

VOLUME X ISSUE 3

EDITOR ED HEALY

CREATIVE DIRECTOR

STEVE SONNACK

PRODUCTION COORDINATOR

BARBARA KIRWAN

PHOTO EDITOR

BUSINESS MANAGER

MARTIN WISEL

SUBSCRIPTION MANAGER VINCENT CARROLL

ADVERTISING DIRECTOR

DDODUGERON MANAGER

PRODUCTION MANAGER
BILL ROSE

FRANK LOVERME

ADVERTISING REPRESENTATIVE Frank LoVerme & Assoc. 922 Crenshaw Blvd. LA, CA 90019 (213) 932-1742

FRANK A. KELLEY

ADVERTISING REPRESENTATIVE Warden, Kelley, Allen, Opter 2 North Riverside Plaza Chicago, IL 60606 (312) 236-2757

CREATIVE CONSULTANT
TON BENTROWSKI

GOAL (October 1982) is published bi-weekly 14 times a year (October thro-igh April) by National Hockey League Services, 1221 Ave. of the Americas, New York, NY 10020. Telephone (212) 398-1100.



NHL OFFICERS

CHAIRMAN OF THE BOARD
WILLIAM W. WIRTZ

PRESIDENT

JOHN A. ZIEGLER, JR.

EXECUTIVE VICE PRESIDENT
BRIAN F. O'NEILL

VICE PRESIDENT AND GENERAL COLINSEL

GILBERT STEIN

VICE PRESIDENT, MARKETING AND PUBLIC RELATIONS

STEVE RYAN

VICE PRESIDENT, BROADCASTING

JOEL NIXON

VICE PRESIDENT, OFFICIATING
IAN "SCOTTY" MORRISON

CONTROLLER AND TREASURER

SECRETARY

ROBERT O. SWADOS

HONORARY CHAIRMAN OF THE BOARD
CLARENCE S. CAMPBELL

LETTER FROM THE EDITOR The shot heard round the world—Wayne Gretzky's record-breaking 77th goal—was not only Wayne's finest moment but photographer Bruce Bennett's as well. Bennett had the good fortune and good eye to capture the Great One's magic moment better than any of the other photographers present. That now famous photo ran in *Time* and countless other publications, in-

cluding *GOAL*. That innate ability to be in the right place at the right time (camera and lenses ever at the ready) has led Bennett into his role with *GOAL*—contributing freelance photographer.

Now if you think that being the photographer of the stars would be great fun (seeing the games from ice-level, being fast-friends with all the players, pressroom food), think again. Bennett may see the games from ice-level but he sees them as a cyclops would—through a camera lens. He also worked 128 hockey games last season (his 10th as a pro), a figure which will be increasing with the addition of the New Jersey Devils to the New York area. Bennett figures he'll burn out sometime in early November this year, what with his duties as the Islanders' team photographer as well as his many freelance assignments; Bruce not only does work for GOAL and Time, but the Sporting News, the Hockey News and various public relations firms. This eight-days-a-week pace would get lesser mortals depressed but Bennett keeps things in perspective; maybe because he never intended to be a professional photographer in the first place.

After enrolling in the Accounting Program at C.W. Post College, Bennett somewhat belatedly realized that you have to pay for a college education. He immediately picked up a camera and started shooting everything in sight, including hockey games. "Six months after I first picked up a camera I was making a living and have been ever since," he says. Though he did manage to earn his degree in accounting the idea of taking pictures of a game he loves—and getting paid for it was too much for Bennett. He sold his soul for hockey and GOAL and as the quality of his work indicates (his photos are scattered throughout this issue)—we're glad he did. But if you're thinking of asking Bruce to do some photography for you, remember one thing—he doesn't do weddings or Bar Mitzvahs.



BENNETT: Behind the lens.

Photograph by Richard Drew GOAL 3