



Association News

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Get To Know Your Politicians, Please! President Mike Gibbons

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Greetings from Baltimore, Maryland, home base of the Babe Ruth Birthplace and Sports Legends Museums, twin attractions that keep me plenty busy when I'm not attending to any and everything ISHA!

So why the geographic reference, you wonder? It's because of William Donald Schaefer, a local politician who served as mayor of Baltimore and, later, as governor of the great state of Maryland. And when I say served, I mean SERVED. This guy was the best at what he did for our region in my lifetime and maybe ever. His passion, vision and get-it-done-now spirit washed positively over all components of his jurisdiction, including sports heritage.

William Donald Schaefer, politician, had the foresight to create Oriole Park at Camden Yards, the civic toughness to bring the National Football League back to Baltimore and the cultural awareness to embrace and preserve the Babe Ruth Birthplace. He also promoted the

development of Sports Legends Museum as part of the Camden Yards project. Without his efforts, I would not be sitting in my office crafting a sports message to you, my ISHA colleagues.

Which brings me, finally, to the salient of this missive. Each and every one of you has a geographic home base, a local jurisdiction. And that jurisdiction comes equipped with plenty of political types. You need to cultivate relationships with as many politicians as you can... month after month, year after year. The more they get to know about you and your mission, the better your chances of garnering meaningful civic support. Maybe not big ticket revenue, but *support* nonetheless.

And you never know when a William Donald Schaefer type is going to burst onto your professional landscape, charging full-throttle, helping you push closer to fulfilling your institutional mission. Please, get to know your politicians!

Survive *AND* Thrive

The theme for this year's annual ISHA conference is "Survive *AND* Thrive". As our institutions are facing financial cutbacks, we need to collectively discuss the most effective, efficient ways to ensure our doors remain open to our constituents.

"Survive *AND* Thrive" will have some amazing sessions designed to provoke strategic thinking about not only your continued survival, but also your ability to thrive in this ever-changing market.

- Successful strategic planning
- New Fundraising techniques
- How volunteers help your bottom line

For your sneak-peak at the conference schedule, visit www.sportsheritage.org. You will need to sign in to view the Annual Conference section on the member side of the site.

ISHA is on twitter and Facebook.
Be sure to follow us on twitter @SportsHeritage or on Facebook as International Sports Heritage Association.



Induction Ceremonies

Alabama Sports Hall of Fame—May 21, 2011—Shaun Alexander, Vonetta Flowers, Henry Hart, David Hill, Jeff Rutledge, Jimmy Smothers, and Frank Thomas. Don Logan will be honored as the Distinguished American Sportsman

Alberta Sports Hall of Fame & Museum—May 27, 2011—Norman Kimball, Ken Newans, Glenn Hall, Art Davis, Lauren Woolstencroft, Ted Thomas, Peter Guterson, Christine Hampshire, Val Fonteyne, Dr. Roy Sinclair, the 1950 Edmonton Waterloo Mercury's and the 1963 & 66 Edmonton Oil Kings

The National Sprint Car Hall of Fame—June 4, 2011—Drivers: Jimmy Boyd, Bob Burman, Wally Campbell, Danny Lasoski, Joe Sostilio, Gary Wright. Owners-Mechanics-Builders-Manufacturers-Car Sponsors: Bruce Bromme (Jr.), Andy Granatelli, Leonard Kerbs. Promoters-Officials-Media Members-Event/Series Sponsors: W.W. Bowen, Gene Marderness, Della Rice, Emmett Shelley

National Wrestling Hall of Fame & Museum—June 8-9, 2011—Cael Sanderson, Dennis Hall, Dan Brand and Richard Delgado. The Medal of Courage: Bob McPhee. Order of Merit: Sonny Greenhalgh. Lifetime Achievement of Officials: Mike McCormick

Canadian Golf Hall of Fame—June 12, 2011—Stephen Ross. July 19, 2011—Richard Zokol

National Polish-American Sports Hall of Fame—June 23, 2011— Bill Romanowski, Art "Pinky" Deras, Tom D'Eath, and Stan Javie

International Tennis Hall of Fame—July 9, 2011—Andre Agassi and Peachy Kellmeyer

Mississippi Sports Hall of Fame—July 29-30, 2011—Jeff Brantley, Rita Easterling, Mike Kinnison, Con Maloney, Corky Palmer, and Jerrel Wilson

Pro Football Hall of Fame—August 6, 2011—Richard Dent, Marshall Faulk, Chris Hanburger, Les Richter, Ed Sabol, Deion Sanders, and Shannon Sharpe

Atlanta Braves Hall of Fame—August 12, 2011—Bobby Cox

BC Sports Hall of Fame—September 13, 2011—Trevor Linden, Lauren Woolstencroft, Maëlle Ricker, Gary Gait, Paul Gait. Builders: Audrey Williams and Mike Jones. Pioneer category: 1933 Chinese Students Soccer Team. Media category: Tom Larsheid. W.A.C. Bennett category: Marty Zlotnik. Team category: Duncan Keith, Roberto Luongo, Scott Niedermayer, Brent Seabrook, and Shea Weber, BC members of the 2010 Olympic Men's Hockey Team

The IGFA Fishing Hall of Fame—October 25, 2011—John R. Chibnall, Al Lindner, Allen and Buddy Merritt, Frank M. O'Brien Jr. and Paxson H. Offield

The 2011 ISHY Awards Paula Homan—Communication Awards committee chair

The 2011 ISHA Communication Awards provide every member institution a platform to share their efforts to reach their audience across the nation, or the globe.

Electronic communications continue to grow as we all strive to stay relevant and reach the people that care about sport and its heritage. Even as the new technologies impact how we do business, our traditions keep us strong and bind the past to the future.

Show your peers the success you've had by entering one or more categories of the competition. The committee anticipates

a diverse range of entries featuring programming, publications, events, education, social networking, and more. Be among the inaugural class of winners to receive the *ISHY*—a token award given in all categories. Join the fun as we celebrate the winning entries by providing a conference participant vote to select a Best of Show award from the *ISHY* winners. All submissions will be available to view at the ISHA annual conference, "Survive *AND* Thrive".

The awards will be presented at the 2011 conference on October 13, 2011 during "An Evening of Champions" banquet, hosted by the Canadian Golf Hall of Fame and Museum, Oakville, Ontario, Canada.



Submit your entries, postmarked by July 15, 2011, using the writable .pdf form on the ISHA website at <http://www.sportsheritage.org/membership.aspx>

NASCAR Hall of Fame Celebrates First Birthday

On May 11, 2011, the NASCAR Hall of Fame in Charlotte, N.C., celebrated its first birthday.

In addition to hundreds of celebrity appearances, cross promotions with dozens of area events and attractions, and facility rentals as unique as proms, the NASCAR Hall of Fame has two particularly notable accomplishments. In the first year, the attendance surpassed all but one sports hall of fame in North America and the local tourism industry already has generated business in excess of \$224 million.

In just one year, the NASCAR Hall of Fame has delivered on the objective set forth by the tourism community. To date, 72 meetings or conventions from outside Charlotte booked the NASCAR Hall of Fame or Crown Ballroom through 2014. With more than 200,000 delegates combined, the direct spending in the area is \$224 million, a full \$30 million above the cost to build the venue.

\$1,000 Grants Available

ISHA is pleased to announce the availability of two grants in 2011 supported through the ISHA Founders Fund.

The Special Projects Grant provides 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.

The Annual Conference Grant provides financial assistance up to \$1,000 to support ISHA annual conference attendance by a representative of a member institution.

Applications are due July 15, 2011. To find out more and apply for the grant please visit the ISHA web site at www.sportsheritage.org and click on the membership benefits tab.

Look out for:

The 2011 International Sports Heritage Association membership directory will be circulated in the coming weeks. Also included in that mailing is "Survive AND Thrive", the ISHA annual conference brochure. Be sure to register for the conference early to take advantage of the early bird registration fee.

Member News

Ski and Snowboard Hall of Fame Partnership Produces Great Event.

In 2010 the U.S. Ski and Snowboard Hall of Fame successfully concluded a partnership agreement with the International Skiing History Association, which meant that the Hall of Fame in Ishpeming, Michigan would serve as its world headquarters and provide management, administrative and fulfillment services. This partnership has already produced significant results including the very successful organization of Skiing Heritage Week as Sun Valley, Idaho at the end of March.



Cincinnati Reds Hall of Fame and Museum

On July 20, 2011, spend an elegant evening in the company of the greatest catcher in baseball history as the Cincinnati Reds Hall of Fame and Museum pays tribute to the iconic career of Johnny Bench. Begin your night with Johnny in the dugout at Great American Ball Park for an exclusive cocktail reception and social hour before being whisked away for a special sneak peek into the Reds Clubhouse. Then, take your seat in the luxurious Riverfront Club and enjoy a plated dinner and program filled with memorable career highlights, video tributes, and appearances by special guests to recognize and honor Johnny's immeasurable contributions to baseball and the city of Cincinnati. Don't miss your opportunity to be part of this one-of-a-kind event that will give you the chance to enjoy a memorable night with Johnny Bench, baseball's greatest catcher.

New Exhibits From Our Members

The IGFA Fishing Hall of Fame & Museum is currently playing host to Roy Rogers' fishing tackle. At the peak of his career, from the early 1940s to the mid-1950s, Rogers' movies were seen by more than 80 million Americans annually – over half the population of the U.S. After several long-running radio series, "King of the Cowboys" and his wife Dale Evans, the "Queen of the West," moved to television, where *The Roy Rogers Show* ran for six years beginning in 1951. The Roy Rogers Museum -- located in Victorville, CA and later in Branson, MO -- served as a showcase for the couple's memorabilia, but after 42 years closed its doors in December 2009. In July 2010 the contents went on the block at Christie's New York (*High Noon Western Americana* auction) where the cabinet, tackle and photographs pictured here were purchased by our gracious donor.



Consider a trip to Newport, Rhode Island where you can visit two museums showing two historic sportswear exhibits.

Rough Point, was the summer home of Doris Duke, a wealthy heiress, preservationist and philanthropist who lived in Newport from the early 1900s through the 1990s. Miss Duke lived an active life filled with sports well into her final years. Her daily ocean swims, dancing, and surfing were all part of her dynamic lifestyle. *Dressed to Play: The Sporty Style of Doris Duke at Rough Point Mansion* explores Doris Duke's various recreational pursuits and the attire she wore to maintain her healthy lifestyle.

The International Tennis Hall of Fame and Museum's extensive fashion collection ranges from Victorian era gowns to the "scandalous" lace-trimmed knickers that Gussie Moran wore in 1949 - a first for tennis world - to custom creations designed by the Williams sisters. A highlight is an extensive collection of Ted Tinling's custom designs. The fashion collection at the International Tennis Hall of Fame & Museum offers an interesting look at improvements in textiles and functionality of sportswear over the years, and provides an indicator of the progress that has been made by women in sports in the exhibit "Tennis Sportswear, 1800s through present-day".

National Art Museum of Sport opens baseball exhibit in honor of 125 years of baseball in Indianapolis

In honor of 125 years of professional baseball in Indianapolis, the National Art Museum of Sport (NAMOS) is exhibiting over 45 works of baseball art from its permanent collection. Professional baseball has been played in Indianapolis each year since 1887 and the Indians are considered Indianapolis' first professional sports team.

Included in the NAMOS exhibit are 18 baseball-theme graphite and ink original cartoons by Willard Mullin, who was named Sports Cartoonist of the 20th Century by the National Cartoonists Society.



The Thessaloniki Olympic Museum is now organizing its new exhibition dedicated to nautical events (sailing, rowing, canoe and kayak). By this exhibition is inaugurating its new premises in the Port of Thessaloniki.

The Hockey Hall of Fame has expanded The World of Hockey zone to 6,000 sq. ft. The zone provides an unparalleled tribute to international hockey, with an unrivalled collection of artifacts and media on display, including histories and exhibit materials from all 69 IIHF member countries.

Besides the newly expanded "World of Hockey Zone" the Hall of Fame relocated and expanded it's "Spirit of Hockey" award winning store and capped it off with a lifesize sculpture of the famous "In the Crease" painting by famed Canadian artist Ken Danby.



Museums Are Good For Your Health

People who go to museums and concerts or create art or play an instrument are more satisfied with their lives, regardless of how educated or rich they are, according to a study released Tuesday.

But the link between culture and feeling good about oneself is not quite the same in both sexes, according to the study, published in the British Medical Association's Journal of Epidemiology and Community Health.

For men, passive activities such as taking in a concert or museum exhibition are associated with an upbeat mood and better health, it found.

For women, though, the link is active, in that they were less likely to feel anxious, depressed or feel unwell if they played music or created art.

Researchers led by Koenraad Cuyper of the Norwegian University of Science and Technology analysed information culled from 50,797 adults living in Norway's Nord-Trondelag County.

The participants were asked detailed questions about their leisure habits and how they perceived their own state of health, satisfaction with life and levels of depression and anxiety.

The results were unambiguous and somewhat unexpected: not only was the correlation strong between cultural activities and happiness, but men felt better when they were spectators while women clearly preferred doing rather than watching.

Even more surprising was that wealth and education were not an issue.

"After adjusting for relevant confounding factors" – including socio-economic status – "it seemed that cultural participation was independently associated with good health, a low depression score and satisfaction with life dependent on gender," the study said.

"The results indicate that the use of cultural activities in health promotion and healthcare may be justified," it concluded.

Questions remain, though, about cause and effect: are people healthier and happier because they are cultured – or do they seek out more culture because they feel good to begin with?

Article from Dawn.com, AFP, May 24, 2011

FROM OUR COLLECTIONS

1992 World Series ring belonging to Toronto Blue Jays Coach Cito Gaston.

Part of the Canadian Baseball Hall of Fame collection.



Association News

International Sports Heritage Association
PO Box 2384 Florence, OR
97439

Phone: 541-991-7315

Fax: 541-997-3871

E-mail:

kbednarski@sportsheritage.org

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