

ASSOCIATION NEWS

Board of Directors holds semi-annual meeting in Baltimore

The International Sports Heritage Association's Board of Directors had its semi-annual meeting in Baltimore on March 16-17, 2007. The Board held the two-day session at the Babe Ruth Birthplace and Museum/Sports Legends at Camden Yards. A variety of topics were discussed that included membership policies, Website, and sites for future annual conferences.

A recurring theme that seems to be the focus of the current Board is how to engage members in realizing the full benefits of ISHA. The Board strongly feels that outreach is necessary to capitalize on the talents, expertise, and input from the wide-ranging membership of the organization. As such, the following is a call to action for members to get involved in one of more of ISHA's committees. Please review a summary of the committees and volunteer your time (as little or as much as you can) that best suits your job talents. You should contact the committee chair to join and get started making ISHA a better organization.

Membership Committee

Chair: Meredith Potter, New Jersey Sports Hall of Fame (mpotter@njsea.com or 201-842-5123).

Members: We are currently looking for members to volunteer for the membership committee.

Description: The membership committee assists the executive director in contacting current members to remind them to renew their membership. The overlying mission of the committee is to attract new members to ISHA.

Finance (Audit) Committee

Chair: Ed Harris, National Sports Foundation/National Sports Museum & Library (eharris@natlsportsfoundation.com or 678-417-0041).

Members: Jackie Decell, Georgia Sports Hall of Fame; Lynne Draper, Oklahoma Sports Hall of Fame and Jim Thorpe Museum.

Description: This committee is responsible for assisting the Board in its oversight of the integrity of the financial and related information of the Association including its financial statements, the internal controls and procedures for financial reporting, and the processes for monitoring legal and regulatory requirements. Additionally, the committee is charged with recommending financial proposals to the Board as necessary to strengthen and maintain the Association's fiduciary well being.

Communications Awards Committee

Chair: Nicole Markham, International Tennis Hall of Fame & Museum (markham@tennisfame.com or 401-849-3990).

Members: Rand Jerris, USGA Museum & Archives; Jack Huckel, National Soccer Hall of Fame.

Description: The communication awards recognize excellence in publications created by member organizations. The Communication Awards Committee evaluates submissions in the following categories on

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an annual basis: (1) Books and Exhibit Catalogues; (2) Programs, Annual Reports and Magazines (more than 12 pages); (3) Newsletters and Programs (12 pages or less); (4) Brochures, invitations, cards or flyers; (5) Educational/Public Programming materials; (6) Video presentations; and (7) Websites.

Schroeder Award Committee

Chair: Rand Jerris, United States Golf Association Museum and Archives (RJerris@usga.org or 908-470-1991).

Members: This committee is comprised of two past recipients of the Schroeder Award, two Past Presidents of the Association, and one active member of the Board.

Description: The Schroeder Award Committee is charged with soliciting and reviewing nominations for the Bill Schroeder Award, the highest honor presented annually by the Association for distinguished service to sports museum community. The committee is not charged with final selection of the award recipient, but rather with identifying the best potential recipients and forwarding a recommendation to the ISHA Board.

Conference Committee

Chair: Sheila Kelly, Saskatchewan Sports Hall of Fame and Museum (skelly@sshfm.com or 306-780-9233).

Members: Mike Gibbons, Babe Ruth Birthplace and Museum/Sports Legends at Camden Yards

Description: The conference committee works with the Conference Local Arrangements Committee to develop an overall conference theme, develop sessions, recruit speakers, plan events and coordinate the scheduling of the entire conference. The Committee is also responsible for the development and design of all print materials associated with the Conference. In conjunction with the President and Executive Director, the committee will coordinate the Annual Business Meeting.

Communications Committee

Chair: Pete Fierle, Pro Football Hall of Fame (pete.fierle@profootballhof.com or 330-456-8207, x140).

Members: Newsletter: Currently looking for volunteers. Website: Karen Hewson, Canadian Golf Hall of Fame and Museum; Nicole Markham, International Tennis Hall of Fame & Museum; Meredith Potter, New Jersey Hall of Fame.

Description: The communication committee is comprised of two facets – the newsletter and the website. It is responsible for publishing the quarterly newsletter that includes soliciting articles and material for the newsletter that is published in March, June, September and December. Those involved with the website were responsible for the redesign that will be relaunched in the upcoming month. Future responsibilities for the website will require committee members to oversee the editorial control and publishing of content on a regular basis.

Nominating Committee

Chair: Karen Hewson, Canadian Golf Hall of Fame (khewson@rcga.org or 905-849-9700, 213).

Members: We are currently looking for a member to volunteer for the nominating committee.

Description: This committee, chaired by the Immediate Past President, prepares and facilitates the nomination slate of the Governing Board officers and Board Members at Large. Please be aware that anyone serving on the nominating committee is ineligible to be added to the nomination slate for the year in which they serve.

New members

Please join the Board in welcoming the newest member to the International Sports Heritage Association.

• **Canadian Baseball Hall of Fame & Museum** (St. Marys, Ontario, Canada)



ISHA annual conference set for Fall 2007

The International Sports Heritage Association's 37th Annual Conference will be held in Macon, Georgia on October 24-26, 2007. The Georgia Sports Hall of Fame will serve as the conference host.

More details on the conference will be forthcoming but in the meantime, please mark your calendars now.

For more about the Georgia Sports Hall of Fame, visit their website at:

<http://www.gshf.org>

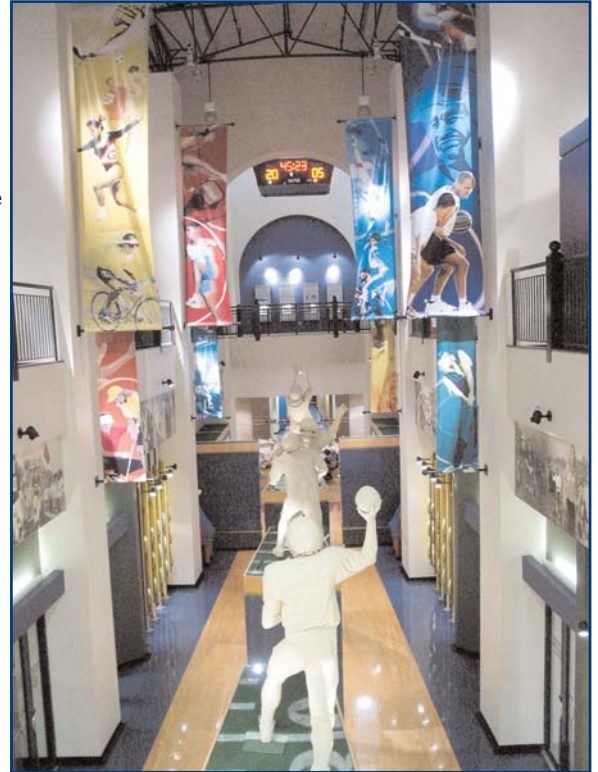


Photo: An overhead view of the Hall of Fame corridor at the Georgia Sports Hall of Fame. The HOF Corridor houses individual exhibits for the most recent class of inductees as well as plaques representing each induction class.

HOW TO USE THE LIST SERVE

A great benefit of your membership to the International Sports Heritage Association is the ability to share and gain knowledge with a vast cross-section of professionals in the industry. The easiest and most efficient manner in which to achieve this is to utilize our List Serve. Here's how to do it.

To send a message to the entire list of subscribers, simply address your e-mail to members@sportsheritage.org. You must meet two requirements for success: (1) you must be subscribed to the list yourself, and (2) you have to send your message to members@sportsheritage.org from the e-mail address that the list has on record for you. In other words, if you receive e-mail from the list at your office e-mail address, you must also send it from that address in order to have your message go through.

This is a great way to pose a question to the group at large, to make an announcement, or to send out a cry for help on a vexing problem that one of your colleagues may have just solved (and would be happy to share the solution).

List Serve Etiquette. When you receive a message from the list serve, clicking your "reply" button will send your reply only to the originator of the message you are replying to, so that *member mailboxes don't get cluttered with too much list serve mail*. But if you believe your reply may be of interest to the whole group (such as when a general discussion is going on), you can manually replace the "Send" address with the list serve address (members@sportsheritage.org), and your replying message will then go to the whole list and everyone can benefit from your message.



SPECIAL FEATURED NEWS ITEM

ISHA President honored

Dave Chase, the President of the International Sports Heritage Association, was named the Sportsman of the Year by the (Memphis) Commercial Appeal. The following article appeared in the newspaper on December 25, 2006.

The right stuff

Redbirds president and general manager Chase is using baseball to make a difference

By Jim Masilak / masilak@commercialappeal.com

The Mayor of the Winter Meetings had just experienced his greatest moment in 30 years of baseball, but Dave Chase was in no mood to celebrate. An hour or so after it was announced that Memphis would host Major League Baseball's new National Civil Rights Game, the Redbirds' president and general manager -- the man who conceived the event nearly two years earlier and had seen it come to fruition -- was locked in a subdued state of reflection.

"It was incredibly emotional," Chase, The Commercial Appeal's Sportsman of the Year for 2006, said of that recent day in Orlando during baseball's annual winter meetings. "It seems like only yesterday I was no one and now people joke that I'm the Mayor of the Winter Meetings.

"Everything I've done in baseball has been to benefit the industry, and to have an event as important as the National Civil Rights Game, knowing we're bettering the games of major league, minor league and youth baseball, it was overwhelming.

"I don't know how many chances you get to make a difference," Chase added, "but I think we will with the Civil Rights game."

On March 31, the St. Louis Cardinals will meet the Cleveland Indians in an exhibition game at AutoZone Park to benefit the National Civil Rights Museum.

The festivities will include MLB's planned Beacon Awards, player visits to the museum and a short documentary by Spike Lee.

"This event will put Memphis into the national limelight in a major, major way," National Civil Rights Museum president Beverly Robertson said.

The game will be televised by ESPN and, if it's successful, will likely become an annual event in Memphis. If it's really successful, there's a chance it could eventually become a regular-season game.

"The memo we have from Major League Baseball mentions that possibility," Chase said.

Chase came up with the idea of a Civil Rights game after the Toronto Blue Jays and Cincinnati Reds played here on the eve of the 2005 season. The Redbirds have a handshake agreement with their parent club to bring the Cardinals to AutoZone Park on a biannual basis. But Chase was looking for a way to bring two major league teams to Memphis every year, preferably without the \$125,000-per-team appearance fees com-



Courtesy of the Memphis Redbirds

A voracious reader who developed his social conscience early in life, Dave Chase uses his network of baseball contacts to work for the betterment of all.



manded by the Blue Jays and Reds. That's where the National Civil Rights Museum came in.

"It dawned on me that the one thing we had that none of (the other cities vying for exhibition games) had was the Civil Rights Museum," Chase said.

With Memphis' prominent place in the civil rights movement, the city's rich Negro League heritage, the Redbirds' RBI and STRIPES programs for inner-city children and the game's proximity to April 4 -- the anniversary of Martin Luther King Jr.'s assassination at the old Lorraine Motel -- Chase thought AutoZone Park would be the perfect place for such a game.

Major League Baseball, which takes great pride in its role in desegregation, embraced that vision following an aggressive campaign by the Redbirds.

"Dave Chase has shown tremendous leadership there in Memphis," said Jimmie Lee Solomon, MLB executive vice president of baseball operations. "I've got to tell you, it was his vision and steadfastness that kept us focused on this."

For Chase, 52, the press conference in Orlando to unveil the game served as a crowning moment in a life devoted to baseball. They may call him the Mayor of the Winter Meetings these days -- few people in baseball have been attending longer than Chase -- but it wasn't always thus.

The oldest of seven children, Chase, whose stepfather worked two and sometimes three jobs to keep the family going, "did not spend one day in college."

He attended broadcasting school in Washington, but was otherwise self-educated from high school on.

"I just read," said Chase, who now has a library at home with more than 4,000 volumes.

He had a ravenous appetite for history, particularly American history, and a social conscience that grew stronger as the tumultuous 1960s heated up. Chase worked on his first political campaign as a 14-year-old. At 18, he says, he was the youngest Democratic committee man in New York.

"That was bad news for my family," he quips, "because they were Republicans."

Soon, though, the lure of baseball, at first a leisurely outlet for a serious young man but now growing into a passion as strong as his thirst for knowledge, overwhelmed him. So it was that 30 years ago, having saved 18 months' worth of pay from the Grand Union grocery store, Chase traveled to Los Angeles for baseball's winter meetings.

The 22-year-old from Beekman, N.Y., had no contacts to speak of, hadn't attended college and had never seen a minor-league game, but he hoped nonetheless to score a job at baseball's great bazaar. Chase talked his way into an interview with the Asheville Tourists and was offered \$50 a week to work in sales for the club. He turned it down.

"I said, 'No. There's got to be another job,'" Chase recalled.

There wasn't.

As he prepared to leave L.A., MLB announced the site of the 1977 winter meetings: Honolulu.

Broke and dejected, Chase returned to the Grand Union, his future uncertain. But as the '77 meetings approached, a contact he made the year before helped him get a seat on a charter from L.A. to Hawaii.

"Everyone in the Northeast baseball establishment was on that charter, including everyone from (commissioner Bowie Kuhn's) office," Chase said.

The networking began anew.

And because it was so difficult to get there unless you were already in baseball, Chase found few rivals for jobs in Honolulu.

He was hired, "sight unseen, voice unheard," as the radio play-by-play man for the Atlanta Braves' Double-A affiliate in Savannah, Ga. Upon returning home to New York, Chase loaded up the 1968 Chevy Nova he bought from a friend for \$50 and embarked on the 22-hour drive to Savannah in a blizzard.

This being in the days before cell phones were as common as \$10 million-per-year players, officials from Savannah were unable to get in touch with Chase and inform him that the team didn't actually have a radio deal, and that his services wouldn't be needed. Blissfully unaware, Chase arrived in Georgia, digested the



bad news and accepted a consolation offer to become the team's assistant general manager.

"I said, 'There's no way I'm going home,'" Chase recalled. "That's where I learned the business of baseball. And I got the chance to meet Hank Aaron."

At last, Chase had broken into the notoriously difficult-to-crack baseball world. He's been in it ever since, working in places like Anderson, S.C., Durham, N.C., and, in 1979, with the Memphis Chicks.

Chase spent 17 years at Baseball America before moving back to Memphis in 1999 as president of an as-yet-unrealized minor-league baseball museum.

In 2002, he took over as the Redbirds' president and GM, a position in which he has been able to put his extensive contacts in the baseball world to greater use.

"The baseball business, like any other business, is built on relationships. Dave has come to gain the respect and admiration of many in the sport of baseball," said the civil rights museum's Robertson. "Memphis is fortunate to have someone as passionate about making a difference in the city he lives in as Dave Chase is."



Courtesy of the Memphis Redbirds

As the Redbirds prepare to celebrate their 10th year in Memphis, Chase said the opportunities to expand the charitable reach of the nation's only not-for-profit baseball club are greater than ever.

"We've had 10 years of taking care of kids through RBI and STRIPES," he said. "By creating the civil rights game, we have set the stage for what the next 10 years will be about, and I think it's pretty exciting."

Kerry Sewell, the Redbirds' vice president of ticketing who also played a major part in making the Civil Rights game a reality, said the event never would have happened without Chase's leadership.

"He always tells us, 'Don't lose sight of our significance in baseball. Don't tell yourself that we're only Triple-A in Memphis, but a significant player in the country,'" Sewell said. "That enables you to go to Major League Baseball and say, 'Not only do we have the ability to do this, it's our mandate.'"

"That doesn't happen if we don't have Dave in that desk, with his relationships and his passion.

"Dave Chase gives us a voice at the table."

Previous sportsmen of the year

2005: Jerry West, Tommy West | 2004: DeAngelo Williams | 2003: Shaun Micheel | 2002: Willie Herenton | 2001: J. R. 'Pitt' Hyde III, Staley Cates, Alan B. Graf Jr., Marty Regan, Gayle Rose | 2000: Dean Jernigan, Kristi Jernigan, John Calipari | 1999: David Gossett | 1998: Verties Sails | 1997: Charles Hudson | 1996: Nikki McCray, Rochelle Stevens, Cindy Parlow | 1995: Penny Hardaway | 1994: Loren Roberts

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PRESERVING OUR PAST

News and announcements from members of the International Sports Heritage Association and how member institutions are helping to preserve sports heritage.

British Columbia Sports Hall of Fame and Museum reopens

The BC Sports Hall of Fame and Museum was pleased to announce in late January that the museum was once again open to the public. It been closed for three weeks while work was completed on the roof of B.C. Place Stadium which deflated in extreme weather during major rain and wind storms.

The BC Sports Hall of Fame and Museum is 20,000 square feet of exhibit space. Since 1966, 48 teams and 282 individuals have been inducted to the Hall of Fame. The collection represents over 100 years of BC sport history with over 20,000 artifacts and 25,000 archival items.

Motorcycle Hall of Fame Museum announces "Malcolm!" - new exhibit honoring multi-faceted Malcolm Smith

The Motorcycle Hall of Fame Museum in Pickerington, Ohio recently announced "Malcolm!," a new exhibit honoring the legendary career of off-road racing champion, movie star, motorcycling ambassador, tireless fundraiser and mega-dealer Malcolm Smith. Inducted into the Motorcycle Hall of Fame in 1998, Smith - supported by noted colleagues and friends - will return to help dedicate "Malcolm!" on July 26, 2007 at the Motorcycle Hall of Fame Museum. The dedication ceremony will be preceded by a special June 7 exhibit preview and Museum fundraiser at Smith's Riverside, CA, dealership.

"Malcolm!" is the fourth in a series of *Legends* exhibits at the Motorcycle Hall of Fame Museum. Curated by long-time friend and colleague Tom White of White Brothers Performance, the exhibit will feature machines and memorabilia from Smith's own collection. Significant motorcycles will include Smith's first race bike, a 1950 Matchless, and the Husqvarna 400 Cross he rode in On Any Sunday. Additional bikes include Smith's first-ever motorcycle, a Lambretta 125DL, and the 1967 Husqvarna ISDE 250 he rode to his first ISDT gold medal. Ephemera such as trophies from Smith's Baja 1000 victories, ISDT gear, personal photographs and previously unseen video will illustrate his illustrious career.

Legends Tennis returns to the International Tennis Hall of Fame

The International Tennis Hall of Fame in Newport, Rhode Island announced it will host the Gibson Guitar Champions Cup beginning this summer featuring Hall of Famers and former world No. 1 champions Jim Courier, John McEnroe and Mats Wilander. The tournament will be played on the Hall's legendary grass courts August 22-26, 2007. The announcement was made by Chris Clouser, Chairman of the International Tennis Hall of Fame's Executive Committee.

The three Hall of Famers will be joined by five other tennis champions in the five-day singles round-robin competition, one of six tournaments in the 2007 Outback Champion Series. Courier, McEnroe and Wilander's legendary careers alone account for 133 singles titles, 18 Grand Slam singles championships, and holding down the World No. 1 ranking for 248 weeks. The other five Champions players to be announced will meet the Series' criteria of either having held a top 5 singles ranking, been a Grand Slam singles finalist or a singles player on a Championship Davis Cup team during their ATP tour playing careers.



PEOPLE

Denny Matthews named winner of 2007 Ford C. Frick Broadcasting Award

The National Baseball Hall of Fame and Museum in Cooperstown, New York announced that Denny Matthews, the voice of the Kansas City Royals for 38 years, has been named the 2007 recipient of the Ford C. Frick Award, presented annually for major contributions to baseball broadcasting. Matthews will be honored with the award during Hall of Fame Induction Ceremonies on Sunday, July 29 in Cooperstown, N.Y.

Matthews is just one of eight announcers in Major League Baseball history to spend an entire career with one club with at least 35 consecutive seasons behind the microphone. He joins Vin Scully (Dodgers, 56), Jack Buck (St. Louis, 47), Jaime Jarrin (Los Angeles, 44), Joe Nuxhall (Cincinnati, 40), Phil Rizzuto (Yankees, 40), Mike Shannon (St. Louis, 35) and Richie Ashburn (Philadelphia, 35) as the only broadcasters to accomplish the feat.

No one has seen more Royals games than Matthews during his 38 years with Kansas City. He was chosen from more than 300 applicants for the number two announcer position alongside Bud Blattner prior to the Royals initial season in 1969, before taking over the number one job following the 1975 season.

The Ford C. Frick Award is voted upon annually and is named in memory of the sportswriter, radio broadcaster, National League president and Baseball commissioner.



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National Football Foundation hires Len Stachitas to head Play It Smart

The **National Football Foundation & College Hall of Fame** (NFF) announced in January that **Len Stachitas** will become the executive director of *Play It Smart* and vice president of the NFF. *Play It Smart* is the NFF's highly successful mentoring program that has changed the lives of thousands of at-risk student-athletes over the last nine years.

Stachitas, the current vice president for Resource Development for the World Golf Foundation's The First Tee program, will assume his new responsibilities on Feb. 1, 2007. As executive director, Stachitas will oversee the day-to-day operations of *Play It Smart* while seeking to expand the program's reach through new fundraising initiatives and strategic partnerships.

"The goal is to reenergize *Play It Smart* and help even more kids," said NFF President Steve Hatchell. "We have built a great blueprint for the future, and Len will provide us the leadership to get to the highest levels of achievement. His accomplishments at The First Tee in terms of organizational development and fundraising dovetail beautifully with *Play It Smart*."

CAREER OPPORTUNITIES

Please remember, that as part of your membership, you are entitled to advertise positions in the ISHA's quarterly newsletter. Send postings to: Karen Bednarski at info@sportsheritage.org.

Exhibit Coordinator

The Exhibit Coordinator will identify, acquire, establish and maintain control of all physical memorabilia, artifacts and properties of the **National Sports Museum**.

Responsibilities include:

- To serve as liaison to the Exhibit Designer and Copywriter in order to ensure memorabilia and artifacts are being identified and acquired in accordance with the established storyline and timeline during the Museum's pre-opening/development process.
- Coordinate acquisition, delivery, storage and display of all artifacts.
- Serve as liaison to NSM's partners (i.e. sports museums, halls of fame) in order to obtain items per existing partnership agreements. Identify alternative sources (i.e. private collections) as necessary.
- Post-opening: establish cataloging system and preservation/maintenance protocols for artifacts on display.
- Source and research new display items as required.
- Oversee budget designed to cover shipping, handling and storage of initial collection, as well as identifying budgetary needs for proper preservation going forward.

Qualified individual will have related degree with 3-5 years related museum experience. Experience to include artifact acquisition, exhibit development process, cataloging, display, and preservation. Strong interpersonal skills required. Knowledge of sports and sports history preferred.

http://nationalsportsmuseum.precisionhire.com/cndjobs_list.asp?idx=589



Development Positions

The **Motorcycle Hall of Fame Museum**, a non-profit in Pickerington, Ohio, seeks two qualified individuals to manage diversified fundraising programs.

Vice President of Development and Institutional Advancement

Job Code MM 182

We seek an individual who has successfully managed a capital campaign of \$10+ million. In addition, this individual must be experienced in developing and implementing campaign strategy and experienced in managing annual fund programs, major gift solicitations, planned giving, direct mail fundraising solicitations, sponsorships, grants and volunteer development. Strong interpersonal, organizational and writing skills are required. Experience in motorcycling/motorsports a plus. Moderate travel and a friendly working environment.

Annual Fund Manager

Job Code MM 181

We seek an individual successful in fundraising including annual fund, direct mail campaigns, donor clubs, and volunteer management. An understanding of planned giving, grant writing and special events management is helpful. Candidate must have thorough knowledge of computer and database management, and possess strong interpersonal, organizational and writing skills. Experience in motorcycling/motorsports a plus. Some travel and weekends required.

The Museum offers a competitive salary, an excellent benefits package and a friendly work environment.

Qualified applicants should send resume and salary requirements to: (include job code)

Motorcycle Hall of Fame Museum
Human Resources – Job Code MM____
13515 Yarmouth Drive
Pickerington, OH 43147
Fax: (614) 856-1920
Email: humanresources@ama-cycle.org

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PICTURE PAGE



The Georgia Sports Hall of Fame (GSHF) in Macon, Georgia will host the 2007 ISHA Annual Conference in October. Built to resemble a turn of the century ballpark, the GSHF is the largest state sports museum in the United States.

The International Sports Heritage Association's newsletter is published quarterly. Our next edition will be published in June 2007. Members are encouraged to submit material for the newsletter. Please send information to Pete Fierle at pete.fierle@profootballhof.com and/or info@SportsHeritage.org. In the meantime, our PDF format allows you to easily pass it on, so go ahead and forward our newsletter to others who may be interested in sports heritage!

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