#### May 7, 2004

#### STANLEY CUP PLAYOFFS

Philadelphia Flyers at Tampa Bay Lightning

An Interview With:

# DAVE ANDREYCHUK MARTIN ST. LOUIS

Q. You're probably tired of hearing about it, but just talk about the fact that because you were so dominant in **Round** 2, you've had a lot of time and is there anything in the hockey playoffs called "rust" or is that something we've made up because we have nothing to talk about?

DAVE ANDREYCHUK: Well, first of all, some type of rest is good for our team, I think for any team. Obviously, it's going to take us a little bit to get back into it and get our intensity back up. I think that's the only thing you're going to lose. I think at this point in the year, your conditioning is going to stay. But we definitely have to get our intensity backup, and I think that's the rust that we are all talking about. But it doesn't take very long. This team, they are going to come at us and we know that. So our intensity level will get back up there quickly.

Q. Dave, the **Cup** has been on a tour and it's in this area right now and **Jeremy Roenick** was talking about his superstitions and was actually glad that it's here because he doesn't want it in **Philadelphia** --

DAVE ANDREYCHUK: We are going to send it up there.

Q. Just wondering your feelings, if you have the same superstition, you don't want to see it or touch it?

DAVE ANDREYCHUK: I've been to the Cup party. I've never touched the Cup. When I was in Toronto, obviously, we did a lot of promotional work around it, but I've never actually touched it. I've never taken one picture with it. I don't know if that's superstitious or not, but I thought I wanted to touch it when it really meant something.

Q. Did you guys keep a close eye on the **Philadelphia/Toronto** series? I know the standard thing is you don't care who you play but there had to have been some type of, well, we think we would be good against these guys, because; what do you feel that perhaps you can

expose in **Philadelphia** or what can you take advantage of, knowing your style of play, for either of you?

MARTIN ST. LOUIS: Well, personally, I like to watch any hockey when I'm at home, and obviously when we had that much time off, to be able to watch a team that's battling and whoever wins is going to play, that was, for us, it was kind of fun to watch.

You know, we are all interested. We were playing, obviously, **Toronto** or **Philly**, I don't think it would matter, we still had to go through any teams if you want to move on, and I felt either team is kind of similar in the way they played physical and they have veteran players that are really offensively on both teams. They can move the puck. To me, it was more -- it was which team we are going to play, not which style we are going to play. I think both teams bring the same things, they bring veterans, they play physical, too. It was more fun to watch than anything.

Q. Is it too simplistic to say this is a match-up of your speed and their braun and physicality and stuff?

DAVE ANDREYCHUK: I think our style is our speed, but obviously they are a big team and they use that to their advantage.

I believe that our pressure on the puck and we use our speed and that's our style. I don't know if it's that simple because there's a lot of the things that happen, obviously, teams play a huge part, goaltending. But it is two different styles.

Q. The **Flyers** say that what happened in the regular season is obviously a different time and their personnel has changed so much, especially in the last half and they have got a lot of guys back healthy. Do you treat it differently this series from the regular season, do you draw off anything, or do you say that at this point in the year, you're talking about the elite teams, it really can't factor in?

MARTIN ST. LOUIS: Well, you know, this is a whole new season. You look at the records that we had in the regular season against the teams we've faced in the playoffs, you can't dwell on that. You can't look at that too much. Obviously we are 1-3 against the **Islanders**, and that means nothing. Once the series starts, it's 0-0. Obviously they upgraded their team, the **Flyers**, and I don't think that they are too worried because they lost four games against us in the regular season, and we

are not like gung ho because we are 4-0, either.

It's 0-0 right now, and this is a whole new ballgame.

Q. We talked a lot about the maturity of this team over the last three years or so, now this team is going somewhere it's never been before; how much does a guy like yourself, a guy like **Sydor**, a guy like **Taylor**, how much can be said by you guys to get this team ready for something they have never experienced before?

DAVE ANDREYCHUK: Well, I guess we could talk about a lot of things. The **Final Four** that I've been in before, it is a lot different. I think guys are realizing that right now. I mean, they have been realizing that for three or four days now. But still, it comes down to what happens on the ice. It comes down to, you know, we still have to go ahead and play this series. Hopefully these guys can learn through me that 22 years, I've only made it to the **Final Four** four times. There's a sense of urgency. Nothing more has to be said about seizing this opportunity.

Q. What is your style of leadership when you talk to some of the younger players? The Flyers have really -- Keith Primeau has really come along as a leader the last couple of seasons and now in the playoffs. Are you vocal in the dressing room, do you do it by example, do you pull guys aside or do you let them figure it out for themselves?

DAVE ANDREYCHUK: I don't think I'm as vocal as some other captains I've been around. Obviously, there are some times that things have to be said, and I believe that, you know, through experience, I'm going to say the right things.

I hope that these guys, it's not just me that's leading them. Obviously, things have changed over my time here. We now have other guys that have stepped up to the plate. I've been able to step aside this year especially. Obviously there's guys like **Marty** and **Vinny** and **Brad Richards**, these guys have -- these are the guys that are now leading the team. We are all helping out. It's not just me.

Q. Forgive the question, but most games played without a **Stanley Cup** --

DAVE ANDREYCHUK: I really don't want to be on that stat.

Q. Do you view that as a dubious distinction or do you get worked up about it?

DAVE ANDREYCHUK: Obviously, the amount of years I've played that I haven't won the

Cup, I'm going to get to the top of that list. I look at how many times I've been in the playoffs, I don't know how many games played, what my record is with games played in the playoffs. I know I'm coming up on 150 games played in the playoffs and I think that's what it boils down to. When you get into the playoffs now, you have a chance to win. I think the regular season, there's games played, but, you know, it's what happens in the playoffs.

Earlier in my career with **Buffalo**, we had early exit's my first five or six years. So it was tough to get a chance to play.

Q. With the layoff, but now you're here in the now, with the game coming up tomorrow, do you know the feelings that you had when you took that first game against the **Islanders**, do you know that first game when you went up against the **Canadiens** in the series, can you tell what's going on inside of you, is it the same thing or is it something different now?

MARTIN ST. LOUIS: Well, I think this past week, it's been tough because it's like you're practicing and then it seems the game is so far away. We're practicing and they were still playing.

But now, last couple of days, knowing who you're playing against, you feel the excitement again, you feel the emotions building up and you're just getting ready to play for tomorrow. It's been more fun coming to the rink the last two days and just knowing it's around the corner.

DAVE ANDREYCHUK: I'm nervous. I think everybody is, what to expect. You're going in, you're in the **Final Four**, you're going against a good team. I think we're all excited, we're all ready to go. I think it's been a layoff where we sat around and watched; we're ready to play.

Q. Hockey people obviously know what you've achieved, but do you look at this opportunity and what lies ahead if you win this series as a chance to announce to the world, people who are just casual hockey fans, because the city isn't the first city people think about when they think of hockey and the success has not been there, do you think about that opportunity that may be in front of you?

MARTIN ST. LOUIS: To put the city on the map?

Q. To kind of stamp your talent and let everybody know.

MARTIN ST. LOUIS: This is not about me, this series, playoffs. It's about our team. A lot of

individual stuff gets achieved in the regular season, but I think in the playoffs, it's a team, most likely, and I'm not going to sit here and say I want to win so I can show people that I'm a good player. I think the true hockey people, they know what I can do and they have seen it, and right now, it's to establish ourselves as a team, as guys that want to be winners. And that's the most important thing. It's not how good of a player I'm going to be.

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Philadelphia Flyers at Tampa Bay Lightning

**An Interview With:** 

#### **JAY FEASTER**

Q. You grew up in **Pennsylvania**; were you a **Flyers** fan as a kid?

JAY FEASTER: No, I was a **Bruins** fan. Big time **Bruins** fan. Bobby **Orr**, **Esposito**, **Wayne Cashman**; those were my guys.

Q. I see you watching practice every day and I know you're keeping the tune; how do you feel going into **Game** 1 with this team?

JAY FEASTER: Oh, it's exciting. It's exciting to be here. These guys have worked so hard, and this coaching staff has worked so hard. You know, it's a significant accomplishment for this organization to be in this situation, and it's one of the things we've talked about. We're going to have some fun with it. It's been a long layoff and we're ready to play.

Q. When you say you have some fun with it, I know you'll have some fun with it, but do you sense in that room over there that these guys are mature enough, even though they have got some young guys, they have the leadership there, that they have fun with it, but also business is business?

JAY FEASTER: I think that the importance of where we are is not lost on them. And yet, you know, I think that it's one of the things that this is why they play. This is why you play the grind of 82 games. I think that's something that our players recognize, the first taste they had of it was last year. They all recognize that this is the time you have fun.

I thought that the guys showed a lot of maturity in recognizing that you have to go through the 82 games and play well to get back to the fun part. And obviously, the further you go, the more fun it is.

So, yeah, I think that it's a businesslike approach, certainly, and yet, this is why they play.

Q. Speaking of business, how did tickets move for the first two rounds in terms of sellouts and how are they moving for this round?

JAY FEASTER: This round has been very good. We were a little concerned earlier in the

week in that we still had quite a few tickets to sell. One of the issues here, of course; that it's over 21,000 seats. I think we had one or two official sellouts during the first two rounds, but again, we're putting 19,000-plus in here on a pretty consistent basis. I would think that tomorrow will be close to 21 or 21 and change. So it's been good.

There's been a very, very positive reaction in the community. You're seeing things in the community right now that we haven't seen before. You know, this was a place that every second car that went by was flying the **Tampa Bay Buccaneers** flags, and now it's not every second car with a **Lightning** flag, maybe it's every fifth and sixth, but you're starting to see that on the marquees around town, "**Good Luck**, **Lightning**" and "**Go Bolts**," that sort of thing. I think it's been a very, very positive reaction. It's something that coming off of last year has really helped solidify our position in the market and with our fan base.

Q. Do your market studies show that your customers are local people or people who have moved here from other places?

JAY FEASTER: That's the thing. I think it's pretty tough to find the native **Floridians**. You have so many transplants, and that continues to be the case.

I think when you look at where the franchise has been, as you take someone who may be a **Red Wings** fan, and so they are going to come out to that game and maybe they are going to wear their **Red Wings** sweater or they are a **Flyers** fan and they come out to that game.

The hope is, not only do they play well that night, but maybe send them home disappointed, bearing the other team's sweater. But more importantly, because you've played well, and it's an exciting product, more and more people say, you know, we ought to go see them again. And you sort of become the adopted team.

I think if you talk to fans here, you see that kind of progression, where they say, hey, look, I was a fan of whatever team when I moved here, but now I'm a **Lightning** fan. It's taken a while.

I've said this before; that I think our market has been overpromised and underdelivered to for so long, it's nice to be where we are. It's nice for the people who have been with us all the way through to have them be rewarded.

#### Q. Overpromised by who?

JAY FEASTER: The various ownerships and general managers; everybody comes in with a slogan that this is going to be the group that saves the world. The fans, they get excited and they are crestfallen again. When you don't make the playoffs the way we have not in our history, last year there was that sense of is this team for real or a one-hit wonder. That's why this year it was important to follow it up and have that good year. Now, I think the fans can start believing again. It's a good thing.

Q. Has that slowed the process of how you market the team, when you pick up the paper for this series, there's still sort of a joking, to explain to the fans what the calls are, what an icing is; that kind of thing, and yourself, in between intermissions and so forth in this building?

JAY FEASTER: I think we have to recognize that this is a football market first and foremost. That's the reality. It's not simply the **Bucks**, but it's also **Florida**, **Florida State**, the **University** of **Miami**; that this is primarily a football market.

And one of the great things, I think it's a great thing about our sport; that you have to see it live. That's one of things that we contend, if we get you in the building, then we have a chance to sell you the partial plan. Maybe you'll buy the four-pack or six-pack and maybe you'll like it so much that you're a partial-season holder or we convert you to a full-season ticket holder. I think part of that is we do have to continue to educate people who are maybe still coming to it now for the first time because we are in the Eastern Conference finals. It is not the game that people who live here, that unless they are transplants, the people who are the natives, they don't necessarily know it.

So, I think that's part of it. I didn't see the particular piece today. I heard it being talked about, **Dr**. **Hockey**. One of the things we try to do, certainly, you reference what we do between periods and I think it's been good. We've used our video coach, **Nigel Kirwan**, our goalie coach, **Jeff Reese** and we try to help the fans understand the game a little bit better.

Q. Your team only played four games in the last 23 days; is that the best scenario at this time of the year?

JAY FEASTER: For us, I think that it actually has been a good thing. You know, we had the injuries mounting in terms of not injuries that kept guys out, but certainly, nagging injuries; that

guys were not 100%, and guys were playing through some things. And so, from that standpoint, being able to take this time off has been a good thing.

You know, we had extensive time off after the first series against the **Islanders** and we responded well to that, and really, I go back and look at the beginning of the season, when our schedule was such that we were playing one game a week in the month of **October** it seemed. And I think that this coaching staff has a real good feel for where the guys are, and they have done a good job throughout the season in terms of making sure that they get the appropriate amount of rest. And when you're at this stage, you don't have to work real hard to get the ramp back up to want to play.

So the only thing I was hoping is that the series would have gone seven; that the **Philadelphia** would series would have gone seven and about six overtime periods before it was decided. (**Laughter**).

But I think we are ready to go. We're just going to play the games.

Q. You talk with **Bill Davidson** and **Tom Wilson**, and they are based in **Detroit**, and you see what happened to the **Red Wings**, they were really the overall **No**. 1 seed in this and they are out of it now. They have been around, seen that team play for many years; has that raised the significance in their eyes of what this team's accomplishments have been this year?

JAY FEASTER: Well, **Mr**. **Davidson** has been very good about what this team has done this year. Mr. **Davidson**, while he doesn't necessarily make the trip down here and see us here, he watches the games. He follows us. He is certainly very quick to want to talk about us, when I talk to him, talking about the team and the players.

I think this is something that we are clearly being recognized as the significance of where we are. It goes back to he recognized the importance within this marketplace and the importance of following up last year with another good year. You know, he has been very, very supportive. He's a pleasure to work for, because he is someone who doesn't -- he's not in the kitchen all the time with the cooks. He gives us our parameters in terms of this, this is the kind of payroll we're going to be based on our revenues, we are running a business, and he never second guesses. There's never a question of why did we pick up that player or why didn't we get that guy, or why did you do this way.

I went to him on the **Sydor** deal and he said,

"If you think that's the right move, go do it." He's excited about where we are right now, as well.

Q. **Do** you feel as though the track that you took and the process you went in term of backing **John Tortorella**, do you think the process has paid off for both of you, for the franchise and for **Vinny**?

JAY FEASTER: I've talked about this before, in the context of when I came on board as GM, I met with Vinny and I told Vinny, my legacy won't be that I will forever be the GM that traded Vince Lecavalier. And yet at the same time, I told him that I very strongly believe in John Tortorella coaching this hockey team and I went to meet John and said the same thing to John. My legacy is not going to be that I traded Vinny, but you're the right guy to coach this team.

That's the management part of the job, and yet the reality is if those two individuals don't want to make it work, all the management in the world is not going to make it work.

So that's why the credit belongs to the two of them. I think that one of the advantages we've had, because we've kept this team together, we've kept the core together and we've grown together and we kept the coaching staff here, I think that our players, to a man, have now started to understand **John's** approach, and they understand what he's all about; and that when he is coaching them, as he likes to say, when I'm coaching them, it is not personal, it's not meant to belittle or criticize, it's meant to get the most out of them.

I think that's where we are as a group and I think **Vinny** is there. I think **Vinny Lecavalier** realizes that **John** cares very, very deeply about him as a hockey player, as a person and as an important member of this team so that while he is coaching them, he is simply trying to get the best out of him and all the rest of the guys.

And **John** has changed his approach, too. There are times when you see **John** doing things in a different way, and I think that he has looked for ways to accentuate the positives in terms of the tremendous skills that **Vinny** has while having all of that happen within the team concept.

So, you know, in terms of how I approached it, yes, and I would approach it this way again, but the reality of it is it doesn't work if the two principals involved don't decide they want to make it work, and it's to their credit that they went that direction.

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Philadelphia Flyers at Tampa Bay Lightning

**An Interview With:** 

#### JOHN TORTORELLA

Q. Is it too simplistic to say that the series was a match-up of your guys' speed versus their physicality?

JOHN TORTORELLA: Well, that's one of them. There are plenty of things that go on within a series. Physical play, I mean, that's playoff hockey.

They are a pretty quick hockey team also. I think it's two teams that are two of the teams in the **Final Four** here, and they are two very good hockey clubs right on through. That's what it's about.

Q. You had mentioned before about how the team responded to the intensity of the second round last season, uncharted territory, going into uncharted territory again, do you have a sense of how they will respond to this level of the playoffs?

JOHN TORTORELLA: Oh, they are ready to play. That's what I'll say. They are ready to play. I think we've had a good week of preparation. I think they are in the process of learning what playoff hockey is about. They have been successful in three out of their four, and they are ready to play.

Q. Coach, in some cities, you won't have to sell the sport as much as you do here. Do you feel you have a duel role and does one ever conflict with the other, coaching and salesman?

JOHN TORTORELLA: I'm no salesman. I'm by no means a salesman. I coach a group of men in the **National Hockey League**.

- I think if you go about it right, if this organization is going about it the right way, it sells itself. So that's how I think you sell professional sports is winning, and that's what we are trying to do as an organization.
- Q. Is it starting to feel like a hockey community to you?

JOHN TORTORELLA: Oh, I think it has been. I think as we have gone through the past two or three years, it is slowly -- we have slowly taken steps and I think this here is a great sports town. We have the **NFL**, we have **Major League** 

Baseball, we have the National Hockey League, arena football, I think there are some great sports fans here. But you make your own bed. I've said all along we are not going to whine about people coming to those games the prior years. You need to win. And people start coming out and that's how you sell your game, by putting good product on there and right on through your organization, from ownership right on through your general manager and through the team, doing it the right way.

Q. You brought them back for practice on **Wednesday** and you kind of barked at them a little bit to get their intensity level up; in the last three days, have you seen it get to the level it needs to be?

JOHN TORTORELLA: Yeah, I think they have practiced very well. I think early on, they practiced a couple of days, when we didn't know who we were playing, I think once we found out who we were playing, and you start zeroing in on that, I think that helps the focus.

I think the past couple of days, they have practiced very well. Now, it's -- too much practice can hurt you. We're done practicing. We need to play the games.

Q. What was your relationship like with **Jeremy Roenick? He** had some very nice things to say earlier today about his time with you; could you just tell us a little bit about that?

JOHN TORTORELLA: Well, when I was -- I was an assistant coach at the time. I think when you're an assistant coach, you end up in different relationships with your players. I think you do a lot more one-on-one with them after practice, whatever it may be. I was **Jimmy Schoenfeld's** assistant at that point in time.

J.R. is a guy that marches to his own beat and I like that. I think with an athlete, you need to have some personality. J.R. certainly has some personality. As I said, I think he is -- he's a guy that competes.

We spent quite a bit of time. I was doing a lot of special teams work there for **Shoeny** and I spent a lot of time with him on the power play and this, that and the other thing and you develop relationships with players. I think when you're done coaching and you're done playing and you're out of this game, I think relationships are what you have left. You meet some pretty interesting people along the way, and so they evolve as you go

through and **J.R**. had a pretty good one out there.

Q. Hitchcock seemed to think this team is totally different and much better than the team you beat four times in the season. The video you have seen, what is different about them and how are they better?

JOHN TORTORELLA: I am not going to analyze and critique the **Philadelphia Flyers**. We have enough work to do with our team. That's the most important thing that we are concerned about, what our team concept is about, how we are approaching it and how we are going to play the game. The **Philadelphia Flyers** were good during the regular season and they are very good now in the playoffs. They would not be here if they were not a quality club. So we know that.

But to dissect and to get involved too much with your opponent, we are not going to go about doing that. We want to play our game. We're going to stay with our team identity and go about our business.

Q. Can you characterize your approach that you took with **Vinny Lecavalier** this year, you chose not to handle him at times with kid gloves; are you seeing now that that was the right track to take?

JOHN TORTORELLA: I want to make something perfectly clear, and it seems some people have said because of how I coached him. he is playing the way he is -- and he's playing very well -- we take, as coaches, we take no credit for that. This is the kid who has to play. He has to play. I think the most important thing for a coach is guiding your players to the road that we feel he's best going to succeed, and that's all that's about. He's trying to make players, not just Vinny, but it seems that's what's always talked about. We did this with a number of young core players, try to put them in a position to succeed. That's all our responsibility is. And their talent and their psyche or whatever you want to call it, takes over.

So, how I coach them, I wouldn't change a damn thing. People criticize it. I'm not too concerned about criticizing how we go about business. We are consistent in how we do it and we're probably tougher on some other people, but no one wants to talk about them, because of **Vinny's** name. And I understand that.

But that's how we go about our business. We had a very young core of people here in an organization that was really struggling in understanding how to win, and this coaching staff presented the way we thought was best in how we

approach our business and we are going to continue doing it.

Q. Do you change that approach depending on the kid?

JOHN TORTORELLA: Oh, sure. Every athlete is different. Every athlete is different. I think that's what you've got to be careful of. We talked about this last week. I think you, as a coach, you need to be really careful when you're asking more out of a player, you need to make sure that it's not too quick to ask for that; that you think he's able to get there.

Because if he isn't able to get there and you push him too hard, you may hurt him. So that's what you've got to be careful. There's all different thought processes that go into it, but the bottom line is, the way we approached it here, our locker room was a weak locker room as far as preparing, as far as our conditioning, as far as competing. And we needed to change that. It was a comedy club.

And we felt we had some really good people, but they needed some guidance and that's all our job is as a coach, is to guide. I refuse to back off of that, and I refuse to take any credit when a player starts playing well, because he is the one that's doing it; not us as coaches. It's our job to try to get him to that situation to succeed, if that makes sense.

Q. With that in mind about the locker room you just described, who is your go-to guy? I'm just basing it on the **Philadelphia** thing, **Hitchcock** has a group of senior players who he uses to sell his message. Who did you go to?

JOHN TORTORELLA: Well, I think our locker room started changing when you -- and remember, we had such a young team, and at the point in time when this coaching staff took over, there wasn't much veteran leadership. And that's tough for a young guy. He doesn't understand the lead and what you have to do. So when you bring in a **Dave Andreychuk**, a **Tim Taylor**, that understand and have been there, that is the best type of pressure as far as an athlete is concerned, when it's peer pressure.

David and I talked over the summer before we signed him. We explained the role that we are looking for him to do, and he's been a mainstay. Tim **Taylor**, the same thing. But as it's gone on now, this has gone on now for three years, you can see **David** allowing some of the young core to start stepping up, and that's how you develop leadership. I think it's well orchestrated by **David** 

at some times in the locker where he doesn't say much and he wants the young kids to step up.

So you go through that whole process. That's the greatest thing about sport is, how you get that locker room straightened out. And we had a lot of problems -- I shouldn't say problems, we had a lot of inexperience as far as what to do there. And when you bring in veterans like that, and coaches have a message that we want to sell, if the veterans believe in it, it makes it an easier sell, and we've gone about our business that way.

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