



I A S M H F

International Association of Sports Museums and Halls of Fame

2005, Issue 2 (June)

FROM THE PRESIDENT



Most of us within the sports heritage industry have one thing in common – a passion for our work. Whether it is promoting our sites, recognizing our inductees, expanding awareness of the sport and its heritage, we are committed to doing it better.

There is no better opportunity to have your passion invigorated than through attending the annual IASMHF conference. Meeting with peers, celebrating our vocations, learning a new approach to creating an exhibit, or performing an induction ceremony, I always come away from the conference re-committed to what we do. And this year, with the joint status of the conference with NASLIN and CASH, the available information will be matchless.

I hesitated before attending my first IASMHF conference. Did I really need to attend another conference? Already exposed to museum associations and sport gatherings I wasn't sure I could justify the cost and time to attend. But it was an extraordinary experience. In addition to gathering ideas and sharing some of our own activities at my facility, I met 80+ individuals who all knew the challenges I was facing and everyone was more than willing to share what they had done. That first conference culminated in a coup of an exhibit for our facility. Knowing the members of IASMHF has saved us

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ASSOCIATION NEWS

New Executive Director

IASMHF is pleased to introduce its new executive director **Karen Bednarski**. She has broad-based management/planning experience in sports and museum/hall of fame development and operations. She currently serves as the Executive Director of Golf Collectors Society and President of The GolfSource.

From 1996 to 2001, she served as the director of the World Golf Hall of Fame in St. Augustine, Florida, and was employed by the USGA Museum and Library in Far Hills, New Jersey from 1986-1996. Bednarski was the museum's curator/librarian beginning in 1989.

Bednarski is a former member of IASMHF's Board, on which she served from 1995 to 2001 including her term as the organization's vice president from 2000 to 2001.

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A PICTURE IS WORTH A THOUSAND WORDS. . .(see p. 8 for details)



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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.

ASSOCIATION NEWS *(continued)*

Board Meets in Memphis



The IASMHF Board posed for a photo on the field at AutoZone Park in Memphis. Attending the mid-year meeting (L-R): Dave Chase, Pete Fierle, Karen Hewson, Nicole Markham, Sheila Kelly, Dale Arens, George Smith, and Phil Pritchard.

The Board of Directors held its mid-year meeting in April. The meeting was hosted by Vice-President Dave Chase of The National Pastime: Museum of Minor League Baseball at their future site in AutoZone Park in Memphis, Tennessee.

AutoZone Park is a fabulous facility, terrific for watching the Memphis Redbirds beat the Omaha Royals but also a tremendous corporate event/banquet facility in the heart of the city. It includes excellent meeting space, terrific and abundant catering located within

seconds of the most interesting sites in Memphis.

Dave, his staff, AutoZone Park and Memphis are all to be congratulated on this terrific facility and for hosting these meetings.

The Board, along with our new executive director, "blue skied" about improving services to the membership. As a result, advocacy, education, and public awareness of the industry are the focus of our revised action for 2005. We need to know if you have issues that IASMHF can address as we work toward a five-year strategic plan.

Conference

The brochure for the 2005 IASMHF Conference in Calgary on October 19-21 is now online at www.sportshalls.com. A hard copy of the brochure will be mailed to members in the next month.

Committees

IASMHF has several committees, all of which are looking for members to volunteer. Please contact the committee chairs if you are interested in donating some of your expertise and time. ***(Click on their name to send an e-mail)***.

2005 Conference Committee: [Sheila Kelly](#)
Future Conference Sites – [George Smith](#)
Awards – [Nicole Markham](#)
Membership – [Dale Arens](#) and [Karen Hewson](#)
Newsletter – [Pete Fierle](#)
Nominating – [Mike Brooslin](#)
Policy and Procedures – [Karen Hewson](#)
Website – [Pete Fierle](#)

New Members

The following organizations have recently joined IASMHF. Please join in welcoming:



Regular Memberhip

* National Wrestling Hall of Fame (Stillwater, OK)

Associate Membership

* Orinda Group, LLC (Los Angeles, CA)
* Wisconsin Sports Development, Corp. (Madison, WI)

Here is a recap of recent events, news, and acquisitions by IASMHF members.

Negro Leagues Baseball Museum Named Official (Kansas City, Missouri)

The Northern League of Professional Baseball announced Thursday that it has designated the Negro Leagues Baseball Museum as the League's Official Charity for 2005.

The announcement was made by Northern League Commissioner Mike Stone and Negro Leagues Baseball Museum Chairman Buck O'Neil at a press conference in early June at CommunityAmerica Ballpark, home of the Kansas City T-Bones.

"The Northern League is very proud and honored to be establishing this relationship with the Negro Leagues Baseball Museum," commented Stone. "This great organization has allowed the Negro Leagues to maintain its rightful place as a major part of the history of professional baseball. The Northern League, which has also created a rich Independent League tradition, is looking forward to assisting the NLBM in their very important efforts."

[More>>>](#)

Virginia Sports Hall of Fame Opens (Portsmouth, Virginia)

The Virginia Sports Hall of Fame held its grand opening ceremony on April 22, 2005 at the site of the new facility.

The 35,000 square-foot facility is located in Downtown Portsmouth. The new Hall includes college sports, media, Olympic, golf and Redskins exhibits, hands-on baseball, basketball, football and soccer activities, interactive games and activities, and auto racing computer simulators. The Hall's Digital Theater features a 16-foot high-definition screen and will be a great place to learn about Virginia's sports traditions and to watch special events and games live!

[More>>>](#)

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

The National Baseball Hall of Fame and Museum celebrated Ballparks Weekend, June 18-19, with the grand opening of *Sacred Ground*, a new



Joining the dedication ceremony at the new Virginia Sports Hall of Fame in Portsmouth are (l-r) **Ace Parker** (Class of 1972), **Bill Dudley** (Class of 1972), **Bruce Smith** (Class of 2005), Senator **George Allen**, Portsmouth Mayor **James Holley III**, **Jimmy Williams** (VSHF Board Chairman) and **Bob Aston** (VSHF Board President).

exhibit devoted to exploring ballparks of past and present.

Located on the Museum's third floor, *Sacred Ground* features more than 200 artifacts and numerous interactive displays in 1,800 square feet of exhibit space. Among the most notable artifacts in the exhibit: a scoreboard "pin-wheel" from Comiskey Park; a ticket booth from Yankee Stadium; a turnstile from the Polo Grounds; a cornerstone from Ebbets Field; Walter Johnson's locker from Griffith Stadium; and the on-deck circle from Forbes Field.

The exhibit is open to all Museum patrons at no additional cost and includes a special interactive section dedicated to music at the ballpark..

[More>>>](#)

TOP OF THE CLASS

Many of IASMHF members have either recently inducted or announced their newest class of inductees. [Click on "More>>>"](#) to learn about these sports greats.

College Football Hall of Fame

(South Bend, Indiana)

Class of 2005 (Division 1-A): Players: Cornelius Bennett, Tom Curtis, Anthony Davis, Keith Dorney, Jim Houston, John Huarte, Roosevelt Leaks, Mark May, Joe Washington, Paul Wiggin, David Williams; Coaches: Pat Dye, Don Nehlen.

[More>>>](#)

Delaware Sports Hall of Fame

(Wilmington, Delaware)

Class of 2005: Mel Brooks, Sr. (football), Susan Delaney-Scheetz (lacrosse), Ace Hoffstein (basketball), Bob Mattson (Swimming), Tom Mees (broadcasting), Mike Neill (baseball), Joe Purzycki (football), John Taylor (football), John Townsend (baseball), Jim Walls (multi- sport athlete)

[More>>>](#)

National Polish-American Sports Hall of Fame

(Hamtramck, Michigan)

Class of 2005: Bob Brudzinski, Ron Reed and Ted Kwalick.

[More>>>](#)

PEOPLE

Tribute to Tony Trabert

The International Tennis Hall of Fame (Newport, Rhode Island) announced a special evening honoring Tony Trabert, a 1970 Hall of Famer and President of the International Tennis Hall of Fame. This grand tribute, entitled *A Salute To Tony Trabert*, took place on Tuesday evening, May 3rd at the '21' Club in New York City.

Fifty years ago, Trabert served up one of the best years in tennis by an American, winning the 1955 men's singles championships in France, Wimbledon and the U.S., capturing 35 titles, with a singles match record of 104-5, that included a streak of 10 consecutive tournament titles.

[More>>>](#)

Hanson to Receive 2005 NFF Gold Medal

Ron Johnson, Chairman-Elect of The National Football Foundation & College Hall of Fame (NFF), announced that Jon F. Hanson, long-time NFF Chairman, real estate and business leader, will be the 2005 recipient of its Gold Medal.

The highest and most prestigious award bestowed by the Foundation, the Gold Medal has been awarded annually since 1958 and recognizes an outstanding American who has demonstrated integrity and honesty, achieved significant career success and has reflected the basic values of those who have excelled in amateur sport, particularly football.

[More>>>](#)

Do you want to share news about your organization? Be sure to e-mail your press releases and related images to the IASMHF Communications Committee. Place us on your mailing list today.....pete.fierle@profootballhof.com

MUSEUM MATTERS

Issues and Topics Affecting the Sports Museum Industry

Crown Jewels of the Game

A Cooperative Effort Between Two Sports Museums

By Jason Aikens

Collections Curator – Pro Football Hall of Fame

In the winter of 2005 the Pro Football Hall of Fame in Canton, Ohio and the World Golf Hall of Fame in St. Augustine, Florida collaborated in a joint effort to develop an exhibit titled “The Crown Jewels of the Game.”



The exhibit debuted at the World Golf Hall of Fame in time for the festivities that surrounded Super Bowl XXXIX in Jacksonville, just north of St. Augustine. The Pro Football Hall of Fame loaned more than 150 artifacts and archival materials from its Super Bowl collection with a total value of approximately \$150,000 to the World Golf Hall of Fame for the exhibit.

The highlights of the exhibit included AFC and NFC Championship Game trophies, a complete set of Super Bowl programs (Super Bowl I to Super Bowl XXXVIII), the Pro Football Hall of Fame’s Super Bowl flip coin and newspaper headline collection as well as game used equipment from players and Pro Football Hall of Fame members who played in the Super Bowl. Also included in the exhibit was a complete set of

Super Bowl rings and the Vince Lombardi Super Bowl Trophy that were generously loaned from the National Football League.

Attendance Spike

A football exhibit in a golf museum might seem like a strange combination but the exhibit turned out to be a good cross promotion between the Pro Football Hall of Fame and the World Golf Hall of Fame. With many football fans from all over the country, and the world, flocking to Jacksonville for the Super Bowl, the World Golf Hall of Fame experienced a significant spike in attendance during the winter months. In fact, the attendance increase was so tremendous that the loan was extended through April, 2005.

Andy Hunold, Director of Exhibits and Collections for the World Golf Hall of Fame, was quite pleased with the exposure the exhibit created. “With the Super Bowl being held in Jacksonville, many of our guests were aware of our project from local news outlets,” he commented. “One of the largest media responses came when the Lombardi and Rozelle trophies were delivered via armored vehicle. The magnitude of that news event was evident in the following day’s sports headlines.”

The loan and exhibit also served to fulfill the Pro Football Hall of Fame’s educational outreach mission to work with the communities of NFL teams (in this case the Jacksonville Jaguars) and to work with non-profit educational institutions. The Pro Football Hall of Fame strives to observe the highest museum standards in completing its loans.

According to Hunold, the exhibit served the World Golf Hall of Fame’s needs as well, “ultimately, the combined passion for the games coupled with the utmost respect for one another, allowed for a final product that exceeded all of our expectation levels. The project was extremely gratifying for us – from day one to return date.”

He added, “working directly with other profes-

sional institutions ultimately provides us with immediate brand recognition and the rewards are far greater.”

The Loan Process

The Pro Football Hall of Fame usually requires the borrowing institution to send a letter of request before beginning the loan process. After receiving the letter of request, a list of available cultural resources is sent to the potential borrower.

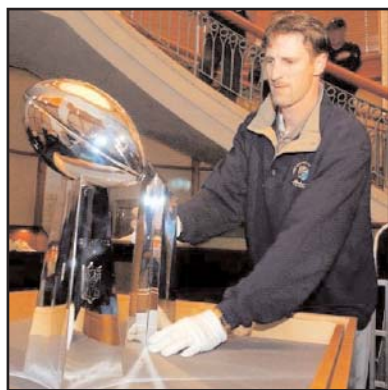
The Pro Football Hall of Fame restricts its lending to cultural resources in its collection that are in storage and that are in good condition. The Pro Football

Hall of Fame will loan cultural resources in its collection that are in poor condition if the borrower agrees to pay for restoration of the object by a museum conservator.

Once a group of cultural resources is agreed upon, the Pro Football Hall of Fame sends a loan agreement to the borrower. This document states that the borrower is responsible for all packing and shipping costs for the loan. Furthermore, the borrower is responsible for any damages or any loss of objects while they are in transit to and from the borrower as well as while they are on display at the borrowing institution.

The agreement also states that loaned items will be insured by the borrower while the objects are in transit and on display at the borrowing institution. The loan agreement lists the value and condition

of all cultural resources being lent. The values listed determined the amount of insurance needed.



Packing Guidelines

When the loan of objects is ready to be shipped, the Pro Football Hall of Fame's Collections Curator is responsible for packing all materials according to professional museum standards. All three dimensional objects are placed into individual boxes and are wrapped in bubble wrap or suitable material. Although bubble wrap is not acid free and not recommended for storage, it is a good packing material for short term transit. Textiles can be shipped flat with several textiles stacked on top of each other and buffered with tissue paper between each piece.

Paper objects are usually placed in acid free materials and are surrounded by a stiff support material that will prevent any bending. Non-corrugated cardboard such as thick four-ply matting board is a good support material. All objects must be packed to the point that no shifting will occur in transit.

All boxes are then placed in wooden crates. The wooden crates help prevent any punctures occurring to the objects while in transit. The Pro Football Hall of Fame outsources its crating construction and also purchases Cabbage Cases which are wooden crates with a plastic coating. These crates have a foam interior and can be

customized to include wheels and locks.

Shipping Options

The Pro Football Hall of Fame relies on rapid transit companies, which can insure the objects in transport, to ship all of its objects. Many of the larger overnight transit companies will not insure irreplaceable objects or have limits in the amount of insurance they will place on their shipments.

Many museums turn to “fine arts” shippers for all their transportation needs. These fine arts are more expensive than commercial rapid transit shippers but have many advantages. They are equipped with air ride environmental control vehicles. The air ride system will prevent any unnecessary vibration occurring to your loaned objects.

Long term rapid changes in environment can also be detrimental to your collections and are avoided with fine arts shippers. Fine arts shippers will also insure cultural resources in transit and their personnel are trained in how to safely move rare and fragile collections. Because of the great care that fine arts shippers use in handling shipments object often only need to be boxed not crated. Fine arts companies can also reduce the cost of their shipments if they are given a flexible time period from which they can deliver and pick up shipments.

Other options for transporting objects include using private couriers or having the borrowing institution pick up and deliver the shipment themselves. The World Golf Hall of Fame has its own pick up and delivery vehicles. In this exhibit, the World Golf Hall of Fame used its own vehicles and staff to transport these items. This personal service reduces security risks.

Many museums also ask for an American Association of Museums approved “Standard Facilities Report” from any potential borrower. The facilities report lists the environmental, lighting and security conditions for a borrowing institution. It may difficult to obtain to a “Standard Facilities Report” from many of the non-traditional institutions that sports halls of fame lend to such as sports teams. In such an instance, a

lending institution should find out as much as possible about the borrowing institution. Is the facility climate controlled? What kind of security measures are employed? What is the lighting situation?

By taking many of the precautions and guidelines listed above, sports halls of fame will find that lending materials is very beneficial to both institutions.

* * *

Jason Aikens earned a B.A. in History from Michigan State University and his Masters in History from Western Michigan University. He joined the Pro Football Hall of Fame in 1997.

Please feel free to contact him concerning any questions related to this article. He can be reached at 330-456-8207, x101 or jason.aikens@profootballhof.com.

MUSEUM MATTERS is a new feature to the IASMHF newsletter that focuses on topics that affect the museum industry.

We welcome submissions by members who would like to share their knowledge on particular areas of expertise that will help the continued education of our peers in the sports museum field.

Please submit articles to the Communications Committee at:

pete.fierle@profootballhof.com

FROM THE PRESIDENT *(continued from p. 1)*

countless dollars of consulting fees – just because I could pick up the phone and chat through a situation with another like minded individual, or access the concept of a program and ask what their experience had been.

I cannot urge you strongly enough to add the IASMHF conference to your agenda for this fall. The sessions look fabulous, with many outstanding speakers. Even if there isn't a specific session that calls to you (and that would be hard to conceive), your access to networking and the trade show will pay for itself over the coming months. Of special note are the "community of practice" dinners on Wednesday night. These, new to the agenda this year, promise to be excellent opportunities to share the specific issues of your position – whether it be as the Executive Director, the Curator, Programmer or Marketing person within your organization. In fact, if at all possible, it is an excellent opportunity to bring more than one person from your organization.

Finally – Calgary is a beautiful and interesting city, located just one hour from the Rocky Mountains. An opportunity to visit such a wealth of internationally renowned cultural and recreational facilities as offered by Calgary is a not to be missed opportunity.

I look forward to seeing you there, and helping you regain that passion after another challenging year of celebrating sports heritage.

Regards,

Karen Hewson, IASMHF President

GET INVOLVED

The power of IASMHF is the ability of tap into the vast knowledge of sports museums by the association's members. Getting involved is a great way to expand your knowledge and build your contacts while helping the association and other institutions. Do you have an idea? Do you want to share a comment? Do you want to join a committee?

Contact IASMHF Executive Director Karen Bednarski at :

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A PICTURE IS WORTH A THOUSAND WORDS....*(from page 1):*

This mid-19th century glove, that is part of the International Tennis Hall of Fame & Museum's collection, was used for one of the regional ball games grouped under the generic title *jeux de paume* - games where the ball was struck with the hand. These games were the predecessors of modern racket sports that include tennis, court tennis, and squash.