

FERRIS STATE HOCKEY

CENTRAL COLLEGIATE HOCKEY ASSOCIATION

Lasting partnerships with Olympia Entertainment and FSN Detroit, growing television partnerships and the continued broadening of youth and fan involvement all serve as testament to the innovative and dynamic role that the Central Collegiate Hockey Association continues to play on the national hockey scene.

The CCHA, through a partnership with Olympia Entertainment, has a long-standing commitment from FSN Detroit to showcase the league's dozen schools in a professionally produced Game of the Week package and the nation's first conference television show, CCHA All-Access. CCHA hockey on FSN Detroit gets the same treatment, in terms of production qualities, as that enjoyed by professional sports. FSN Detroit has captured 39 EMMYS since 2000, including 21 over the last three years. Six of the 39 overall awards have been earned for CCHA-related programs or features, including this year's statuette won by Shireen Saski for her feature titled "The Ultimate Assist."

In addition to the FSN Detroit partnership, the CCHA's television exposure continues to grow through programming pacts signed during the 2002-03 season with College Sports Television (CSTV), Ontario, Canada-based Leafs TV and Comcast Local. The CCHA was the 22nd college conference, and the first hockey conference, to strike an agreement with the nation's first 24-hour cable network dedicated exclusively to college sports. Meanwhile, a wide-ranging menu of games is a staple of action found on Leafs TV, which is owned and operated by the parent company of the NHL's Toronto Maple Leafs. Comcast Local has previously shown CCHA games through agree-

ments with individual member schools but 2007-08 marks the start of a formal relationship with the conference that will see 20 conference games shown on the Midwest sports network.

The CCHA's television agreements augment existing initiatives that continue to expand well-developed strategies in television, print, radio and internet media. The "Inside the CCHA" radio show, produced in cooperation with AM 1270, "The Sports Station," in Detroit, Mich., was aired in seven CCHA markets this season, and also available weekly on the league's official web site.

CCHA.com, which offers fans, scouts, players and parents something new every day throughout the season, continues to enjoy prolific growth. The 2007-08 season marks the first time video features will be accessible. The 2004-05 season was the first spent in partnership with College Sports Online, which allowed CCHA.com to pioneer the Gametracker feature. Gametracker, which allows fans to follow game statistics and play-by-play in real-time, proved to be immensely popular. CCHA.com averaged over nearly 40,000 unique visitors each month during the first four months of the season.

The CCHA Road to the Joe tour, a combined marketing effort of the Central Collegiate Hockey Association and Olympia Entertainment, hits the CCHA arena circuit for its sixth run. The "Road to the Joe" tour, created to promote the CCHA Playoff Championship at Joe Louis Arena, consists of a mobile display, the Mason Cup Playoff Championship Trophy, CCHA Championship posters, a Tournament Fan Guide, ticket brochures, a hat giveaway and an Enter-to-Win contest. Fans

get the opportunity to have their picture taken with 'College Hockey at the Joe' Mascot and the Mason Cup trophy.

In addition to the popular CCHA Kids' College Classic, a youth tournament that runs in conjunction with the CCHA Championship, and the CCHA Mite Jamboree, nearly 700 kids between the ages of 5-11 were introduced to the sport of hockey last season through the Hockey is Fun Clinics. The traveling program made 12 stops throughout the state of Michigan and will expand its footprint by appearing at all 12 CCHA schools this season.

The CCHA's reputation as a primary developer of professional hockey talent is backed by impressive statistical evidence. It marks the seventh straight season that at least a pair of players with CCHA ties have been taken in the first round of the NHL Entry Draft and gives the conference 16 first-round selections during that period. Sixty-eight former CCHA players skated in the hockey's pinnacle during the 2006-07 season in the National Hockey League. The league's alumni appeared in 3,388 games, scoring 1,452 points while alumni goaltenders racked up 88 wins in 158 appearances between the pipes. Three former CCHA players found their names engraved on the Stanley Cup to bring the total up to 28 alums, including the most recent additions of Anaheim players: Chris Kunitz (Ferris State), Drew Miller (Michigan State) and Newell Brown (Michigan State).

Season after season, the Central Collegiate Hockey Association will continue to be extensively seen and heard by fans and the hockey establishment alike.



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CCHA CHAMPIONS

REGULAR SEASON	TOURNAMENT
2006-07 Notre Dame	2006-07 Notre Dame
2005-06 Miami (Ohio)	2005-06 Michigan State
2004-05 Michigan	2004-05 Michigan
2003-04 Michigan	2003-04 Ohio State
2002-03 Ferris State	2002-03 Michigan
2001-02 Michigan	2001-02 Michigan
2000-01 Michigan State	2000-01 Michigan State
1999-00 Michigan	1999-00 Michigan State
1998-99 Michigan State	1998-99 Michigan
1997-98 Michigan State	1997-98 Michigan State
1996-97 Michigan	1996-97 Michigan
1995-96 Lake Superior State, Michigan	1995-96 Michigan
1994-95 Michigan	1994-95 Lake Superior State
1993-94 Michigan	1993-94 Michigan
1992-93 Miami (Ohio)	1992-93 Lake Superior State
1991-92 Michigan	1991-92 Lake Superior State
1990-91 Lake Superior State	1990-91 Lake Superior State
1989-90 Michigan State	1989-90 Michigan State
1988-89 Michigan State	1988-89 Michigan State
1987-88 Lake Superior State	1987-88 Bowling Green State
1986-87 Bowling Green State	1986-87 Michigan State
1985-86 Michigan State	1985-86 Western Michigan
1984-85 Michigan State	1984-85 Michigan State
1983-84 Bowling Green State	1983-84 Michigan State
1982-83 Bowling Green State	1982-83 Michigan State
1981-82 Bowling Green State	1981-82 Michigan State
1980-81 Northern Michigan	1980-81 Northern Michigan
1979-80 Northern Michigan	1979-80 Northern Michigan
1978-79 Bowling Green State	1978-79 Bowling Green State
1977-78 Bowling Green State	1977-78 Bowling Green State
1976-77 St. Louis	1976-77 Bowling Green State
1975-76 Bowling Green State	1975-76 St. Louis
1974-75 St. Louis	1974-75 St. Louis
1973-74 Lake Superior State	1973-74 St. Louis
1972-73 St. Louis	1972-73 Bowling Green State
1971-72 Ohio State	1971-72 St. Louis



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2007-08 - FERRIS STATE BULLDOG HOCKEY