



### Potential Talking Points

Overview: This will be a press conference with the DFW sports media contingent that covers the NHL on a day-to-day basis, as well as a few other outlets around the DFW area. This press conference will be broadcasted on the NHL network, as well as NBCS and other local news channels. The press conference will be disregarding the trade of Zarley Zalapski.

Timing: This press conference has been called to start at 6:30 p.m. CT and is expected to last 10 to 15 minutes.

#### **Rick Bowness**

- **Summary:**

- Begin by saying thank you all for coming and welcoming them to the conference
- Addressing the situation regarding Zarley Zalapski, "It is unfortunate that the trade of Zarley has resulted in such a negative light, because of the player that he is and the effort he put into the team as well as the love he had for the fans. Our team has become such a huge family and it is always sad to see one of our members leave; however, it is exciting to see him go out and further his career. He will always have a place with our team."
- After the statement open for questions on the matter

- **Potential questions:**

- **(Regarding the anonymous situation)** Were you aware of the situation and if so, why did you act when you did?
  - "I was unaware that there was a situation, all of the players and people surrounding the team have complete respect towards one another as players and as people. As far as I know, I have only great things to say about him, he was a great asset to our team, and I would love to see what he does with his career."
- Have you and the GM talked about the anonymous source and if so, what is your and the GM's opinion on the matter?
  - "I can't speak on the GM's behalf; we have spoken on the matter and we are both not completely aware of how truthful the anonymous statement is. However, if anyone would like to come out and speak publicly regarding this issue we would love to look into their specific situation and solve the issue."
- **(Regarding the Zarley situation)** How did the idea of trading Zarley come about?
  - "We had been discussing with Zarley and we came to the conclusion that his contract was coming to an end with us. We wanted him to be able to further his successful career with another team. We are completely willing to help Zarley have a smooth transition into the next chapter of his life. He is a young, talented

guy and he is going to thrive in any and all situations. He deserves to find the best fit team for him.”

- Who do you expect to replace Zarley?
  - “You know no one on our team is ever replaceable, everyone brings a unique personality to the team. We do intend to look into our roster and find someone that can help strengthen our weak points and help move the team forward.”
- **(Regarding Bowness’s personality)** Do you think that your coaching style was the reason that drove Zarley away?
  - “All players are unique and adapt to coaching styles differently. Somethings that coach do players don't like and some things they do. Zarley did not particularly like my specific coaching skills and that is okay. He was always willing to try his hardest and adapt his hardest with my style. He was a hard-working player who was dedicated to the team and that was something that really stood out to me about Zarley; however, we were just not that the right fit for one another.”
- It is rumored that Zarley kept to himself did that cause any issues between the two of you?
  - “Zarley and I may have had different personalities but that doesn’t define the way that our relationship goes as players and coaches. I respect him and think that he is a wonderful player, and he was a great asset to the team.”
- **(Regarding the fans)** Do you think fans will boycott the team because of this situation?
  - “I think that the fans have every right to be upset about the situation. However, I do not think that a boycott would be the necessary reaction to this event. Teams trade players all the time and it is important to understand that this was the best fit for all parties and to support Zarley wherever he goes.”
- What was your reaction to the fans starting this smear campaign?
  - “I was upset to see all of these conspiracies come out about the situation that was in no way our intention. It just felt like the right time for Zarley to move on and, unfortunately, this situation got out of hand the way that it did.”

**Jamie Benn:**

- **Summary:**
  - After Bowness says his opening statement also says thank you and hello to the crowd “I would also like to extend my gratitude to everyone here for coming to the press conference and taking time out of your day.”
  - Stay on the same page as Bowness, just be open to answering questions and be patient and kind about the situation.
- **Potential questions:**
  - **(Regarding your opinion on Zarely)** What was it like being on a team with Zarely and how did everyone treat each other?
    - “The team atmosphere with Zarley on it was always like a family with its ups and downs. It is hard to be around the same group of people every day especially when the team can go through a rough patch. However, we always ended up working everything out and standing with one another.”

- What's your opinion on Zarely?
  - “He was a great guy, who was kind and fun to be around. However, sometimes he would keep to himself especially after a hard day's work, but it was never in a malicious way. Everyone on the team has had days like that, it is completely understandable to want to have some alone time.”
- **(Regarding the fans and anonymous situation)** What do you think of the fans' reaction?
  - “I hate for a beloved player to leave our team and that the fans are so upset, but this seemed like the best situation for all parties. I love seeing the fans feel so connected regarding this situation it shows that they are a part of our family as well.”
- What do you know about the anonymous GM situation?
  - “For the anonymous GM quote I don't know a ton about that situation but as far as my concern goes, I have not heard anything concluding to that statement.”
- **(Regarding the future of the team without Zarley)** Do you think this is going to affect the team's dynamic going forward?
  - “Our team's bond is really strong, and we work together like a family which makes this situation hard because we are losing a family member. However, at the same time, it is exciting to see one of our own go out and thrive in a new environment furthering their career and we are excited to see what comes next. This will also make us grow much closer because we realize how short time can be.”
- How are you going to transition the next player into the team after Zarely?
  - “We’re going to give this new player a great positive transition. Everyone is going to be welcoming and supportive to help this player become another great player to the team. It is important to me that everyone on the team feels welcome because we are so much like a family. I want any new player as well as existing players to feel that family bond with our team.”
- **(Regarding your position as captain)** How have you been handling the Zarely situation as the team's captain?
  - “I’ve been the middleman between the coaches, GM and players. I've been letting everyone know what is going on, as far as I know. But as far as the team goes, I have been working with each of my fellow players to make sure everyone is ready for each and every game. That way we will be prepared to take home the Stanley Cup this season.”
- What kind of style do you use when unfortunate situations happen?
  - “I try to be strong and a good role model when it comes to these kinds of situations because I know as the captain some players look for me to guide them in these kinds of situations. However, I also know that times are hard and that it is difficult for each of us to know that we are losing a friend and fellow teammate, so I also try to be a compassionate friend to everyone.”



## News Release

American Airlines Center | 2500 Victory Ave, Dallas, TX 75219 | (214) 665-4299 | [www.nhl.com/stars](http://www.nhl.com/stars)

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### **Dallas Stars Trade Zarley Zalapski**

The Dallas Stars traded popular defenseman Zarley Zalapski in the NHL draft on Tuesday, April 26. The team traded him for a seventh-round pick.

#### ***Statement from Rick Bowness:***

“We wish Zarley and his family nothing but the best as a coach in this organization. We did what we thought was best for our team and his career moving forward. For the Dallas Stars, Zarley was an amazing player and very representative of this team. He always put his best foot forward during the games and never gave up on himself or the team. He was a valuable part of our team and we wish him the best on his next endeavor.”

“It is unfortunate that this anonymous source is tarnishing this organization and Zarley's situation because Zarley was such a critical player to this team.”

“To the fans, we are just as sad to see one of our family members leave; however, he has bigger and better things ahead of him. There are still many goals that he will make and records he will break that just aren't achievable with our team.”

#### ***Statement from Jamie Benn:***

“He was a great guy who wanted nothing but the best for the team and himself. I hate to see him go but I know that he will do great for his career and I hope down the road we can come back together or at least have a fun rivalry against each other.”

“Zarley was one of those guys who was quiet, but in all the conversations that we've had with one another, he has quality goals and aspirations for himself. I can't wait to see these goals play out throughout his career.”

“To the fans, I love and respect the way that you held your ground and had Zarley's back throughout this whole situation. It shows just how dedicated you are to this team, and to us as individual players. We hope to make you proud and do our best to bring home the Stanley Cup this season.”

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