

Inside this issue:

| | |
|---|---|
| Olympic Museum Changes Name | 2 |
| Oldest Artifact Featuring Sport Uncovered | 3 |
| New Exhibits | 4 |
| 2011 Induction Ceremonies | 5 |

Registration Open for ISHA Annual Conference

Have you or your institution recently faced these challenging questions:

- How do I integrate new technology into my existing exhibit space?
- What can I do to stop struggling with social media?
- Are you looking to express the work and achievement of your institution?
- How do I manage my board, volunteers and staff effectively?
- What are some of my fundraising opportunities?
- How can I utilize my hall of famers?

The answers to these questions, and more, will be answered at the 2011 ISHA annual conference.

The Canadian Golf Hall of Fame and Museum is pleased to welcome all conference

participants to Oakville, October 12-14. The theme, and title, of this year's conference is "Survive AND Thrive". As most institutions face financial cut-backs, the need to collectively discuss our future is heightened.

"Survive AND Thrive" has some amazing sessions that will get you thinking about your continued survival and how you can thrive in this ever-changing market.

The conference brochure is available online for everyone to view. Be sure to visit www.sportsheritage.org to see how to register as well as view a synopsis of all conference workshops and sessions.

Don't miss your opportunity to register for "Survive AND Thrive" and take advantage of the early bird discount! You have until September 12th to save \$25. Make sure that you don't forget about your hotel room either. Visit www.hioakville.com and enter in the group code "ISH".



Jason Elam and Bobby Unser with their awards after being inducted on April 12th to the Colorado Sports Hall of Fame. To find out more about other induction ceremonies, check out page 5.

What Goes Around... By ISHA President Mike Gibbons

About a year ago, when shortstop Derek Jeter passed Babe Ruth on the Yankees all-time hits list, the Babe Ruth Birthplace and Museum in Baltimore forwarded a request through the Yanks' public relations office asking that Jeter consider donating something from that historic at-bat that would forever link he and the Babe.

Within a week, an overnight parcel arrived at the Birthplace, and in it was Derrick's response to our appeal: his batting gloves from the at-bat...donated! This from a guy we had never met, but who understood, I think, the importance of sports heritage. Baseball has such a heavy tendency to compare present to past that sets it apart from any other team sport. That is why our museum can easily interpret the connection between Ruth and Jeter through those batting gloves.

With that said, it seemed appropriate that when Jeter smacked his historic 3,000th hit for a home run at Yankee Stadium last Saturday, the young fan that caught it opted to return the ball to the man who hit it. The 23-year-old and the star shortstop had something in common – the corny notion that the ball has more value as a heritage memento than as a collectible worth X amount of dollars.

The kid could have sold the ball for half a million, paid off his college bills, and had a nice nest egg. But his altruistic sense and his love for the game told him to do the right thing, and he did...no questions asked. The ball needed to be returned to the man to whom it meant the most, the man who, one year earlier, gave away his valued batting gloves to a sports museum in Baltimore, no questions asked. Score one for sports heritage!

What goes around...comes around.

Lake Placid’s Olympic Museum Changes Name

What’s in a name? For example, when guests visit the 1932 and 1980 Winter Olympic Museum, located in the Olympic Center in Lake Placid, NY, they think they will only view and experience artifacts from the 1932 and 1980 Olympic Winter Games. However, the museum’s exhibits feature items from those two Games as well as artifacts from every Olympic Winter Games, which were first held in 1924. Additionally, materials from various Summer Games are also on display. For this reason, the museum successfully petitioned the International Olympic Committee (IOC) to officially change its name to the Lake Placid Olympic Museum.

Established in 1994, the Lake Placid Olympic Museum is a unique institution in the United States, as it holds the largest Winter Olympic collection outside of the IOC’s Olympic Museum in Lausanne, Switzerland. It also is the only museum to have received the Olympic Cup—the oldest award given by the IOC.

“As the collections have grown and the presentations have become wider in scope, so has the need to change the name,” said museum director, Liz De Fazio. “As we move forward in getting this museum to be a full member of the IOC’s Olympic Museum Network, I feel this will bring us closer to that international look and feel.”

While touring the Lake Placid Olympic Museum, guests can view the first Winter Olympic medal ever won; the gold medal won by speed skater and Lake Placid native Charles Jewtraw at the 1924 Chamonix (France) Games. The displays also feature participation medals from every modern Summer Olympics and Winter Games, as well as clothing and competition gear from several Olympics, including the most recent Winter Games held in Vancouver.

Other highlights in the Lake Placid Olympic Museum’s collection include: costumes worn by Olympic figure skating legend Sonja Henie, World Cup and world championship trophies captured by American bobsled and luge athletes, many Olympic medals, and artifacts from the famed 1980 American men’s *Miracle on Ice* Olympic hockey team.



baamproductions.com



Oldest Artifact on Sport Instruction Found at Columbia University

The oldest known written instruction on any sport happens to be about wrestling and is in the possession of the Rare Book and Manuscript Library at Columbia University.

“Wrestling historian Don Sayenga contacted me this past spring to inform me that Columbia University had a Greek papyrus fragment that revealed wrestling instructions,” says Lee Roy Smith, Executive Director of the National Wrestling Hall of Fame & Museum.

It was then that Smith and Sayenga began to campaign officials at Columbia to stage a public presentation on the artifact’s historical significance and to acquire a reproduction for display at the National Wrestling Hall of Fame & Museum in Stillwater, Oklahoma, USA.

According to Smith, university officials and alumni have been very cooperative in helping develop a program for the presentation on campus. “We have scheduled an event on the CU campus this Oct. 18 to introduce the artifact to the public and present a reproduction to the National Wrestling Hall of Fame and Museum,” Smith said.

Sayenga describes the story behind the artifact as follows:

- The papyrus fragment was discovered c. 1896-1897 in an ancient landfill near the village known as El Bahnasa located about 100 miles southwest of Cairo, Egypt. The fragment was taken back to England by two young British scholars from Oxford, Bernard Grenfell and Arthur Hunt.
- Grenfell and Hunt published the Greek text of the fragment in 1903, describing it as “Instructions for Wrestling”. This fragment was given to Columbia University in 1907. By chance, Columbia was at the same time sponsoring one of the first American intercollegiate wrestling teams. In fact, Columbia is the only institution in the US that has continuously sponsored a wrestling team every year since forming one of the first two college teams (the other being Yale) in 1903.
- The fragment, which is about 18 inches wide, is under the care of the Butler Library, Columbia University. The Butler Library already has

digitized the image of the fragment which is loosely dated 2nd Century A.D. To my knowledge, it is therefore the oldest surviving portion of a sports coaching manual in the world.

“We plan on getting the world’s attention on this historic relic.” Smith continued, “You have the oldest known sporting manual on the oldest sport, brought to you by the oldest collegiate wrestling program in the United States.”

Effective October 18, 2011 the artifact will be on display at the Chang Octagon Exhibition Room, Rare Book and Manuscript Library, Butler Library, 6th Floor East and at the National Wrestling Hall of Fame & Museum in Stillwater. Effective Oct. 18, 2011 the artifact will be on display at the Chang Octagon Exhibition Room, Rare Book and Manuscript Library, Butler Library, 6th Floor East and at the National Wrestling Hall of Fame & Museum in Stillwater.



New Exhibits From Our Members

Fore and Away: The Golden Age of Travel Posters

Travel back to the early 20th century, when railroads, ocean liners and airplanes opened the world to exotic, far-away destinations. This significant period has been categorized as the golden age of travel. The USGA Museum will present a temporary exhibit entitled "Fore and Away: The Golden Age of Travel Posters," which will run from July 2011 to January 2012. Visitors to the Museum will journey to foreign locations through vintage travel posters that were used as promotional advertisements for international golf destinations.

Today these vintage images allow the visitor to travel in time as well as experience the varied artistic styles employed by the international artists who created them. The picturesque scenes invite potential travelers to bask in the sun, bathe in the sea and play golf at exotic locations around the world.



New NASCAR Hall of Fame Exhibition Features 110 Year-Old-Race Car

NASCAR Hall of Fame's newest exhibition, *110 Years of Ford Racing*, opened in July and will be on display in through mid-January. It celebrates Ford's 110 years of on-track performance by retracing its racing roots from 1901 to 2011.

In *110 Years of Ford Racing*, three significant cars bring to life the company's role in motorsports innovation. The highlight is Henry Ford's first race car, a car he built in 1901 and named Sweepstakes. It was Ford's only race as a driver. Curtis Turner's 1956 Ford signifies the company's first full season in NASCAR, and Carl Edwards' car demonstrates the introduction of the Mustang to the NASCAR Nationwide Series.

BaAM Produces MLB All-Star FanFest Exhibit

In July, the 21st annual Major League Baseball All-Star FanFest visited Phoenix, AZ as part of MLB All-Star Week. This fan event travels to a different MLB city each year to immerse local fans in America's favorite pastime.

MLB All-Star FanFest was originally conceived as an opportunity for fans to take part in the All-Star events even if they couldn't get tickets to the official game. Since 1991, it has evolved to include interactive elements that put fans in the middle of the action. Whether making a game-saving catch, testing their skill against a Major League pitcher, or meeting their favorite player, it's easy for fans to immerse themselves in the sport.

With all this excitement, many are surprised to learn that MLB All-Star FanFest also acts as a traveling museum, bringing a range of stories and artifacts together under one roof. As producer of MLB All-Star FanFest, BaAM works with Major League Baseball and its museum partners to coordinate, install, and ensure infrastructure is secure for all content and artifacts.



Canada Sports Hall of Fame Re-Opens

Cambridge Seven Associates was commissioned to create a series of exhibits for Canada's Sports Hall of Fame, a dynamic new facility in Canada Olympic Park that celebrates Canadian sports heroes and legends. The Hall of Fame is housed in a 40,000 sq ft facility featuring exhibits on all 56 Canadian sports and is the new home for Canada's Olympic Hall of Fame.

Nine themed galleries, showcase the achievements of athletes who have made a significant contribution to Canadian sports history. These galleries are located on different levels accessed by both "timeline" exhibit ramps and stairs that culminate in the Olympic and Paralympic gallery.



The Golden Goal

The 'Golden Goal' display featuring Sidney Crosby's stick, gloves, puck as well as the recently acquired podium and 'Golden Net' are finally on display at the Hockey Hall of Fame 15 months in the making but will supply a lifetime of memories.

Finally, all four elements of one of the most significant moments in Canadian hockey history are brought together for a one-of-a-kind exhibit exclusively at the Hockey Hall of Fame. Also on display are jerseys from Crosby, goaltender Roberto Luongo and Women's captain Hayley Wickenheiser.

The 'Golden Goal' display is housed in the newly expanded World of Hockey Zone which provides an unparalleled tribute to international hockey.



Induction Ceremonies

The Oregon Sports Hall of Fame & Museum has announced its 2011 class of inductees. The Hall of Fame will induct seven new members to join over 340 prior inductees. The presentations will be made at the Multnomah Athletic Club, Wednesday, September 28, 2011. This year's class includes Tom Trebelhorn, Clive Davies, Kelly Blair-LaBounty, Les Gutches, 1982, '84, '86 and 2004 Linfield championship football teams; Rich Brooks, and Morris "Bucky" Buckwalter.

The New England Patriots will induct the 16th and 17th players to their Hall of Fame in a September 17 ceremony at The Hall at Patriot Place presented by Raytheon in Foxborough, Mass.

Quarterback Drew Bledsoe (1993-2001) was elected by the fans in online voting this spring. Bledsoe helped re-build the Patriots into a respected on-field contender after being the first overall draft pick in 1993.

Center Jon Morris played 11 years (1964-1974) for the Patriots and played in 130 games while making seven all-star appearances, including the first Patriot player named to the Pro Bowl following the AFL-NFL merger.

When considering the implications of receiving the U.S. Military's highest award for valor, the statistics are staggering.

- Number of people who have served in the U.S. Military since the American Revolution: *41 million*
- Living people who have served in the U.S. Military: *23 million*
- Number of service members who have received the Medal of Honor in the last 150 years: *3,450*
- Since 1944, when the first Little League graduates were old enough to join the U.S. Military, the number of Little League graduates known to have received the Medal of Honor: *1*.

That one person, among millions, is Ross McGinnis, a graduate of Knox (Pa.) Little League. Ross will be this year's enshrinee into the Peter J. McGovern Little League Museum Hall of Excellence. The ceremony will take place between the Little League Baseball World Series International and U.S. title games on Saturday, Aug. 27.

The State of Kansas Sports Hall of Fame has announced the members of the 50th Anniversary Class of 2011 who will be enshrined in ceremonies on October 2 at the Kansas Sports Hall of Fame in the Wichita Boathouse.

The KSHOF Class of 2011 includes Kendra Wecker, Mark Simoneau, Raef LaFrentz, John Camien, Bob Frederick, Dick Harp, Don Heinkel, Willie Jeffries, Ronnie West.

The 2011 Colorado Sports Hall of Fame Induction Banquet on April 12th was another star studded and inspirational evening. The evening started with a reception and an exhibit showcasing the Colorado Sports Hall of Fame Museum. The most anticipated part of the evening was the induction of the Class of 2011 into the Colorado Sports Hall of Fame; Jason Elam, Art Berglund, the late Keli McGregor, Bobby Unser, Larry Walker and Alfred Williams.

Racing legends Donnie Allison, Sid Collins, Roger McCluskey, Ed McCulloch, Augie Pabst, Bruce Penhall and Ed Winfield will be enshrined into the Motorsports Hall of Fame of America when the organization stages its annual induction celebration on August 23 and 24, 2011 in Detroit.

The new inductees will unveil their permanent Hall of Fame sculptures at the "Heroes of Horsepower" on August 23, 2011. The 23rd Annual Induction Ceremony will take place at the Fillmore Detroit Theatre on Wednesday, August 24, 2011.



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

In its quest to keep the history of St. Louis sports alive the St. Louis Sport Hall of Fame and the Missouri Athletic Club with host "St. Louis Sports Rookie of the Year". An event which celebrates St. Louis professional athletes who have captured the "Rookie of the Year" honors in their respective sports. The list includes St. Louisan Roy Sievers, who won the first American League award with the St. Louis Browns back in 1949.

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

