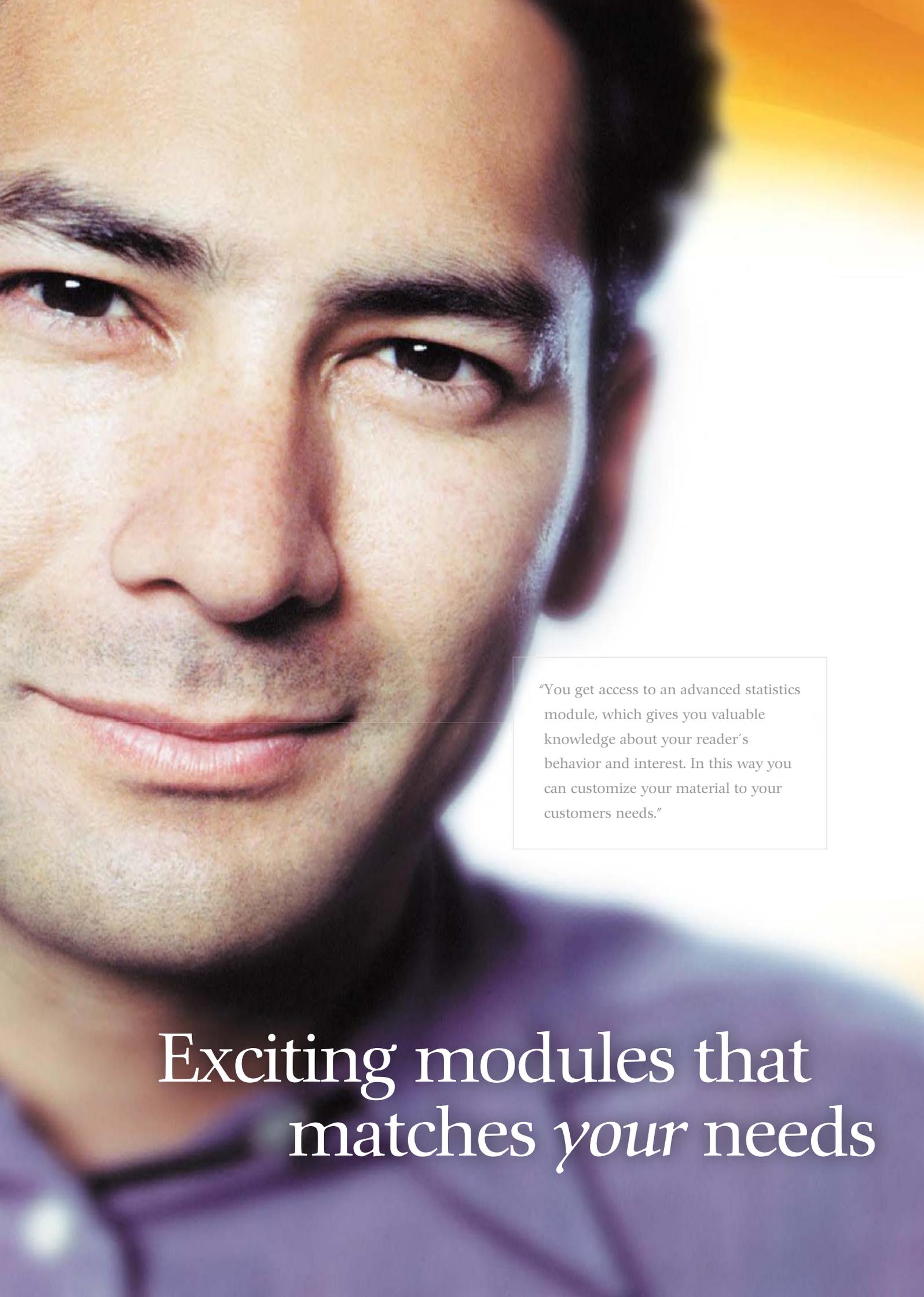
With the Zmag, you can present your readers with a new and improved reading and shopping experience. A good, fulfilling visit to your site will deepen and hold the readers' attention and ultimately increase loyalty.

The fact that the Zmag is a digital media solution, you gain the advantages from e-publishing. The Zmag is optimized to Google so readers can access your publication by entering relevant search terms in various search engines.

Zmags solutions enables gathering of valuable data regarding your reader behaviour. Unlike printed publications you can access precise statistical data about what pages in your publication the readers find most interesting, how much time a reader spends on each page. You can even register where the readers stop and zoom in.

In addition using Zmags on your website allows you to:

-  Reduce print- and distribution costs;
-  Increase earnings from advertisements;
-  Get detailed insight to your readers behavior;
-  Attract more readers and increase reader loyalty;
-  Strengthen the online profile of your corporate image;
-  Increase your official circulation figures;
-  Increase sales.

A close-up, high-resolution portrait of a man's face, focusing on his eyes and nose. He has a slight smile and is looking directly at the camera. The background is a soft, out-of-focus gradient of yellow and white. The man is wearing a purple collared shirt.

"You get access to an advanced statistics module, which gives you valuable knowledge about your reader's behavior and interest. In this way you can customize your material to your customers needs."

Exciting modules that
matches *your* needs

Optional Add-ons

You have the choice of selecting any or all of these useful functions, depending on your business needs and how much you want to spice up and enrich your pages:



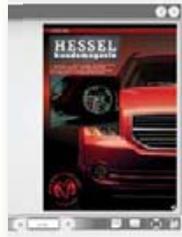
Link Manager

Place active links directly on the pages of your Zmag. You decide whether the links must guide the reader to a website, an item in your webshop, another page in the publication or activate a shopping list.



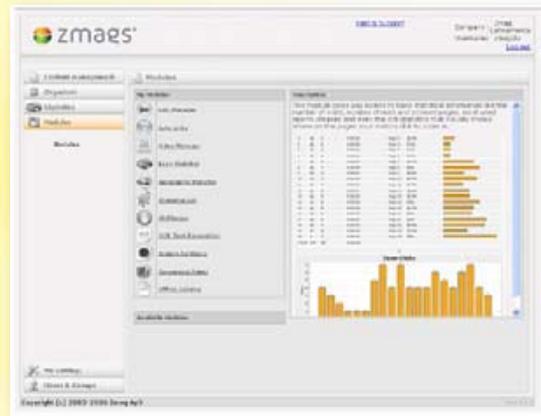
Video Manager

Add video clips to your Zmag. Video Manager is a simple but efficient way to enrich your publication and keep the readers' interest. You can insert a video clip wherever you want in the publication.



Offline Reader

Produce an offline version of your Zmag. An offline catalog includes most features from the eCatalogue and can be used as an alternative to a PowerPoint slideshow, presentation on exhibitions, and can be distributed on a USB-stick or a CD.



Basic Statistics

Gather detailed knowledge about your readers. As an example you can see how much time the readers spend on each page and see where the readers click in the publication when they zoom in. This enables you to provide documentation that your publication is read and proactively make use of the data in future issues.



Geographic Statistics

Get information about your readers' location divided into countries, regions and towns.



In addition Zmags offers these modules: Archive, Conversion Rates, Auto Links, IP-filtering, Text Recognition, Speech Synthesis, Form Builder, Hidden URL

"The dot marks the spot. The Statistics clearly shows what catches your reader's attention"



About Zmags

Since the startup in Denmark back in December 2005 Zmags has developed a number of unique solutions for online publishing.

Today Zmags stands in the vanguard of the market and has delivered more than 1000 solutions to a variety of businesses in Europe and North America.

In a short time, we have earned a reputation for being a leading developer of products for presenting printed publications online. That is why we constantly try to develop our products to match the growing expectations of more effective and dazzling presentations.

At Zmags we believe that the road to a sound business is paved with satisfied and loyal customers. We treat all customers individually and comply with all kinds of industries. We constantly have improvements in focus; usability and customer support have our most urgent attention and are our highest priorities.

Zmags around the world

Despite our young age, we have risen rapidly. Today Zmags is a well-established corporation with head quarter located in Denmark and sales offices in Canada, US and Great Britain.

Feel free to contact us, if you want to know more.

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"Zmags has more than 1000 customers from over 30 countries worldwide"