



I A S M H F

International Association of Sports Museums and Halls of Fame

2005, Issue 1 (March)

FROM THE PRESIDENT



I have great hope that you will each be reading this in lovely spring weather – even those of us in the farther north regions. It has not been a great winter, not just by the thermometer but in the sports preservation industry there have been some significant changes.

As sports halls of fame and museums, most not-for-profit, we have engaged the public to perceive us as responsible institutions that are safe keepers of heritage. In the demand/desire to enhance our place in the world of attractions, public awareness and relevancy, each of us has to make decisions every day balancing our responsibility and yet engaging the public, and the public dollar.

It is of the utmost importance that within these conflicting demands we maintain a sense of who and why we are. This winter has seen some drastic actions within the sports heritage industry. On December 31, 2004, the Pro-Rodeo Hall of Fame closed its doors and dismissed its staff without notice. The Pro-Rodeo Hall of Fame was and is no fly by night operation, having celebrated its 25th anniversary last year. Yet the governing organization saw the closure and dismissal of staff as a legitimate method of response to budget demands. Canada's Sports Hall of Fame, another 35-plus year institution, has had to let its staff go indefinitely due to financial issues. Others, some of the largest institutions within our organization, are faced with oversized opera-

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ASSOCIATION NEWS

Conference Update

IASMHF's 35th Annual Conference will be held on October 19-21, 2005 in Calgary, Alberta. This year's conference, titled *Promoting Cultural Identity Through Sports*, is being held jointly with North American Sports Libraries Network (NASLIN) and the Canadian Association for Sport Heritage (CASH). A wide array of topics will be presented along with a terrific menu of leisure activities.

The final planning stages are taking place now and a conference brochure will be sent to our membership in late April. In the meantime, be sure to mark your calendar and make plans to bring your spouse and family with you.

Awards

The IASMHF Awards Committee would like to remind all members that the entry forms for the Communication Awards and the "Bill" Schroeder Distinguished Service Award will be sent out in the next couple of months.

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A PICTURE IS WORTH A THOUSAND WORDS. . .(see p. 9 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.

NEWS, NOTES, and ARTIFACTS

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

College Football Hall of Fame (South Bend, IN)

In recognition of Black History Month, the museum presented a program called, *The Field Generals, an African American NFL Quarterback Club*.

On hand at the Hall on Feb. 22 for a luncheon and panel discussion on race relations were Doug Williams, Randall Cunningham, Warren Moon, Marlin Briscoe and James Harris. [More>>>](#)

Motorcycle Hall of Fame Museum (Pickerington, OH)

The Museum's next major exhibit, "Motocross America," is the first-ever exhibit to chronicle the colorful history of American motocross and will open this spring.

As part of the grand opening celebration, the Motorcycle Hall of Fame Museum will host a "MotoX Reunion" of the legendary racers, tuners and factory stars featured in the exhibit. The event will be held at the Museum on July

14, just before the July 15-17 AMA Vintage Motorcycle Days. [More>>>](#)

Pro Football Hall of Fame (Canton, Ohio)

As part of Black History Month, the museum's Educational Outreach Program presented a seminar titled, *The Changing Role of African Americans in Professional Football* on Feb. 17. A guest panel included Hall of Fame defensive end Carl Eller, USA Today Sportswriter Jarrett Bell, and Fendrich R. Clark, a professor at Mount Union College. [More>>>](#)

National Art Museum of Sport (Indianapolis, IN)

The National Art Museum of Sport at University Place – IUPUI is recognizing the full schedule of women's sports

events in Indianapolis in 2005 by organizing an exhibit of sport art by women artists which opens March 31.

Most of the work will be from the permanent collection, including one of its newest additions, a sculpture of baseball's Yogi Berra by Rhoda Sherbell (*see photo below*).

She is one of over 30 women whose work is included in the Museum collection. [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

TOP OF THE CLASS

Many of IASMHF members have either recently inducted or announced their newest class of inductees. *The date of the induction is noted in italics.* Click on "[More>>>](#)" to learn about these sports greats.

Alabama Sports Hall of Fame (Birmingham, Alabama)

Class of 2005 (*June 12, 2005*) – Modern Category: Rudy Abbott, Robert Brazile, Jeremiah Castille, Jim Fyffe, Chuck Person, Tracy Rocker; Old Timers Category: Billy Atkins, Bob Phillips. [More>>>](#)

International Tennis Hall of Fame (Newport, Rhode Island)

Class of 2005 (*July 9, 2005*) – Jim Courier (*right*), Yannick Noah, Jana Novotna, and Butch Buchholz. [More>>>](#)



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

Class of 2005 (*July 31, 2005*) – Wade Boggs, Ryne Sandberg. [More>>>](#)

National Lacrosse Hall of Fame (Baltimore, Maryland)

Class of 2004 (*Nov. 20, 2004*) – Jane (Diamond) Barbieri, Richard "Dick" Edell, Rosalia Gioia, Jacqueline Hufnell, Barbara Jordan, M. Peter Kohn, Sal LoCascio, Dave Pietramala, Ruth "Stevie" Stevenson and J. Mike Thearle. [More>>>](#)

Pennsylvania Sports Hall of Fame

Class of 2004 (*Nov. 6, 2004*) – Bruce Baumgartner, Jerry Berman, Bud Carson, Gus DeAugustino, Ken Griffey, Arnold "Pope" Galiffa, Mark Gubicza, Dick Haley, Cosmo Iacavazzi, John Mazur, Richard Rydze, Jerry Sandusky, Chuck Sieminski, Dwight White.

Pro Football Hall of Fame (Canton, Ohio)

Class of 2005 (*August 7, 2005*) – Benny Friedman, Dan Marino, Fritz Pollard, and Steve Young. [More>>>](#)

U.S. National Ski Hall of Fame (Ishpeming, Michigan)

Class of 2004 (*Jan. 28, 2005*) – Picabo Street, Donna Weinbrecht, Alan Engen, and Thor B. Grosword. [More>>>](#)www.skihall.com.

New Members

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

- * Atlanta Sports Hall of Fame
- * Chicago Baseball Museum
- * Electrosonic Systems, Inc. (Corporate Associate)
- * Fairbanks Hockey Hall of Fame
- * Michigan Sports Hall of Fame
- * Mason County Sports Hall of Fame
- * Sports Museum of Greece



MUSEUM MATTERS

Issues Affecting the Sports Museum Industry

Google at the Gate

American Libraries (Volume 36, Issue 3, March 2005, pp. 40-43).

A quartet of experts assesses the company's ambitious digitization plan and predicts what it may mean for libraries.

*Now that the dust has settled around Google's much-ballyhooed December announcement that it would begin digitally scanning books from the collections of the world's major research libraries and make them available online (AL, Jan., p. 26-27), are the long-term ramifications for libraries any clearer? American Libraries Managing Editor Gordon Flagg asked four digitization authorities to take part in an e-mail symposium on Google's ambitious project. Participants are **Michael Gorman**, dean of library services at California State Library at Fresno; **Deanna B. Marcum**, associate librarian for library services at the Library of Congress; **Susan McGlamery**, project director for 24/7 Reference and global product manager for cooperative services for OCLC; and **Ann J. Wolpert**, director of the Massachusetts Institute of Technology Libraries. All were e-mailed a set of questions and invited to respond to each other's answers as well.*

AL: Following the announcement of Google's digitization plan, librarians and others made sweeping claims for the project's impact. A month later, what do you foresee as the implications for the larger library world?

MARCUM: Having great numbers of books readily available on the Web will make searching for information much easier for many people. Libraries will be able to offer new, more-customized services to their users.

MCGLAMERY: Google's digitizing initiative will decrease barriers of both access and

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:

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retrieval to significant resources—which would benefit researchers as well as the general public. As with many digitization projects, disintermediation is a challenge. Ideally the project could incorporate a link back to the user's library, where researchers could obtain contextual information (and additional searching assistance if needed). Currently, Open WorldCat records are linked with Google search results, and the Google digitization project presents another such opportunity.

GORMAN: Since scholarly books are, with few exceptions, intended to be read cumulatively and not consulted for snippets of information, making those that are out of copyright available by means of a notoriously fallible search engine seems to be, at best, a misallocation of resources.

WOLPERT: Google's initiative is a wonderful experiment. If successful, it will expose a wealth of historical print material to a worldwide audience of all ages. The sheer scale of the experiment will also spur additional research on search engines, highlight the challenges of preserving digital works, and draw much-needed attention to the dysfunctional aspects of current

copyright regimes.

GORMAN: With all due respect, this response is typical of many in that it contains numerous unverifiable assumptions. How will a “wealth of historical print material” be made available to the world? Any user of Google knows that it is pathetic as an information-retrieval system—utterly lacking both recall and precision, the essential criteria for efficiency in such systems. If you cannot find what you want and if you are lucky enough to find something, it is a paragraph or two wrenched out of context; where is the advance in that? Also, no amount of “research on search engines” is going to overcome the fundamental fact that free-text searching is inherently inferior to controlled-vocabulary systems and will be so until we have computers with the capabilities of human brains. Google is supposed to have complex algorithms but still produces piles of rubbish for almost all searches. You can put lipstick on a pig, but it’s still a pig. What’s more, this program will contribute nothing to the preservation of the human record. In fact, a scheme to transfer recorded knowledge from the stability and fixity of paper to the instability and mutability of digital records is a giant step back.

AL: Do you share some observers’ concern that a for-profit company is poised to become the gatekeeper to the world’s knowledge?

MCGLAMERY: Knowledge is too diffuse and not completely digitized, so it will not factually be true that Google (or anyone else) will be the gatekeeper to the world’s knowledge. The danger would be if the searcher becomes complacent that his Google search is exhaustive. It is important to integrate the library’s reference function into these search results, so that the searcher can easily and seamlessly contact a trained information professional for additional guidance.

MARCUM: Libraries have long served an important role in providing equitable access. That role will not go away. Libraries have taken care to preserve that role, even as they form commercial alliances to make progress toward

making their resources available online.

WOLPERT: Even if one agreed with this premise (which few do), the world’s knowledge resides in many venues, formats, languages, and media. North American research libraries collectively house over 2 billion items, of which books are only one format.

Audio and video material, journals and magazines, graphic and cartographic items, manuscripts and computer files, government documents, and microforms represent vast quantities of knowledge not in book form.

GORMAN: If Google were to be “the gatekeeper to the world’s knowledge,” I would be very concerned; but since that statement is a combination of hype and hubris, I am not losing sleep.

AL: What are the ramifications down the road of prestigious libraries taking digitization “sides,” with NYPL, Oxford, and others signing a deal with Google, while LC, Carnegie Mellon, Bibliotheca Alexandrina, and university libraries in China and India have chosen Brewster Kahle’s Text Archives project (AL, Feb., p. 22)?

MARCUM: I think this is an incorrect characterization. Libraries everywhere are trying to find ways to make their resources more accessible. The Library of Congress hopes to work with a number of organizations to achieve this goal.

WOLPERT: These experiments are complementary, not competitive, and there are numerous other digitization efforts, such as government documents digitization projects and the Digital Library Federation’s Project Aquifer. Two aspects of the Google initiative do appear to be noteworthy, however the scanning resolution is reportedly quite low, and they intend to include copyright-protected works.

MCGLAMERY: Libraries have been digitizing important local resources for years, with a goal of facilitating access to important or unique collections. Regardless of what digital collection contains a source, we need to assist searchers in finding the most appropriate sources (this is where libraries add value).

GORMAN: I do not think a choice between the two is very important, since both will exclude copyrighted books and atomize out-of-copyright books.

AL: When we talk about digitizing books, we are mostly talking about books that were born in print, right? But for many years now, books have been born digitally and then go to print. Could libraries (or Google) work with publishers to preserve or reuse these digital files, or are we getting into a pattern of going from digital to print and then back to digital?

GORMAN: The preservation of digital-only texts is the most important (and unanswered) question facing libraries today. The only effective way we know of preserving recorded knowledge is print on acid-free paper in multiple copies. Since this project does not deal with texts that are “born digitally” (ugh!) but with massive amounts of older books, I don’t see it as a contribution to answering that important question.

MCGLAMERY: If the value of Google is enhanced by providing continuing access to digital-only resources, then Google’s business interests may dictate that they become a player in ongoing preservation efforts.

WOLPERT: At the moment, publishers may have multiple digital versions of a book, all serving different purposes and all in proprietary software. This question is less a technical issue (which might be addressed through standards) than a business question. As it involves business models of publishers, it is not likely to have a simple answer.

MARCUM: The Library of Congress, and others, are working with publishers to acquire their digital files at the point of creation. This is just another way in which we must change our work processes in the digital environment.

AL: Does Google’s move open the door to the commercialization of libraries?

MCGLAMERY: No. Although Google may charge for access to these resources at some point, this does not prevent the information from still being freely available at the library. One of

the key values librarians bring to information seekers is that we are unbiased and will recommend resources based on noncommercial considerations.

GORMAN: No, but it does provide cover for the de-professionalization of libraries, allowing university administrators in the grip of cupidity to replace librarians with clerks and eventually with bibliographic versions of ATMs. The University of Wales at Bangor has just announced that it is doing away with almost all its librarians because “information resources” are available to all. The Google project will give more ammunition to such philistines.

MARCUM: Not at all. Mass digitization provides more information to more people. Now our challenge is to bring the expertise of librarians to the content on the Web.

WOLPERT: Of the 30 million works copyrighted in the U. S. since 1790, only about 12% are clearly in the public domain. Some 62% are protected by copyright and an additional 26% may or may not be copyrighted. Although it will be wonderful to have nearly 4 million older books freely available via Google, it remains to be seen whether individuals will pay to view or buy copyrighted works. Meanwhile, research libraries are pleased that this project will bring visibility to their deep, rich collections.

AL: Digitizing is by definition taking information from one format into another. How do librarians get funding agencies to understand that once something is digitized, it is an additional format to preserve, since no one will be pitching the original into the trash? Or do some people think that once a book is digitized, all physical copies of it are redundant and do not need to be maintained?

MARCUM: This is a question each library will need to answer for itself. For some, being able to provide access will be enough. For others, the physical book will need to be retained. Mass digitization gives libraries a choice about how to invest resources.

WOLPERT: There is growing awareness that

assuring the authenticity of digitized works is at least as great a challenge as preserving the bits. Consider the ease with which digital photographs can be altered one can no longer say with certainty that “a photograph never lies.” So the challenge for libraries includes preserving both the integrity and authenticity of digitized and digital works.

MCGLAMERY: Any resource worth digitizing should be preserved in an accessible format. For instance, a library that decides to digitize its local newspaper may throw away the paper copy, but retain a microform copy in addition to the digitized copy. For preservation purposes, any physical object that is selected for digitization should be kept, but whose responsibility is it to keep the object?

GORMAN: There seems to be a great deal of fantasy surrounding this project, and perhaps some do believe that the books that are being filmed for digital systems will be disposed of after they have been scanned. Needless to say, that would be a catastrophe were it to occur. You are correct in pointing out that the storage and preservation problems are rendered no less acute by this project, though the preservation problem is nothing compared to what it would be if only the electronic copies were available.

AL: Are there dangers for smaller libraries in Google’s announcement? Might it be seen as another step toward rendering libraries irrelevant? Or can libraries use the fuss over Google to publicize their own search tools, or otherwise exploit the hype?

GORMAN: I cannot see the threat to small libraries, nor can I see much of an advantage.

MCGLAMERY: There is a big value-add potential here for small libraries to contextualize and customize information from search tools to better serve their local clientele. In addition, books that Google scans from a partner library’s collection will (or could) have a direct link to find the book in a local library, using OCLC Open WorldCat data. This will facilitate a library’s efforts in reaching its community.

WOLPERT: To equate the value proposition for libraries with their purchased collections is

akin to assessing an educational experience solely on the basis of the textbook used. Research repeatedly illuminates the degree to which the activities of seeking and using information are profoundly interactive human behaviors. Every library collection is wrapped in services, and both the services and the collections reflect the unique needs and interests of the library’s community of readers and learners. Smart libraries will continue to take advantage of any and all opportunities to improve access to resources and service to their communities.

MARCUM: Having greater access to information for users can be a great advantage for smaller libraries. Massive digitization efforts, coupled with the expertise of local librarians in helping their users get to the information they want, will be a great story for local libraries to tell.

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ASSOCIATION NEWS

(continued from p. 1)

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.

The W.R. “Bill” Schroeder Distinguished Service Award was created in recognition of Bill Schroeder’s pioneering contributions in the development of sports museums and halls of fame and as a founding father, past president and past secretary of the IASMHF. 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.

PEOPLE

Walls Named Executive Director of College Football Hall of Fame



Jon F. Hanson, Chairman of The National Football Foundation & College Hall of Fame, Inc. (NFF), announced on February 18, 2005, that **Rick Walls** (left), current NFF director of operations, will be the new executive director of The College Football Hall of Fame in

South Bend, Ind., beginning April 4, 2005.

“For many years, Rick has played an instrumental role in strengthening the Foundation,” said Chairman Hanson. “His demonstrated ability, knowledge and familiarity with the Hall and our entire organization make him uniquely qualified for this position.”

An integral part of the NFF for more than 12 years, Walls has worked in every facet of the Hall of Fame and NFF operations, including in South Bend, Indiana, during the design and construction phases of the College Football Hall of Fame. Since coming to the NFF headquarters in 1997, he has maintained an active role with the Hall of Fame, while making significant contributions to the Foundation’s growth in chapters, membership, and overall awareness, as well as the development of many noteworthy programs and initiatives.

“The Hall of Fame has always been a cornerstone of the NFF, and I hope to build on its past successes to make it an even greater asset to the community, region, and the game of football,” said Walls.

Prior to his overseeing of operations, Walls has held several positions, including collections manager, special projects coordinator, east region coordinator, and director of public relations. He is a 1990 graduate of Ohio University, where he received a bachelor’s degree in Sports Sciences with a concentration in Sports Industry.

Marjorie Smith, 1918-2004

Former Schroeder Award Winner



Marjorie Smith of the Trapshooting Hall of Fame in Vandalia, Ohio and a long-time member of IASMHF passed away on November 21, 2004. She was the 1999 winner of the prestigious Schroeder Award

Marjorie had written a note to those who had maintained contact with her the last few years, addressed the envelopes, and had the person taking care of her final arrangements mail them for her — after filling in the date of death. The note was printed on the back of a great photo of Marjorie in her prime, sitting in the cockpit of a plane she was about to pilot down the runway!

Her note included a message that certainly applies to many of her IASMHF associates. This also illustrated her warmth, sense of humor, and practicality:

“This is my opportunity to let you know how much I have treasured your letters and encouragement over the years. I felt your love come through...Thanks for the memories and remember to cross me off your Christmas list! Much love and God bless you.”

After a long battle with arthritis, a broken hip, and cancer...

Marjorie Matthews Smith,
August 19, 1918 - November 21, 2004

PEOPLE (continued on next page)

PEOPLE (continued)

Tennis Hall of Fame Announces Promotions

The International Tennis Hall of Fame in Newport, Rhode Island recently made several staff announcements.

Linda M. Johnson, Director of the Annual Fund, was promoted to the position of Associate Director of Development.

Lisa A. Wery has been promoted to Annual Fund Coordinator.

Marguerite A. Jones was elevated to Manager of Tournaments and Special Events. **Daniel J. Medeiros** was named Special Events Manager.

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 one way to help out. Do you have an idea? Do you want to share a comment? Do you want to join a committee?

Contact IASMHF President Karen Hewson at :

khewson@cghf.org
or
905-849-9700, x213

FROM THE PRESIDENT (continued from p. 1)

tional expenses compared with revenue and are constantly being faced with increasing their revenue portion while decreasing the operational budgets. These demands can force decisions to reduce "back of house" costs, such as eliminating those who care for the collections and maintain the records, in favor of revenue generating sectors of operation.

But it is the collections, combined in most cases with our honored members, that make most of our facilities unique. Anyone can hang out a shingle that says – "interesting historic panels on sports" – come inside. But it is the hockey stick of Wayne Gretzky, the Michael Jordan jersey, the Mike Weir golf bag, and the personal relationship and information about our Hall of Famers, which set us apart. These give us legitimacy. They make us the shrine. Is not the care and consideration of these the most fundamental aspect of our operation? A library without a librarian, or an engineering firm without an engineer, would not exist. How is it we have created an environment that has more than once seen us move to a museum without museum operational staff, i.e. curators, registrars, archivists?

For years we have been redefining ourselves, as have museums in general. We are attractions, event locations, edu-tainment. And we are all of these – but first we are museums. And there is a cost to this that isn't recoverable in admission fees, photo shoots and research fees. We are perhaps the most effective method of pure public relations for most of the sports in the world. Everything we do is for the "good of the game" - whichever game. It is a shame that this is often lost sight of in the modern desire to beat the attendance records, find another source of revenue generation, please another sponsor. Fiscal responsibility is a must – but the concept that our gate and rental revenues will cover our operations has not proven itself, and likely won't.

If you are faced with questions I would encourage you to eek out a few of those valuable dollars to attend the IASMHF Conference in the fall. The ability to study and network with other facilities faced with similar issues, and seek answers and balance in our operations is actually money well spent. This issue is one that is facing many members of our community. Perhaps, by putting our collective minds together, we may be able to develop some workable strategies for financial success.

Regards,

Karen Hewon, IASMHF President

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

This blood-stained sanitary sock was worn by Boston Red Sox pitcher Curt Schilling during Game Two of the 2004 World Series, in which the hobbled pitcher heroically defeated the St. Louis Cardinals with a masterful six-inning effort. The sock recently arrived at the Baseball Hall of Fame in Cooperstown, New York. The sock surrounded Schilling's right ankle that had been sutured to protect a torn sheath around his Achilles tendon.