

Small Biz Week

TRENTON
2011

A New Business Revolution... Capitalize on Trenton



Spotlight: **ECHL HOCKEY IS BACK IN TRENTON**

Rich Lisk
President & CEO
Trenton Titans



The original Trenton Titans debuted Oct. 15, 1999, blanking the Johnstown Chiefs, 3-0, in front of 8,041 fans at the Sovereign Bank Arena under head coach Bruce Cassidy.

In its second season - 2000-01 - the franchise reached the ECHL Kelly Cup finals, falling to the South Carolina Stingrays.

The franchise recorded four consecutive postseason berths in its first four seasons. The club missed the playoffs for the first time in 2003-2004, but the best was to come in 2004-05.

Under head coach Mike Haviland, an original Titans assistant coach and now an assistant with the National Hockey League's Chicago Blackhawks, the Titans won playoff series with Atlantic City, Reading and Alaska. Led by captain Rick Kowalsky and leading scorer Scott Bertoli, who will serve as Senior Advisor of Hockey Operations for the 2011-2012 Titans, Trenton brought the 2005 Kelly Cup to home by defeating the Florida Everblades in six games.

The Titans also qualified for the playoffs in 2005-06 and 2006-07. Kowalsky and Vince Williams served as head coach and assistant coach, respectively, in 2006-07.

The original franchise, after a purchase by the NHL's New Jersey Devils in 2007, operated as the Trenton Devils the past four seasons until the club was folded by the parent team July 6, 2011. The Titans were re-established July 28, 2011, after a vote by the ECHL Board of Directors under a new ownership - Blue Line Sports LLC.

This new chapter in Trenton ECHL hockey, with the re-establishment of the Trenton Titans, is certain to continue the traditions of those who are fans of the sport in the Greater Trenton area.

TICKETS ARE NOW AVAILABLE FOR PURCHASE AT
WWW.TRENTONTITANSHOCKEY.COM
OR BY CALLING
609-341-1100
OPENING NIGHT OCTOBER 22, 2011 AT 7PM