



**- NEWS RELEASE -**

## **Diane Imrie named 2010 Schroeder Award winner**

**Sept. 22, 2010** – **Diane Imrie** will be honored by the International Sports Heritage Association (ISHA) for her long-time service and contributions to the sports heritage industry. Imrie, the Executive Director of the Northwestern Ontario Sports Hall of Fame in Thunder Bay, Canada, will receive the prestigious Schroeder Award during the association's annual conference in San Diego next month. The Schroeder Award is the highest honor presented by ISHA and is awarded to an individual for his/her meritorious service of lasting nature in the sports heritage industry.

Imrie, a native of Toronto, Ontario, who earned a degree in Political Science and Canadian History from McMaster University, was originally hired as a researcher by her institution. Shortly thereafter, in 1986, she was named the museum's Executive Director a position she has held for the past 24 years.

Under her direction, the museum was transformed from its shared space in a local school to its current site in downtown Thunder Bay. Imrie has also dedicated her time to multiple other sports organizations. In 1997 she was elected President of the International Association of Sports Museums and Halls of Fame (now known as ISHA) and became the first woman to lead the organization since its formation in the early 1970s. During her tenure, she helped lead the association through a change in management structure and implemented many policies including conference location requirements. Today, she remains an active member of ISHA and continues to serve on organization committees.

Imrie is also a member of the Canadian Association Sports Heritage (CASH) and has been the treasurer of the organization since 2005. Imrie served as President from 1993 to 1995. One of her key contributions to CASH was the assembly of guidelines on all elements of operating a Hall of Fame and sports heritage facility.

In addition, Imrie has served as a founding member of the Board and Selection Committee for the Skate Canada Hall of Fame and served on the Heritage Committee of the Canadian Golf Hall of Fame. On a more regional basis, Imrie volunteers her time and expertise to the Northwestern and Ontario Archives Associations, Ontario Museum Association, Thunder Bay

District Municipal League, Arts & Heritage Alliance, Lakehead Conservation Foundation, Thunder Bay Children's Festival, and the Thunder Bay Television Advisory Council.

She also currently teaches a course at Confederation College in administrative practices and writes a monthly article for the Thunder Bay Seniors newspaper.

**ISHA's annual conference** is being hosted by the San Diego Hall of Champions on Oct. 12-14, 2010. Imrie will receive the Schroeder Award during *An Evening of Champions* on Oct. 13. Former NBA legend **Bill Walton** will serve as the guest speaker that night.

This year's conference, the organization's 40th annual, is titled "*Beyond the Walls: Reaching Tomorrow's Audience Today.*" Conference delegates will take part in a variety of educational sessions, workshops, and social outings during the three-day conference. Included on the itinerary are sessions titled "Promoting & Protecting Copyright Law," "Digitizing Archives for Online Exhibitions," and "Grant Writing." Aside from the Evening of Champions, participants will enjoy a tour of PETCO Park. Along with Walton, other featured guest speakers include the **Alex Montoya**, San Diego Padres Manager of Latino Relations; and former Padres pitcher and Cy Young Award winner **Randy Jones**.

ISHA, first known as the Association of Sports Museums and Halls of Fame, was formed in 1971. Today, with 130 member organizations representing five continents, ISHA is dedicated to helping member institutions better preserve history and educate future generations on the importance of sport as history.

For a complete list of past Schroeder Award winners and for more information about ISHA, please visit the organization's all-new website, designed and hosted by ISHA member **Americaneagle.com**, at [SportsHeritage.org](http://SportsHeritage.org).

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