

The Panthers may have finally figured out that everything starts at the top. The team hit rock bottom last year when they announced, then doubled back on, a sort-of-but-not-really fire sale. But, as soon as the off-season arrived, the 1996 Eastern Conference champions (2000 was the last time they went to the playoffs) began their reformation.

When the architect of the Stanley Cup winning Chicago Blackhawks Dale Tallon signed on to be the Panthers' GM, we knew there would be changes. Not just with players, but across the board.

[Sunrise Sports and Entertainment](#) announced Friday that Cliff Viner will take over as General Partner, Chairman & CEO of the Florida Panthers and the BankAtlantic Center. Viner, who was the Chairman and Co-General Partner with Stu Siegal since Nov. 2009, will be on his own as Siegal returns to his role as Limited Partner.

"First of all I would like to thank Stu for his contributions in reshaping the business strategy of SSE during the recent transition period," Viner said in a statement. "As Stu turns his focus to other business opportunities, I am confident that the decisions we have made over the last eight months have put us in position to reach our goals and achieve success. With General Manager Dale Tallon leading our franchise, and President & COO Michael Yormark at the helm of our business operations and entertainment offerings, I am extremely excited about the future of this organization."

OTHER NEWS FROM THE BUSINESS OF SPORTS NETWORK

(THE BIZ OF BASEBALL)

- [MLB to Implement Blood Testing for HGH in Minor Leagues](#)
- [Judge In Texas Rangers Bankruptcy Case Sets Aug. 4 for Auction](#)
- [Inside the Texas Rangers Bid Procedures Hearing](#)

Written by Matthew Coller
Saturday, 24 July 2010 04:24

- [Nolan Ryan Says Texas Rangers in Danger of Losing Josh Hamilton if Stuck in Bankruptcy](#)

Matthew Coller is a staff member of the Business of Sports Network, and is a freelance writer. He can be contacted at matthewcoller@gmail.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it and can be [followed on Twitter](#)

[**Follow The Biz of Hockey on Twitter**](#)

[**Follow the Business of Sports Network on Facebook**](#)