

Inside this issue:

Member News	2
Changes on the ISHA Board	2
2010 Induction Ceremonies	3
Retirement for Decell	3
Social Media	3
New Publication	3
Communication Award	4
New Exhibits	4

Association News

With Glowing Hearts-A Look Back at the Vancouver Games

By Allison Mailer

The BC Sports Hall of Fame is located within BC Place, the home of the Opening and Closing Ceremonies for the 2010 Olympic and Paralympic Games.



Peter Webster, torchbearer, BC Sports Hall of Famers and one of the Founders of ISHA

Work was started shortly after the games were awarded to Vancouver to ensure the BCSHFM would receive a significant artifact collection from the 2010 Games.

Research was undertaken to establish best practices from other Olympic host cities.

Thank you to Tom West and Gladys Serafino who were so generous in sharing their experiences from the 1988

Winter Olympic Games. To date the BC Sports Hall of Fame has received over five hundred 2010 Games items (including the Ping Pong Table from the athletes' village where apparently the "real" competition took place). We are receiving donations daily and continue to work hard to ensure the key stories of the games are celebrated within our Hall of Fame through a meaningful 2010 collection.

For me the games were a reinforcement of the importance of sport heritage. The 2010 Games were a truly special time for British Columbians, Canadians, and the world. The sporting moments come and go, but the stories of inspiration can continue long after the torch is extinguished.

A few other "lessons" from the 2010 Games

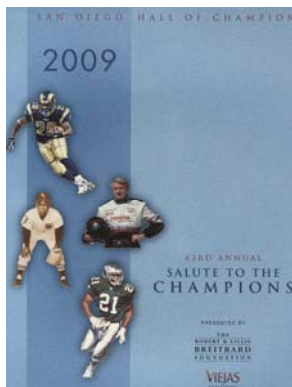
- People will wait up to seven hours to ZIP-line across downtown streets

- There is no collector like an Olympic pin collector
- Three layers of scary fencing and security screening can act as a deterrent to visitors
- Even though most people couldn't tell you what a Jappa Dog is, everyone in Vancouver during the Games just had to have one.
- By February 12, 2010 you would be absolutely desperate for just one red Canada hoodie even though you walked passed them countless times in The Bay from September – December.

Sometimes the real Olympic stories are better than if you wrote the script yourself – Sydney Crosby scoring in overtime for Canada to win the men's hockey tournament on the last day of the games to make a country go into overdrive – who would believe that story if you wrote it? (Sorry American friends).

Call for Entries

The National Art Museum of Sport is calling for entries in the juried "Commitment to Excellence in Art and Sport: A Fine Art Competition." Submissions with digital images of painting, sculpture, and photography are to be made before Aug. 11, 2010, through www.juriedartservices.com. Except for photography, work must be by the "hand of the artist"—no digital or computer art. Up to 50 pieces selected by the jury will be exhibited at the Museum on the campus of Indiana University-Purdue University Indianapolis October 11, 2010, to April 1, 2011.



2009 winner of the Communication Award for Category B — San Diego Hall of Champions — Salute to the Champions Journal 2009. Check out page 3 to learn how to submit your materials.

ISHA Grant Application Deadlines Approach

ISHA has established an annual Conference Grant, supported through the Founders Fund, to provide financial assistance up to \$1,000 to support ISHA annual conference attendance by a member institution. Applications are due June 30, 2010. To find out more and apply for the grant visit the ISHA web site at www.sportsheritage.org.

ISHA has also established an annual Special Projects Grant, supported through the Founders Fund, to provide financial assistance up to \$1,000 that supports museum activities intended to address one of the following priorities within an ISHA member institution: increase collection capacity, increase public access, improve documentation, increase awareness, improve preservation, or increase interpretation. Applications are due July 15, 2010. To find out more and apply for the grant visit the ISHA web site at www.sportsheritage.org.

ISHA Members in the News

Canadian Golf Hall Begins Film Project The **Canadian Golf Hall of Fame** is pleased to announce they have partnered with Early Renaissance Productions to produce a documentary film chronicling Canadian George S. Lyon's gold medal golf victory at the 1904 Olympic Games in St. Louis. The film will explore the character of the game at the turn of the century and document the search for Lyon's gold medal which has since been lost. Rick Young and Garry McKay will write the script. The film will be completed by 2014, in time to air prior to the much-anticipated return of golf to the Rio Olympics in 2016....**A sport philately and collection salon held at China Sports Museum** A sport philately and collection salon, hosted by the



China Sports Museum and China Sport Philately and Collection Association (CSPA), was held in Beijing during March and April. Sun Daguang, President of the China Sports Museum and CSPA shared his experience with the collectors in attendance. He considers

collecting Olympic memorabilia as a graceful cultural activity that promotes advanced culture, delivers Olympic knowledge, and spreads the legacy of the Beijing Olympics. It is his hope that more people will become collectors and help to preserve China's sports heritage. The CSPA plans to hold more events like this in the future...**The First Tee Receives Media Donation** PricewaterhouseCoopers LLP has donated half of its 2010 advertising time in golf programming to The First Tee. The First Tee is an initiative of the World Golf Foundation, a nonprofit organization based in St. Augustine, FL at World Golf Village, home of the **World Golf Hall of Fame**. Its mission is to impact the lives of young people by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Since its inception in 1997, The First Tee has introduced the game of golf and its values to more than 3.5 million participants...**USGA Hits the Road for U.S. Open** The **USGA Museum and Arnold Palmer Center for Golf History** will be taking some key assets on the road for the 2010

U.S. Open. Although the location for this major championship is Pebble Beach, California, the Museum will have onsite exhibits in tents sponsored by American Express and Lexus. Closer to the east coast headquarters of the USGA, the U.S. Open broadcast will be presented on large flat-screen televisions mounted on tractor trailers on the streets of New York and Chicago. Fans will also be invited to attend special viewing parties at ESPN Zone restaurants in Chicago, New York, and Washington...**Attendance Record Set at Bryant Museum** An all-time one-day attendance record was set at the **Paul W. Bryant Museum** on the University of Alabama campus when 5,747 people visited the museum prior to the Crimson Tide's annual A-Day football game on April 17.



The previous record was 4,367, set in 2007 when 92,000 people attended the A-Day game. More than 91,000 attended the 2010 game, which ended the 2010 spring practice schedule. Museum director Ken Gaddy said the record attendance was largely due to Alabama's 2009 national

championship season. "Most fans came to see the national championship trophy," Gaddy said. **International Skiing History Association (ISHA) and the U.S. Ski and Snowboard Hall of Fame to Offer Common Membership** The International Skiing History Association (ISHA) and the **U.S. Ski and Snowboard Hall of Fame** and Museum have agreed to offer common benefits for a single \$50 membership fee. At the same time ISHA will relocate its worldwide headquarters to the Hall of Fame in Ishpeming, Michigan, the historic center of organized skiing in the United States. The shared revenues will continue to make possible the publication of ISHA's outstanding magazine *Skiing Heritage*, the operation of the sport's hall of fame and the national ski museum, and the operation of www.skiinghistory.org, the world's largest website dedicated to ski history.

Continued Change on the ISHA Board

It is with regret that the ISHA Board has said goodbye to Director, Allison Mailer, from the **British Columbia Sports Hall of Fame & Museum**. Shortly after the 2010 Vancouver Olympics, and citing that the current situation at the BC Sports Hall of Fame is very intense and her role had become extremely demanding, Allison tendered her resignation from the Board. Both Allison and her Board colleagues, look forward to her continued involvement in ISHA as an active member. A replacement has not yet been named for Allison's position.

Your current ISHA Board is as follows:

OFFICERS:

President – Sheila Kelly, Saskatchewan Sports Hall of Fame and Museum
 1st Vice President – Mike Gibbons, Babe Ruth Museum
 2nd Vice President – Pete Fierle, Pro Football Hall of Fame
 Treasurer – Ed Harris, National Sports Foundation/National Sports Museum
 Secretary – Ben Sapp, Georgia Sports Hall of Fame
 Past President – Dave Chase, The

National Pastime: Museum of Minor League Baseball

DIRECTORS

Meggan Gardner, Canadian Golf Hall of Fame and Museum
 Shawn Herne, Babe Ruth Birthplace and Museum/Sports Legends at Camden Yards
 Paula Homan, St. Louis Cardinals Hall of Fame Museum
 Marjorie Snyder, International Women's Sports Hall of Fame
 Rick Walls, Cincinnati Reds Hall of Fame and Museum

Induction Ceremonies

ASHOF 42ND ANNUAL INDUCTION CEREMONY

The 42nd Annual State of Alabama Sports Hall of Fame Induction Banquet will be held on Saturday, May 22nd at the Sheraton Birmingham Hotel. The Class of 2010 includes: Reita Clanton, Howard Cross, Robert Horry, Bobby Johns, Ronald McKinnon, Ben Tamburello, Ed Salem, and George "Mule" Suttles. Mickey Newsome, CEO of Hibbett Sporting Goods, will be honored as a Distinguished Alabama Sportsman, and Rick Woodward, former owner of the Birmingham Barons, will be honored as a Distinguished American Sportsman.

Alberta Sports Hall of Fame and Museum Inducts Class of 2010

The Alberta Sports Hall of Fame will induct their 2010 Class on May 28 at the Capri Center in Red Deer. This year's Inductees include: Gwen Davies—Golf Athlete/Builder; Thomas Grandi—Alpine Skiing Athlete; Christine Nordhagen—Wrestling Athlete; Jerri Duce Phillips—Rodeo Athlete; Michael Vernon—Hockey Athlete; Don Moore—Multisport Builder; University of Calgary Dinosaurs Football 83-85; Ezzrett "Sugarfoot" Anderson—Football; Vance & Shelley Curtis—Football Builders; Grant Pollock—Sports Reporter/Anchor. The Alberta Sports Hall of Fame and Museum honors Albertans who have distinguished themselves in sport through participation as athletes, coaching, and administration or through the media.

Women's Basketball Hall of Fame Announces 2010 Induction Class

The Women's Basketball Hall of Fame will honor their Class of 2010 on June 12. The inductees include Leta Andrews, Teresa Edwards, Rebecca Lobo, Gloria Ray, Teresa Weatherspoon and Chris Weller for a lifetime of achievements in women's basketball. As part of the festivities, the hall of fame will host the second annual 4Kay Run/Walk in memory of Women's Basketball Hall of Famer Kay Yow. The 2010 Run/Walk will begin at 8:00 AM on June 12th. For more information visit www.wbhof.com.

Decell Retires From GSHF

Jacquelyn Decell retired from her position as Executive Director of the Georgia Sports Hall of Fame (GSHF) on April 30th.

She served on ISHA's Governing Board for two years and was the Chairperson of the 2008 and 2009 Conference Committees after hosting the



2007 Annual Conference in Macon. Ben Sapp, who currently serves on ISHA's board, has been appointed Interim Executive Director at the GSHF. Jackie is looking forward to spending more time with her family and at her cottage on Sullivan's Island, SC.

2009 Conference Recap—Social Media

Social media are powerful engines of progress. They connect us in unprecedented ways, and are now transforming everything from advertising and news reporting to friendship and romance.

What does this mean for sports heritage? Sites such as Twitter, Facebook, LinkedIn, etc... allow us to broadcast to an audience that we otherwise might not be able to connect with.

At the 2010 ISHA conference, Tom Rowe with the Baltimore Area Convention and Visitors Association was able to highlight why social media was a powerful tool to increase awareness of the events that are held in Baltimore and drive traffic to www.mybaltimore.com.

Hollis Thomases, a web and social media specialist with Web Ad.vantage, truly stole the show with her expertise on search engine optimization, social media, and internet marketing. With some quick tips that conference attendees could utilize immediately, we were all a buzz and excited about using social media in our institutions.

Some key messages that were captured:

- In two months, there were 60 million new Facebook users
- 28% of LinkedIn users are Senior Executives
- 90% of consumers trust their social network (friends) for recommendations
- Develop value-added content and offers to your social media clients (i.e. 20% discount for Facebook followers)
- Women over 40 are the fastest growing demographic on Facebook

To fully understand the power of social media, check out Hollis Thomases new book "Twitter Marketing: An Hour a Day".

Shhh...here's a sneak peek to the 2011 ISHA conference! Be sure to register where more experts will be answering your social media questions in a hands-on workshop.

Heritage, Sport and Tourism: Sporting Pasts – Tourist Futures
Edited by Sean Gammon, Gregory Ramshaw

Gregory Ramshaw and Shawn Gammon have collaborated to edit a new book, *Heritage, Sport and Tourism: Sporting Pasts – Tourist Futures*. This book provides the first comprehensive resource on sport heritage as a tourist attraction. The book finds that the sporting past is a key component in tourism's future, and it will serve the needs of those interested in sport heritage as a tourist attraction. Sean Gammon is a senior lecturer at the University of Central Lancashire. Gregory Ramshaw is an assistant professor of Heritage Tourism at Clemson University. The book will be available in June from Routledge Press.

New Categories Added to Communication Awards

Your Communication Awards committee has been hard at work preparing for the 2010 awards to recognize excellence in communication by all ISHA member sports museums, halls of fame or sports heritage organizations through publications, marketing, programming and even the new buzz—social media.

In 2010 we have added two categories to address our recognition of current trends within the industry:

Mixed Media Campaign offers a category for at least three different elements of a themed marketing campaign such as induction packages or promotions.

Online/Electronic Marketing Campaign offers a category for communications other than websites to stay current with emerging ways of getting the message out online.

Also new this year is an entry form that includes three results-based questions to help the judges understand and evaluate the results of your entry.

Please plan to participate this year. Entry forms will be available through the ISHA website, as well as a distribution to the list serve during the month of May. If you have any questions, please contact Communications Committee Chair, Paula Homan at 314-345-9372 or by email at phoman@cardinals.com.

New Exhibits

Johnny Miller Artifacts Highlighted at World Golf Hall of Fame

The World Golf Hall of Fame has acquired several key artifacts from 1998 Inductee Johnny Miller related to his historic 1973 U.S. Open victory. The new collection of artifacts will be put on public display beginning Friday, April 30. The new display will showcase various items from Miller including his 1973 U.S. Open winner's medal as well as the irons, woods, driver, putter and MacGregor golf bag he used in the championship. Miller's final-round 63 at the 1973 U.S. Open was the first 63 shot in major championship history and it remains the lowest final-round score in U.S. Open history.

International Tennis Hall of Fame & Museum Opens New Exhibit

In celebration of 130th Anniversary of our home—the Newport Casino—the International Tennis Hall of Fame & Museum proudly presents *The Casino: Newport's Playground 1880-1954*. This exhibit chronicles the architectural, social, and sporting history of the building and site of one of America's earliest social clubs. Built in 1880, the Newport Casino is a premier example of Shingle-Style architecture and is the birthplace of championship tennis in the United States; the U.S. Nationals—the tournament that evolved into the US Open—was first played on the Casino grounds in 1881. For more information, please visit www.tennisfame.com.

New Football Exhibit Opens in Greece

On Friday, March 12th, the Thessaloniki Olympic Museum inaugurated the exhibition of *Liverpool F.C. 1892 - 2010, You'll Never Walk Alone*. It was a unique and thriving moment, and also a great honor for the museum to display the Champions League Cup for the first time in Greece. Everything was painted red, and there were a lot of supporters who came to admire their team's history and of course the CUP. Indeed, it was a real football fest!



Association News

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Correction: The March newsletter stated that the International Sports Hall of Fame and Olympic Museum in Depoe Bay, OR is the only Olympic Museum in the USA. There are in fact several other Olympic museums in the US, including ISHA members the 1932 and 1980 Lake Placid Winter Olympic Museum, in Lake Placid, NY and the LA84 Foundation in Los Angeles, CA.



Champions League Cup on display at the Thessaloniki Olympic Museum

The mission of the International Sports Heritage Association is to educate, promote and support organizations and individuals engaged in the celebration of sports heritage.