



I A S M H F

International Association of Sports Museums and Halls of Fame

2004, Issue 2 (June)

FROM THE PRESIDENT



Murder. Assault. Domestic Violence. Drugs. Sexual Abuse. Think you're watching the Sopranos or Court TV? More and more it seems these words are supplanting the terms "championship" or "victory" or "title" on ESPN, Fox Sports, and in the newspaper's sports section. Regardless of the millions of individuals involved with sports who are making positive contributions to society, sensationalism sells.

OK. How you ask, does this effect sports museums and Halls of Fame? Simple – we have a vested interest in what goes on both inside AND outside the lines, whether for good or ill. Even though Charles Barkley would disagree, athletes and coaches ARE role models. Like it or not, when we elect a coach or athlete into our Halls of Fame, we are making a statement endorsing not only their athletic achievements, but also their actions off the court or field. As sports history facilities, our institutions have the responsibility (some might say obligation) to educate our publics about the positive impact sports individuals have had on society. This applies not only to our enshrinees, but also to those lesser well known personalities.

Character matters.

Recently, the media highlighted the untimely death of football's Pat Tillman (one wonders if the percentage of ink devoted to his enlistment was the same given to his death in action). Others who have interrupted stellar athletic careers to serve in the military include baseball's Ted Williams (twice), basketball's James Naismith and hockey's Syl Apps. These

See [Character Matters](#) (continued on page 8)

IASMHF NEWS: Deadline approaching for Communication Awards

The deadline to submit entries for the annual IASMHF Communication Awards and nominations for the Schroeder Award is **July 19, 2004**. To encourage broader participation by sports museums and halls of fame, the IASMHF Board of Directors has agreed to waive the entry fee that was charged in the past.

For your convenience, the entry forms are included at the end of this newsletter.

ENSHRINEMENT NEWS: IASMHF Members Announce New Inductees

Several IASMHF member institutions recently announced the election of new members for 2004. Among the Halls of Fame that have released the names of their newest members are the Braves Hall of Fame, College Football Hall of Fame, and the Motorcycle Hall of Fame and Museum.

See [Enshrinement News](#) (continued on page 5)

AROUND THE HALLS: News and Updates from IASMHF Members

Many new exhibits and collections have been added to several of IASMHF member institutions that include the Baseball Hall of Fame and Museum, College Football Hall of Fame, International Tennis Hall of Fame, and the Motorcycle Hall of Fame Museum.

See [Around the Halls](#) (continued on page 2)

FEATURE: Celebrate the International Soccer Phenomenon This Summer!

Who could forget the chants of "Ole, Ole, Ole" nearly 10 years ago when World Cup soccer entered Central Florida and literally swept the city off its feet with the fervor and excitement surrounding the international event?

See [Feature Story](#) (continued on page 7)

NEWSLETTER TIP

You'll notice some of the type is in **red** throughout the newsletter. This alerts you that this is a link to the Internet. Simply click on it and it will open your web browser to the page that it is being referenced.

If the web page is opening in your Adobe Acrobat Reader, and you prefer to view it in your browser (i.e. Explorer, Netscape), you need to change your PREFERENCES under the "Edit" menu in Acrobat Reader.

Around the Halls (continued from page 1)

Baseball Hall of Fame and Museum (Cooperstown, New York)

Two exhibit openings at the **Baseball Hall of Fame and Museum** signal the first new additions to the museum during a two-year renovation.

The two exhibits include: *Taking the Field: The 19th Century* examines baseball's historical beginnings, communicating a learning experience through over 150 artifacts; and *Sandlot Kids' Clubhouse* is a hands-on discovery area designed for young visitors, featuring a variety of baseball lessons in an interactive atmosphere.

The openings were a part of three days of weekend events at the Museum that culminated with the 58th annual Hall of Fame Game on Monday, June 14 with the Atlanta Braves and Minnesota Twins.

College Football Hall of Fame (South Bend, Indiana)

On May 5, the **College Football Hall of Fame** unveiled its newest exhibit — a sculpture of Hall of Fame Coach Earl "Red" Blaik, Army's winningest coach and one of the founders of The National Football Foundation.

The sculpture of Blaik, who died in 1989, was dedicated in ceremonies at The Hall preceding a talk at The Hall's KeyBank Gridiron Legend Luncheon Series by Army's new head football coach, Bobby Ross. Future plans call for the exhibit to feature other memorabilia and photos of Army's great football history.

The eight-foot bronze sculpture and pedestal of Blaik kneeling, his face framed by his ever-present baseball

cap, is the work of accomplished sculptor Glenna Goodacre who designed and created the Vietnam Women's Memorial in Washington, D. C. Goodacre is renowned for capturing emotion in sculpture form. Her works include a seven and one-half foot standing portrait of Ronald Reagan for the Reagan Library in California. She is also a successful painter of portraits and Native American subjects.

Goodacre's rendering of Sacagawea appears on the dollar coin issued by the U.S. Mint in 2000.

Blaik was the first of many outstanding coaches to play football at Miami University (Ohio), where he was on an undefeated team in 1916. He then won an appointment to the U. S. Military Academy, graduating in 1920. He left the Army in 1922 and went to work for his father, but also worked as an assistant coach at the University of Wisconsin and Army.

In 1934, Blaik took his first head-coaching job at Dartmouth, enjoying a 45-15-4 record during his seven years coaching with The Big Green. His 1937 team was undefeated.

Blaik returned to Army as head coach in 1941. Led by "Doc" Blanchard and Glenn Davis, Army went undefeated from 1944 through 1946, posting a 27-0-1 record. He finished his career with six consecutive winning seasons. His last team, in 1958, went 8-0-1. That team used the "Lonesome End" formation, in which one end was split very wide and never entered the Cadet huddle. He was given the plays through hand signals from the quarterback.

Earl Blaik's overall record was 166-48-14. He was Named Coach of the Year in 1946. Nineteen of his players and assistant coaches went on to become head coaches in college or professional football.

Blaik was inducted into The College Football Hall of Fame in 1964, received The National Football Foundation's highest award, The Gold Medal, in 1966 and was presented the Presidential Medal of Freedom in 1986 by Ronald Reagan.

Former President Gerald R. Ford, who was an assistant football coach at Yale when Blaik coached at Dartmouth, contributed to the dedication ceremony with some remarks he forwarded to The College Football Hall of Fame about the legendary coach:

"Coach Blaik used football to teach life and those valuable components that make an officer, a gentleman and a winner. Coach Blaik preached commitment and

See Around the Halls (continued on page 3)

teamwork, and the lessons his players learned were taken onto the battlefields around the world. Their contributions to the United States of America will never be forgotten.”

Former President George Bush contributed remarks to the dedication ceremony, as well: “Red Blaik did so much for football; but even more important, he did a great deal when it came to developing character for the young men who played for him. Barbara and I both feel very close to Red Blaik. We knew him well. He was one of Barbara’s father’s best friends. The College Football Hall of Fame has chosen well in honoring Red Blaik with a sculpture by the great sculptress Glenna Goodacre. I am sorry I cannot be with you for this very special celebration.”

The dedication ceremony also included remarks by Bob Blaik, son of the legendary coach who played for his father at West Point, and Doug Kenna, a Hall of Famer who played and coached at West Point for Blaik and was one of the principal donors of the Blaik Sculpture.

In his welcoming remarks, Hall of Fame Executive Director Bernie Kish noted: “We are honored to showcase the Coach Blaik sculpture here at The Hall. It is truly fitting since he and his mentor, General Douglas MacArthur, were instrumental in creating The National Football Foundation and College Hall of Fame.”

In addition to members of the Blaik family, also in attendance at the dedication ceremony were several of Coach Blaik’s players and coaches. These luminaries included General Bennie Davis, Lieutenant General Winfield Scott, Major Generals Ray Murphy, Ed Rafalko and Dick Stephenson, plus Hall of Famers Bob Anderson (elect), Doug Kenna, Joe Steffy, and Bill Yeoman.

International Tennis Hall of Fame (Newport, Rhode Island)

The **International Tennis Hall of Fame** announced on June 14 that it has acquired one of the most significant privately held collections of tennis-themed objects. Ranging from the Renaissance through the 1930s, the Albert and Madeleine Ritzenberg Collection covers virtually the entire history of tennis.

The collection represents the passion of well known

NEWSLETTER SUBMISSIONS

Be sure to get news about your organization into the IASMHF newsletter by adding us to your mailing lists.

We’re looking for your press releases, photos, feature stories and other related material about your Hall of Fame or the sport(s) you represent.

Please submit material to IASMHF Communications Chairperson Pete Fierle at:

pfierle@profootballhof.com or fax it to 330-456-9080

Washington, DC tennis pro Allie Ritzenberg and his wife. In half a century of travels around the world, the Ritzenbergs have acquired objects related to tennis, building a collection that includes items from the 15th century up to the Art Deco period of the 1930s. Consisting of over 2000 items, it is believed to be the most significant private collection of its kind.

“The Ritzenberg Collection is something of a museum of tennis in itself,” observes International Tennis Hall of Fame Museum Committee Chair Jefferson T. Barnes. “It combines elements of art, history, decorative arts, and, of course, tennis. Seen together, the collection makes you conscious not just of how far back in the past tennis goes, but illustrates how much the images of tennis have become part of our culture.”

It has long been a dream of the Ritzenbergs that their collection would go in its entirety to the International Tennis Hall of Fame.

“When we first started collecting, it was because we loved tennis,” stated Mr. Ritzenberg. “But as time went on I came to realize that we were building something original and that putting this collection together was a creative act. We are delighted that the International Tennis Hall of Fame has recognized that the collection was not just an assemblage of individual pieces but a whole that is greater than the sum of its parts.”

Many of the items are quite stunning, including two lovely antique stained glass windows, an ingeniously worked and decorated case clock, and an elegant alabaster sculpture. The collection contains paintings, drawings, prints, photographs, and other works on paper; sculptures, China, porcelains, and other ceramics; glass, books, magazines, and other serial publications, many quite rare; linens and other textiles; rackets and other tennis-related equipment; furniture; decorative arts pieces in astonishing variety; cameos and other jewelry; trophies and other silver pieces. Select items of the Ritzenberg Collection will soon be

on view in the International Tennis Hall of Fame Museum.

“In the long term,” Hall of Fame Museum Director Ken Yellis noted, “the acquisition of the Ritzenberg Collection strengthens the International Tennis Hall of Fame Museum in a number of ways, giving us depth and breadth we have not had until now. For example, several of the rare books are virtually unique and will contribute enormously to the scholarly importance of the Museum’s Information Research Center. We feel the acquisition of the Ritzenberg Collection during our 50th Anniversary Celebration is a powerful statement of the International Tennis Hall of Fame’s determination to protect the legacy of tennis for the present and the many generations to come.”

Motorcycle Hall of Fame and Museum (Pickerington, Ohio)

On Saturday, June 5, the **Motorcycle Hall of Fame Museum** celebrated the opening of its newest exhibit, *BSA’s Greatest Daytona* with the help of three living legends, a host of historians, one of the industry’s best-known motojournalists, a noted author and a special gathering of original and restored BSA motorcycles. Hundreds of fans of the revered Birmingham Small Arms (BSA) motorcycle company were also on hand to honor the daring men and the spectacular machines that ignited America’s hunger for British motorcycles after BSA’s unprecedented victory on the sand of historic Daytona Beach, Florida.

“*BSA’s Greatest Daytona* presents one of the greatest chapters in Anglo-American motorcycle history,” said Mark Mederski, executive director, Motorcycle Hall of Fame Museum. “True to our mission of bringing the legends to life, we are especially pleased to open our latest exhibit surrounded by living history -- the men who raced BSA’s magnificent Gold Star singles and Shooting Star twins to victory and into the history books.”

Bobby Hill, Dick Klamfoth and Tommy McDermott, the three American racers who swept the top three spots at the 1954 Daytona 200, also attended the dedication ceremony. They will be joined by Carol Pike Smoogen, daughter of ace engine builder Roland Pike -- the innovative Brit who realized the importance -- and potential -- of racing at Daytona. These former BSA

factory racers, along with Ken Eggers and Al Gunter, achieved a spectacular five-place sweep at the 1954 Daytona 200 on board Pike-prepared bikes, giving BSA recognition and status that it had not previously enjoyed in the North American motorcycle sport.



BSA’s Greatest Daytona not only features beautifully reconstructed examples of factory-built racing motorcycles and production BSAs from the 1950s, but also showcases a unique collection of artifacts and memorabilia from the riders and the race. Personal treasures, such as Bobby Hill’s 1st Place 1954 Daytona 200 trophy and a rare copy of the limited edition “The Roland Pike Story,” are on display, along with gear worn during the battles on the beach, such as Kenny Eggers’ helmet and Gene Thiessen’s steel-soled boot. Visitors can take a look at Pike’s tuning journal and photo album, as well as his typed and hand-written technical papers about the development of the winning BSA Gold Star engine. As with all Motorcycle Hall of Fame Museum exhibits, it is these artifacts, along with extensive period photos, that bring the legend of BSA’s amazing victory in the 1954 Daytona 200 to life.

The BSA exhibit is open through May 2005.



Braves Hall of Fame

Long-time Atlanta Braves broadcasters **Skip Caray** and **Pete Van Wieren**, along with former Boston Braves players **Tommy Holmes** and **Kid Nichols**, will be inducted into the Braves Hall of Fame on Friday, August 13, 2004, at the sixth annual Braves Hall of Fame luncheon and induction ceremony.

The Braves Hall of Fame honors those players, managers, coaches, executives and other individuals who have made an exceptional contribution to the Braves franchise.

The 2004 season marks Skip Caray's 29th behind the microphone for TBS and the Braves, and fifth with Turner South. Caray joined Turner Broadcasting System, Inc. (TBS) in 1972 as voice of the NBA's Atlanta Hawks and was added to Braves' telecasts in 1976. Caray's radio call of Francisco Cabrera's pennant-winning hit driving home Sid Bream in game seven of the 1992 NLCS will go down as one of the most memorable in Atlanta history. He's a six-time winner of the Georgia Sportscaster of the Year Award, has won a local Emmy for sportscasting and was nominated for a 1994 Cable ACE Award. Caray also broadcasts the Braves games on radio.

Pete Van Wieren is also in his 29th season as voice of the Braves on TBS, and fifth season on Turner South. He has earned the prestigious Georgia Sportscaster of the Year Award nine times, the first coming in 1980. Van Wieren received the 1998 Ivan Allen, Jr. "Mr. Baseball" award by the Braves 400 Club. He began his Major League broadcasting career with the Braves in 1976 after working as a play-by-play man for the Tidewater Tides of the International League for two years. Pete also served as emcee for the Braves Hall of Fame ceremonies the past three years. Van Wieren also announces Braves games on radio.

Tommy Holmes played for the Boston Braves from 1942-51. Originally a centerfielder, Holmes moved to right in 1943 and developed a strong interactive relationship with the fans in the "Jury Box." In 1945, Holmes was named Most Valuable Player (MVP) by The Sporting News. He led the league in hits (224), doubles, total bases, home runs, and slugging percentage. He was second in RBIs (117) and missed the batting title (.352) by three points to Phil Cavarretta. It was this same season that Holmes excited Boston and the entire baseball world with his 37-game hitting streak that broke Rogers Hornsby's modern record of 33

games. From 1944 to 1948, Holmes strung together five consecutive seasons in which he hit .309 or better. He made the All-Star team for the second time in 1948 and helped lead the Braves to their first pennant since 1914.

Boston Brave Charles Augustus "Kid" Nichols pitched for the Braves from 1890-1901. He broke into the majors at age 20 and played a key role in Boston's decade of success, which included five pennants. All 47 of his starts in 1890 and nearly 95 percent of his career starts were complete games. In the eight-year period 1891-98, Nichols won a major league record 30 or more games seven times, and averaged just over 31 victories per season. Nichols won 361 lifetime games, sixth all-time, and was inducted into the National Baseball Hall of Fame in 1949. No one ever won 300 games quicker than Nichols, who was only 23 days past his 30th birthday when he reached that level.

The Braves Hall of Fame is located inside the Braves Museum at Turner Field. It includes original paintings by world-renowned artist Bart Forbes, a photo series, and highlight video on each Hall of Famer. Directly outside the museum, a Walk of Fame features diamond shaped plaques honoring each inductee in the brick walkway of Monument Grove.

For more, visit the [Braves Hall of Fame website](#).

College Football Hall of Fame

The College Football Hall of Fame announced their Division I-A Class of 2004 that includes 12 players and two coaches. The newest class was announced by Jon F. Hanson, Chairman of The National Football Foundation and College Hall of Fame in April.

The players include:

Bob P. Anderson (Running Back – Army, 1957-59)
Tony Casillas (Middle Guard – Oklahoma, 1982-85)
Frank Emanuel (Linebacker – Tennessee, 1963-65)
Ray Guy (Punter - Southern Mississippi, 1970-72)
Wayne Harris (Guard/ Linebacker – Arkansas, 1958-60)
Joe Kapp (Quarterback – California, 1956-58)
James Mandich (Tight End – Michigan, 1967-69)
Lydell Mitchell (Running Back - Penn State, 1969-71)
Tracy Rucker (Defensive Tackle – Auburn, 1985-88)
Jack Tatum (Defensive Back - Ohio State, 1968-70)
Andre Ware (Quarterback – Houston, 1987-89)
Charles Young (Tight End - Southern Cal, 1970-72).

The two coaches are **LaVell Edwards** (Brigham Young, 1972-2000) and **George Welsh** (Navy, Virginia, 1973-2000).

The 2004 College Football Hall of Fame class will be inducted at the 47th Annual Awards Dinner on December 7, 2004, at the Waldorf-Astoria in New York City. They will be officially enshrined at the Hall in South Bend during ceremonies in August of 2005.

For more, visit the [College Football Hall of Fame's website](#).

Motorcycle Hall of Fame Museum

The Motorcycle Hall of Fame Museum in Pickerington, Ohio announced 11 new members for induction into the Motorcycle Hall of Fame, with ceremonies scheduled for Saturday, October 9, 2004.

The Class of 2004 includes some of today's best-known racing champions and industry leaders, as well as legendary figures that played a major role in creating and building America's rich motorcycling heritage. Induction into the Motorcycle Hall of Fame -- the largest in the country -- ensures that each inductee's achievements, as well as the colorful stories surrounding them, are preserved for the enjoyment and education of future generations of riders, enthusiasts and all who appreciate American history.

The Motorcycle Hall of Fame Class of 2004 includes:

Joe Bolger – Five-time New England Scrambles Champion, mid 1960s and 1970s. Designer and manufacturer of motorcycle tools. Long-time contributing editor for *Cycle World*, *Cycle Sport*; engineer and designer, including work on Yankee motorcycles.

Willard "Red" Bryan – Eight-time National Hillclimb Champion, 1938 through 1951. Built his own engines, made heads, cast cylinders, designed and built frames.

Roy Burke – 1947 Class A National Hillclimb Champion, 1952 Open Class C Hillclimb Champion, 1955 Big Bear Grand Prix winner. Motorcycle dealer.

Wes Cooley – 1979 and 1980 AMA Superbike Champion. Eight AMA Superbike race wins. Member of two winning Suzuka Eight-Hour endurance race teams.

Linda Dugeau – Pioneer and Founder of the Motor Maids of America, the oldest motorcycling organization for women in North America. Motorcycle rider and enthusiast throughout her life.

E. Paul duPont – Major investor and former President of the Indian Motorcycle Company in the post-Depression years from 1929 through 1945. Saved the company from financial ruin.

Jeff Emig – Three AMA Motocross Championships, one AMA Supercross Championship. 1999 US Open of Supercross winner, 37 National victories, member of six Motocross des Nations teams 1992 through 1997.

Johnny Gibson – Winner of 1956 Daytona 200 and over 100 dirt-track, road-race and TT races. Helped organize speedway-racing revival in U.S.

Steve McLaughlin – Successful road racer in the 1960s and 1970s. Winner of the first AMA Superbike race at Daytona, member of the Transatlantic Match Races team, originated the World Superbike Championship in Europe.

Steve Morehead – Career spanning three decades; dirt-track racer from 1972 to 1999. Upon retirement he was ranked tenth on the all-time AMA Grand National win list, and fourth-ranked in half-mile victories. Currently operations manager for AMA Flat Track.

Dal Smilie – Passionate advocate for motorcyclist rights throughout his 35-year industry career. Longest-serving AMA Director, first American Motorcycle Heritage Foundation chairman. Recipient of Motorcycle Safety Foundation Award of Excellence for national safety leadership.

Each year, the Motorcycle Hall of Fame recognizes individuals who have made significant contributions to motorcycling, including those known for their contributions to road riding, off-road riding and all categories of racing, as well as those who have excelled in business, history, design and engineering.

The Class of 2004 will be inducted on Saturday, October 9, during ceremonies at the Motorcycle Hall of Fame Museum, located on the campus of the American Motorcyclist Association in Pickerington, Ohio. Supported by families, industry peers, friends, past Motorcycle Hall of Fame inductees and media, the induction is an emotional celebration that brings together some of the most recognizable names in the world of motorcycling. The Hall of Fame Weekend will also feature the Museum's 3rd annual Concours d'Elegance, which drew over 100 juried entries in 2003—including many of the machines that Motorcycle Hall of Fame members became forever linked with.

For more, visit the [Motorcycle Hall of Fame Museum's website](#).

Orlando successfully won a bid to host five soccer matches that attracted the attention of millions of viewers across the globe, and one decade later, a reunion celebration to remember and commemorate those few weeks in 1994, when soccer won the hearts of Central Floridians, has been set.

"We wanted to plan something for the volunteers and spectators who participated in the events in '94 that would allow them to visit with old friends and remember what a great experience this was for our community," said Joanie Schirm, who led the city's improbable but successful bid as a host city for the world's most anticipated sporting event, and who now coordinates the 10th Anniversary celebration.



StudioEIS, an associate IASMHF member, just completed an amazing sculpture for the Legacy Soccer Foundation in Orlando where it was unveiled on June 11 in front of City Hall.

The piece (left), a life-sized bronze sculpture of a World Cup athlete, commemorates Orlando's 1994 World Cup participation.

StudioEIS, a world famous Sculpture studio located in Brooklyn New York, was commissioned to create the commemorative sculpture. The Sculpture is undoubtedly one of the great sports sculptures in the world today. StudioEIS has produced great works for Presidential Libraries, and museums throughout the world in their 30-year career. Last year the studio produced the largest bronze portrait project in American history for the National Constitution Center in Philadelphia.

Throughout the summer, activities have been planned to remember and celebrate what World Cup Soccer meant to Central Florida in 1994.

PEOPLE IN THE NEWS

Mark Butterworth was named the Director of Development for the **Pro Football Hall of Fame** in Canton, Ohio. His responsibilities include the implementation of the recently launched endowment and capital campaigns.



Butterworth most recently served as the Hall's Chief Financial Officer. Prior to being named CFO, he was the Controller/Business Manager. He joined the Hall of Fame in 1992.

The **International Tennis Hall of Fame** mourns the loss of 1990 Hall of Famer and Chairman Emeritus **Joseph F. Cullman 3rd**. Cullman passed away on April 30 in New York at the age of 92.

Cullman was one of the true pioneers of women's tennis, assisting in the implementation of the women's professional tour, the Virginia Slims Circuit, in 1970. As President and Chief Executive Officer of Phillip Morris Co. from 1957-67 and Chairman & CEO from 1967-78, Cullman used the company's Virginia Slims product to endorse and promote the new tour. A well-known leader in the corporate world, Cullman also served as US Open Tournament Chairman from 1969-70, during the transformation to "Open" tennis and was instrumental in having the first Open in 1968 nationally televised.

Cullman, together with friends, associates and those who felt as he did about tennis, assisted the Hall of Fame in meeting its capital goal to rebuild and restore its historic site. He was only too happy to help out a worthy artistic and cultural force in the community. He hoped visits there would inspire young people to play tennis, learn its history, and glorify the great players of the past.

"It was a tremendous honor and privilege to know and work with him," said Mark Stenning, CEO of the International Tennis Hall of Fame. "Joseph Cullman's impact on the Hall of Fame and the sport of tennis is both indelible and immeasurable. He will be sorely missed."

Born April 9, 1912 in New York, Cullman is survived by his brothers Lewis and Edgar, his daughter Dorothy, two grandchildren and three great grandchildren. His wife Joan passed away in March.

athletes understood the need to protect a free society and felt a personal responsibility to participate.

Athletes have, and continue to shape society through their actions. The integration of minorities and women received strong impetus via athletics. Over the past several decades, the internationalization of the NBA, MLB, NHL, various European soccer (or football if you like) leagues and other team sports has contributed to shrinking the world and creating a more widespread understanding of different cultures. All positive items.

Stories of athletes struggling against adversity are numerous, whether by medical reasons (baseball's Jimmy Piersall, football's Brian Piccolo, cyclist Lance Armstrong) or the struggle for minority integration (basketball's Earl Lloyd, tennis's Althea Gibson, golf's Tiger Woods). The strength these individuals have demonstrated can serve as examples for others.

Character matters.

Off the playing field, there have been numerous contributions by athletes and coaches. To cite just a few examples from my own sport, Dr. Charles Drew, coach in the 1930s for Morgan State College, was instrumental in developing blood plasma. Les and Jack Harrison, owners of the Rochester Royals (now the NBA Kings), effected landmark workers compensation legislation in Ohio following Maurice Stokes' accident. More recently, Bob Lanier was and is a driving force in promoting scholastic efforts in youngsters, and Sarunas Marciulionis was instrumental in creating the Lithuanian Children's Fund in the post-Cold War Era. Over one-third of the active NBA players have established their own charitable foundations.

Many times, visitors ask how many championships have basketball's John Wooden or football's Vince Lombardi won? It's fine to let people know about these achievements, however we need to challenge ourselves to explain how many thousands of individuals these coaches have positively influenced through their character building philosophies. Many other sports figures whose actions have helped society can be found in the honors list of our IASMHF colleague institution, the World Sports Humanitarian Hall of Fame.

Sports news can sometimes be depressing and negative. The challenge to Halls of Fame is while responding to the bad news, to utilize all of the positive stories in our sports history arsenal. There have been more than enough contributions by athletes in our various sports to do this. By promoting character education

and providing examples of those who give to society, we can have an impact and possibly reduce the number of negative sports stories in the future.

Character matters.

Regards,

Mike Brooslin
President, IASMHF

Baseball HOF Hosts Symposium

The 16th Annual Cooperstown Symposium on Baseball and American Culture took place in Cooperstown, New York on June 2-4. The event was co-sponsored by the State University of New York at Oneonta and the **National Baseball Hall of Fame and Museum**.

The three-day symposium provided a unique forum offering the opportunity to examine the National Pastime as a barometer for culture and society, as opposed to a measure of performance on the field. Featuring several dozen presentations from authors, researchers and university professors from across the country, the Symposium took place at the Museum and various other locations around Cooperstown.

USEFUL PUBLICATIONS AVAILABLE

The 2004 bookstore catalogue from the **Canadian Conservation Institute (CCI)** has been recently published. The CCI bookstore includes numerous publications on the conservation and preservation of art and artifacts. They can be reached by phone at 613-998-3721 or their online bookstore is located at www.cci-icc.gc.ca.

Also, the **American Association of Museums (AAM)** has a bookstore that offers a wide range of museum related publications.

The AAM Bookstore can be accessed via e-mail (bookstore@aam-us.org), on the web (www.aam-us.org), phone (202-289-9127) and fax (202-289-6578). AAM members receive a discount.



2004 Schroeder Award

Nomination time is now upon us for the W.R. "Bill" Schroeder Distinguished Service Award.

This award is presented annually to a person affiliated with a member organization. It is the highest honor presented by IASMHF, for meritorious service to IASMHF or to the sports museum/hall of fame industry. To be considered, individuals must have made a significant contribution of a lasting nature to sports museums and halls of fame. Nominees may be still actively involved or retired. A list of past winners may be found in your Membership Directory.

To submit a nomination, complete this form and attachments and send them *postmarked no later than July 19, 2004* to:

IASMHF Awards Committee
180 N. LaSalle Street, Suite 1822, Chicago, IL 60601 USA
(312) 551-0810, fax: (312) 551-0815, E-mail: info@sportshalls.com

Name of Nominee _____

Institution _____

Mailing address _____

City _____ State/Province _____ Country _____ Postal Code _____

Phone _____ Fax _____ Email _____

Nomination submitted by _____

Institution _____

Mailing address _____

City _____ State/Province _____ Country _____ Postal Code _____

Phone _____ Fax _____ Email _____

Very Important: Please attach a description (not to exceed one page) of the nominee's major contributions to his/her institution or to IASMHF, listing dates if appropriate.



2004 Communications Awards

The Communications Awards program was established to provide recognition for excellence in publications by all sports museums or halls of fame, regardless of size or budget, based upon a competition evaluated by IASMHF members and communications professionals.

There are two tiers of competition: one classification for institutions with annual operating budgets of US\$250,000 or less, and the other for institutions with annual operating budgets of more than US\$250,000.

Saluting the wide variety of communications vehicles utilized by member institutions, five different categories will be recognized annually, as follows:

- A. Books, programs, exhibit catalogs, magazines (more than 12 pages)
- B. Newsletters (12 pages or less)
- C. Brochures, invitations, cards, flyers
- D. Video presentations (only those produced in-house by the entering institution are eligible)
- E. Websites

Institutions may submit only **one entry per category**, and the entry must have been produced (completed) in the calendar year immediately prior to the competition (e.g., items completed between January 1, 2003 and May 1, 2004 will be eligible for the competition in 2004).

A “First Place” award and up to two “Honorable Mention” certificates will be awarded in each category for which there are at least three entries. The winners will be announced at IASMHF’s Annual Conference, October 27-29, 2004, in Springfield, MA.

The Chair of the Awards Committee will appoint a sub-committee of up to five members responsible for coordinating the call for entries, choosing the judges, organizing the judging and tabulation process, and providing the Awards Committee Chair with the results. When possible, all “First Place” and “Honorable Mention” winners will be exhibited at the IASMHF Annual Conference and recognized on www.sportshalls.com.

180 N. LaSalle St., Suite 1822
Chicago, IL 60601 USA
(312) 551-0810
Fax: (312) 551-0815
info@sportshalls.com
Visit us at www.sportshalls.com



**2004
Communications Awards
Entry Form**

Name of Nominated Item: _____

Institution: _____

Contact Person: _____

Mailing address: _____

City: _____ **State/Prov:** _____ **Country:** _____ **Postal Code:** _____

Phone: _____ **Fax:** _____

Email: _____

Classification (check one):

- The nominating institution's annual operating budget is US\$250,000 or less.
- The nominating institution's annual operating budget is more than US\$250,000.

Category (check one):

- A. Books, programs, exhibit catalogs, magazines more than 12 pages
- B. Newsletters (12 pages or less)
- C. Brochures, invitations, cards, flyers
- D. Video presentations (*must have been produced in-house by the entering institution*)
- E. Websites (*provide URL and print out of home page*)

- Institutions may submit only one entry per category.
- Enter only one item per entry form; make duplicates of form to enter additional categories.
- The entry must have been produced/completed between January 1, 2003 and May 1, 2004.

To submit an entry, complete this form, enclose five (5) copies of the nominated item, and send them postmarked ***no later than July 19, 2004***, to:

IASMHF
Attn: Communications Awards Committee
180 N. LaSalle Street, Suite 1822, Chicago, IL 60601 USA
(312) 551-0810, fax: (312) 551-0815, E-mail: info@sportshalls.com