

Association News

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President’s Message—Mike Gibbons

Inside this issue:

Grant Solves Storage Issues	2
Tales from an Exhibitor	2
“When Winning Was Everything”	2
New Exhibits	3
Induction Ceremonies	3
Communication Awards	3
2010 Grant Winners	4
Conference Recap Continued	5

Fresh off the heels of our 40th annual conference, I wanted to take this opportunity to thank each of you, and the institutions you represent, for investing your time and professional energies in the International Sports Heritage Association.

Though only in the infancy of assuming the presidential reins of the organization, I have been a member since the late eighties, long enough to know the roots of our consortium, and long enough to know that our sports heritage industry is –compared with other cultural industries- in its adolescence.

And that means being pitted against art and science and history museums, many of which have been around long enough to enjoy the kind of community support it takes generations of effort to realize.

While the concept of athletic competition goes back forever, the notion of celebrating and preserving the essence and significance of that competition is relatively new. You need look no further than the establishment of the Baseball Hall of Fame in 1936 as the real genesis of sports heritage. That’s not that long ago!

The scope of our ISHA mission is for membership to support each other’s efforts in pushing sports heritage to the next level, to relate our operational and strategic successes and failures for the benefit of the next guy. Because to further cultivate the seed of sports heritage will take continued hard work and dedication from us all and ISHA certainly provides us with a communications and networking forum for the betterment of our common cause.

I look forward to working with each and every one of you in the coming year, and urge you to roll up your uniform sleeves, wipe the sweat from your muddied brow, and move forward as part of the global effort to preserve and maintain all that is good about athletic competition, the International Sports Heritage Association!

2010 Conference Recap



Speaker Alex Montoya, Manager of Latino Relations for the San Diego Padres

The 40th International Sports Heritage Association’s Annual Conference was held October 12-14, in beautiful San Diego, California, United States. Hosting this year’s conference was the San Diego Hall of Champions, located in the world famous Balboa Park.

As many of us are aware, Sports Heritage does not often receive the recognition or the legitimacy it deserves, making this year’s conference theme, “Beyond the Walls: Reaching Tomorrow’s Audience Today”, an important one for our community. We must begin to look beyond our walls to deliver our messages, not only to those who visit our institutions, but to all of our stakeholders, supporters and volunteers.

Following this year’s Conference, ISHA members were excited to start using their newly acquired knowledge to launch new initiatives. Session discussions varied greatly and included an array of topics ranging from outreach initiatives to applying for financial support.

Continued on page 4

ISHA Grant Solves Storage Problem

Storage space is always an issue for heritage institutions. Artifacts competing for room include photographs, artwork, textiles, trophies, golf balls, golf clubs, and more. The Canadian Golf Hall of Fame and Museum (CGHF) is fortunate to have a reasonable amount of space dedicated to storage, but the nature of collecting means the demand for space increases as the CGHF collection continues to grow.

The cost to appropriately store items is great. Acid-free and water-proof artifact storage boxes range in price from \$20-\$50. Consider that an artifact box will accommodate approximately eight golf clubs, and there are more than 1300 golf clubs in the collection representing all the various styles and makes of clubs produced over the past two centuries. Both the cost and the space requirements to preserve these for posterity can become overwhelming. As we continue to support our mission of preserving and promoting our Canadian golf heritage, we struggle to keep up with the needs required to maintain and conserve our artifacts, while providing our donors with a sense of ease knowing their artifacts will be cared for in the best possible manner. Even with a terrific amount of storage space, the CGHF is always trying to maximize the use of that space.

The CGHF was able to find an unutilized area in our basement storage, an elevated semi-circular area at the rear of the collection vicinity. The space does have a number of unique challenges which include restricted height; the curvature of the wall; and the placement of the fire suppression system and electrical wiring. These obstacles make utilizing the space effectively a challenge. However, we believe we have developed a solution. The problem? Cost!



Through the successful application for a grant from the International Sports Heritage Association, the CGHF now has access to monies to build additional shelving and storage for our golf club and framed art collection. Archival friendly shelving units are now being purchased and assembled by staff. The CGHF has determined that this new space will provide room for 576 new golf clubs in the collection, as well as storage space for our framed art collection. The CGHF expects that the project will be completed by December of this year. Our thanks to the International Sports Heritage Association and especially to the Special Projects Grant Committee.

Tales From a San Diego Exhibitor

So maybe it was the allure of San Diego—its-finest-in-the-world-climate, Mission Beach, Balboa Park, the zoo to beat all zoos—or perhaps the boss who said, “You’re covering ISHA Steve”. My boss, Craig Dunn, is so charmingly subtle, but hey, it is San Diego.

Still, conventions can seem like the same cookie-cutter chief planner is responsible for one and all - different town, same airport; cocktails with professional road dogs like me; seminars that give fresh insights into the phrase *deja-vu*.

When I walk into the hotel lobby, it seems all too familiar and not in the comforting way. Next I arrive at the convention hall...oh wait, this isn’t a convention hall at all, it’s the Hall of Champions.

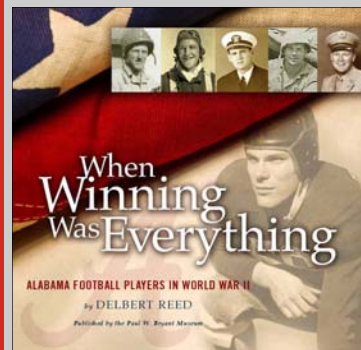
Then I meet a few exhibitors hanging with each other in a hallway. Suddenly this convention was taking on a different feel. Oh, and the organization is handled by member volunteers. Gee, everyone knows everyone else – Canadians and Americans both young and old, unpretentious, polite, helpful, authentically friendly.

I’m reminded of the *Go To Meeting* commercials touting the benefits of getting your business done while you stay at home, and I think to myself, “Wouldn’t work for ISHA members, these folks really like one another, and they want to be together”.

There will be other conventions where business gets done, but there won’t be anything quite like my first experience at ISHA. Looking forward to a little town somewhere near Toronto next fall. *Steve Brallier—1220 Exhibits*

Bryant Museum Book Tells Story of War Heroes

A new book published by the Paul W. Bryant Museum pays tribute to University of Alabama football players who served in the military during



World War II. “When Winning Was Everything” by Delbert Reed, lists more than 325 University players and coaches who served

in the military during World War II. Thirteen former Crimson Tide players and a manager lost their lives in the line of duty. The book focuses on the individual war-time experiences of 60 individuals to illustrate the service and sacrifice of all.

New Exhibits

'85 Patriots Honored With Exhibit

The Hall at Patriot Place presented by Raytheon launched its newest exhibit titled "A Wild Ride – The Story of the 1985 Patriots." The 1985 New England Patriots were the first Wild Card team in NFL history to win three road playoff games to reach the Super Bowl. On the road to Super Bowl XX, the Patriots defeated the Dolphins to capture the AFC Championship at Miami's Orange Bowl where the Patriots had lost 18 straight games and had not won since 1969. The exhibit will remain on display through the spring to celebrate the 25th anniversary of that team's accomplishment.



Patriots head coach Raymond Berry being carried off the field after his team's 1985 AFC Championship upset win over the Miami Dolphins, a win that broke a string of 18 straight losses at Miami's Orange Bowl.

USGA Museum Celebrates Golf in Film

From October 5, 2010 through Jan. 31, 2011, stop by to see the Museum's newest temporary exhibit titled: "Swing with the Stars: Golf and Hollywood" featuring artifacts and photographs that chronicle the history of golf in the movies from the 1920s to the present. Movie buffs will enjoy the opportunity to view posters and artifacts from "Follow the Sun," the 1951 film biography of four-time U.S. Open champion Ben Hogan, and "Caddyshack," the most popular golf-themed movie of all time, starring Chevy Chase and Bill Murray and released in 1980.

Induction Ceremonies

Longtime Denver Broncos kicker Jason Elam and Colorado Rockies outfielder Larry Walker have been selected to the Class of 2011 **Colorado Sports Hall of Fame**. In addition to Elam and Walker, the selection committee also elected former University of Colorado and Denver Broncos defensive lineman Alfred Williams; former President of the Colorado Rockies Keli McGregor; legendary race car driver Bobby Unser; and Art Berglund for his contributions to USA Hockey. The six officially will be inducted at the Colorado Sports Hall of Fame Induction and Awards Banquet, Tuesday, April 12th at the Denver Marriott City Center Hotel.

The **U.S. Ski and Snowboard Hall of Fame** recently announced its Class of 2010. Those who will be inducted are: four time adaptive skiing medalist and former world Champion, Muffy Davis; America's most successful racer in the downhill, Daron Rahlves; free skiing leader and the innovator of fat and reverse camber skis, Shane McConkey; skiing promoter and movie star, Glen Plake; successful U.S. Ski Team racer from the 60's and 70's, Bobby Cochran and finally, the man who revived Sun Valley and Snow Basin while contributing to the success of the Salt Lake City Olympics, Earl Holding. Their induction will take place in Sun Valley, ID, on April 2, 2011, concluding the Skiing Heritage Week celebration in honor of Sun Valley's 75th year of operation.

The **St. Louis Sports Hall of Fame's** second annual Enshrinement ceremonies and dinner was a major success selling out on Thursday, November 16. The 16 inductees and nine Special Achievement Award winners were humbled and overwhelmed by the outpouring of affection from the crowd. St. Louis Sports Hall of Fame inductees included Coach Dick Vermeil, Marshall Faulk, Cliff Hagan, Al MacInnis, Dizzy Dean, Ted Simmons, Butch Buchholz, Don Carter, Jim Hart, Hale Irwin, Pat McBride, Bob Broeg, Joe Garagiola, George Sisler, George Mizzou and Steve Stipanovich. Special Achievement Award winners included the 1955 Budweiser Bowling Team and Cardinal Jack Clark.

2011 Communication Awards

It's not too soon to be thinking about the 2011 ISHA Communication Awards! Call for entries will be many months away, but remember to save multiple copies of your proudest achievements in communication for a friendly competition among your peers.

The committee looks forward to a diverse range of printed and electronic media entries that have helped your organization reach out to your audience through programming, publications, events, education, the new frontier of social networking and more.

For the first time, the eligible period for entries has been stretched to 18 months which will allow you to enter your most recent successes, as well as your archived accomplishments. Awards are presented at the 2011 ISHA Conference.

Paula Homan—Chair, Communication Awards Committee

2010 ISHA Grant Winners

The International Sports Heritage Association has 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. In 2010 the grant was awarded to the Canadian Golf Hall of Fame and Museum for their project to create new storage space for their golf club collection and for the museum's entire art collection. Applications for the 2011 grant will be available in the spring of 2011.

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. In 2010 the grant was awarded to Christopher Paulson, Executive Director of the Racine Heritage Museum. The Racine Heritage Museum is the caretaker of the historical record of Racine County, Wisconsin. The museum is charged with the responsibility of caring for an irreplaceable collection of 200,000 objects and over 6,500 linear feet of documentary material, all relating the unique story of Racine County. The museum's strategic plan calls for the creation of a Racine County Sports Hall of Fame within the Racine Heritage Museum.

2010 Conference Continued

Highlights from this year's conference included a tour of the San Diego Padres' PETCO Park and a welcome reception at the East Village Tavern and Bowl where delegates enjoyed the opportunity to get reacquainted while bowling a few frames.

In addition to the educational sessions, conference delegates also had the privilege of hearing three amazing speakers; Alex Montoya, Manager of Latino Relations for the San Diego Padres, our Keynote Speaker; Bill Walton, Basketball Hall of Fame member and television sportscaster who spoke at An Evening of Champions; and Randy Jones, 1976 National League Cy Young Award winner who addressed the group at the Farewell Luncheon.

ISHA would like to thank the following presenters for making this year's conference a success.

Rich Cherry, Balboa Park Online Collaborative, and **Christian Deleon**, San Diego Hall of Champions, who presented The Future of Storytelling.

Pat Pfohl and **Vanessa Ruiz**, USS Midway Museum, and **Robin Redfearn**, San Diego Hall of Champions, who presented Museums and Halls of Fames as Event Venues

Sarah Handwerker, RightsAssist LLC, who presented Promoting and Protecting with Copyright Law

Jessica Crawford, Birch Aquarium at Scripps, and **Michael Warburton**, San Diego Zoo who presented New Methods for Increasing Museum Attendance

Katrina Pescador and **Alan Renga**, San Diego Air and Space Museum who presented Digitizing Archives for Online Exhibitions

Elizabeth Castillo, Balboa Park Cultural Partnership, for presenting Grant Writing

Crosby Noricks, Red Door Interactive, who presented connecting with Tomorrow's Audience Today

The International Sports Heritage Association is pleased to announce that the Canadian Golf Hall of Fame and Museum in Oakville, Ontario, Canada, will be hosting the 2011 ISHA Conference, October 12—14. In early 2011 more details on the conference will be available at www.sportsheritage.org. For those interested in being a conference sponsor, please contact the ISHA office at kbednarski@sportsheritage.org.



Association News

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An Evening of Champions



Keynote Speaker Bill Walton with Alison Mailer of the BC Sports Hall of Fame



Sarah Handwerker presenting on Copyright Law

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