

Association News

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Partnerships...the Buddy System For Grown-Ups—

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President Sheila Kelly

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ISHA LOGO PINS

Lapel Pins bearing the redesigned ISHA logo are available for purchase through the ISHA Office. Pins are \$6 each, with 50% of all sales benefiting ISHA's Founder's Fund. Help support the Fund's grant-making mission by contacting Karen Bednarski to place a pin order for yourself or your staff/volunteers today!



Growing up we learned early on about the benefits of the Buddy System to help us out when the going got rough. As adults we have been hearing about the positive impact of "partnerships" for a few years now through sponsors and funding agencies looking for ways to both stretch their limited funds and provide them with a bigger bang for their buck. During the recent ISHA conference in Baltimore this

"With the growing economic realities of a recession, partnerships have been taken to a new level"

message was driven home on numerous occasions. Mike Gibbons spoke to partnerships developed with health organizations for the Babe Ruth Museum Annual Gala, and our panelists for the session, *Business as Usual: Not in this Economy*, repeatedly spoke about buddying up in order to maximize corporate and foundation funding.

Myself, and my organization, the Saskatchewan Sports Hall of Fame and Museum (SSHFM), have taken this

message to heart. While we had previously made a few forays into the world of partnerships by linking ourselves with "like" organizations resulting in limited success, 2010 is the year that we break open our mold and become aggressive about forging partnerships with new, non-sport organizations. First up is a partnership with a community service organization who brought to the table the "risk capital" for a fundraising dinner, a whole new selection of corporate contacts, and a willingness to commit to a very generous (for us) profit sharing agreement. For them the SSHFM represented an organization with a great reputation, a track record for hosting successful events, and a full roster of willing volunteers.

Another new partnership for 2010 involves a local art gallery and a combined football themed exhibit. The SSHFM component focuses on the history, utilizing our permanent collection while our partner's component focuses on the fans through loaned visual art materials. Our immediate success has been the procurement of

grant support – our biggest to date – based significantly on the unique partnership opportunity this exhibit presented. Both organizations hope to expand beyond their traditional audiences through this partnership and develop strong ties to explore future partnership opportunities and corporate dollars.

I know that the SSHFM is not alone in the partnership game. What is your organization doing in the way of partnerships? Please share your experiences with your ISHA colleagues. Let them know what partnerships you have forged within your community and how these have benefitted your organization. In these tough economic times it's important to share a lead that will get us all thinking outside of the box.

Happy New Year!



ISHA Members in the News

The **Bryant Museum** selected writer and historian Delbert Reed to research and

write a book honoring former University of Alabama football players who served in any branch

of military service during World War II. Dozens of veterans or family members across the country have been located and interviewed during early research, but Reed says additional information and photographs are welcome...The

Colorado Sports Hall of Fame held the fifth annual CHSAA "Championship Saturday". Held at INVESCO Field at Mile High on Dec. 5, the Colorado high school class 5A and 4A championship games were watched by a crowd of 11,014. Also part of Championship Saturday, the fifth annual Colorado Sports Hall of Fame "Sports Journalism Seminar" took place on Thursday, Dec. 3, at *The Denver Post* Auditorium in front of a crowd of nearly 100 high school journalism students and instructors. The **Hockey Hall of Fame** partnered with International Ice Hockey Federation and Hockey Canada to develop a state-of-the-art, 18,000 square foot facility, the

D.K. Doc Seamen Hockey Resource Centre. It is one of the finest sports archives in the world featuring approximately 1.5 million original photographic images, 25,000 publications, 20,000 thematic hockey information files, close to 10,000 artifacts and hundreds and thousands of original video and audio hockey archives. The facility



John "Studie" Staples, who played guard for UA, shown in a dugout trench on Iwo Jima.

hosts high density storage, working/lecture areas, research carrels, digital and video archives and image centers, and an educational space...The **Jim Thorpe Museum & Oklahoma Sports Hall of Fame** held its grand opening on November 17, 2009. The museum will include a gallery on Jim Thorpe, a gallery on winners of the Jim Thorpe Award for college football's best defensive back, a "Hall of Legends" for members of the Oklahoma Sports Hall of Fame and an all-sports gallery to depict the state's sports heritage...**Lake Placid Winter Olympic Museum** - This February, Lake Placid will celebrate the 30th Anniversary of the 1980 Olympic Winter Games. Main Street and many local businesses will have a 1980's feel, with commemorative window displays and 1980 facts posted for all to remember the historical moments captured in those games. At the Olympic venues, families can experience winter sports. Around town there will be 80 minute parties with live music, an Olympic torch lighting ceremony, popular Olympic movies at the Olympic Winter museum, and plenty of opportunities to watch the 2010 Olympic Winter Games at many of our local bars and restaurants...The **National Art Museum of Sport** will launch "The Great Sport Art Competition" in early 2010. 20-50 paintings, sculptures, and drawings selected by a jury will be exhibited in late 2010 at the Museum on the campus of Indiana University-Purdue University Indianapolis. Prizes will include a \$1,000 purchase prize...



United States Sports Academy dedicates The Academy's "Mr. Basketball" sculpture in Michael Jordan's name as a tribute to his amazing career on January 22, 2010.

New York Yankee Derek Jeter accepts the Oscar Charleston Award for "MVP" at the Gem Theater



in Kansas City, Missouri, during the **Negro Leagues Baseball Museum's** 2006 Legacy Awards ceremony.

The **Thessaloniki Olympic Museum** organized a welcome ceremony for the Vancouver 2010 Olympic flame



Painter Tafa has been named the



American Sport Art Museum and Archives (ASAMA) Sport Artist of the Year.

2010 marks a year of *Kids Free* at the **International Tennis Hall of Fame & Museum**. Thanks to many generous donors—including several Hall of Famers such as Monica Seles more than \$30,000 was raised at the ITHF&M's annual Legend's Ball in New York City on September 11th. The ITHF&M is looking forward to encouraging youth interest in tennis and to welcoming families, schools and youth groups. In addition, the ITHF&M has established a *Field Trip Grant Program* through which schools, camps, and other kids groups may apply for funds to cover transportation costs.

Visit www.sportsheritage.org for all of the complete stories listed here.

ISHA Education and Community Programming Survey

We again had great participation in our last survey on educational programming and community events. Thank you. Some key results include:

- An overwhelming number of the respondents depend on staff to deliver all programming, although volunteers are valued assistants of the delivery.
- Respondents indicated that the reasons for undertaking community level (non-educational) programming is to increase revenue, raise awareness, and to create public relations opportunities.
- Special guests, especially hall of fame members, are often involved in community targeted events.
- The most common targeted age for educational programming was the 9 – 12 year old group, while the 5 – 8 and 13 – 15 year old groups were tied for the second most targeted groups.
- More than half do not have a dedicated staff person for educational programming.
- Only about half of our members charge for education programs, less than \$5.00 per student.
- Almost all respondents indicated that they offer after school programming geared to the under 12 age groups and target Big Brothers, Big Sisters, YMCA/YWCA, Sport Camps, Scouts/Guides/Brownies/etc.

The full results are available for you to review at

<http://www.zoomerang.com/Shared/SharedResultsPasswordPage.aspx?ID=L245J3B7BL6H>

New Exhibits



The **Alberta Sports Hall of Fame and Museum** is gearing up for the upcoming 2010 Olympic Games with an exhibit and programs. Visitors can learn about all the winter Olympic sports and the history of the Olympics through interactive games and informational panels in the Museum's new winter gallery. On November 18th, the Hall hosted the Canadian Women's National Hockey Team for a meet-and-greet with fans where they shared personal hockey stories and participated in an autograph session. Alberta Sports Hall of Fame Honoured Members, coach Melody Davidson and team captain Hayley Wickenheiser spoke to the crowd about the road to Vancouver 2010 and always following your dreams. On December 7th and 8th, over 75 curling fans traveled on the Museum's tour bus to Edmonton to watch the best Canadian curling teams compete for

the right to represent the country at the 2010 Vancouver Olympics.

A virtual exhibit honoring two of New Brunswick's sports icons has been launched by the **New Brunswick Sports Hall of Fame** in partnership with the Centre d'études acadiennes Anselme-Chiasson (CEAAC) and the Musée acadien de l'Université de Moncton (MAUM). The exhibit, entitled *50/50 – The Golden Anniversaries of Willie O'Ree and Yvon Durelle*, highlights the important contributions that both O'Ree and Durelle made to New Brunswick's sport heritage, and how their sporting success and their stories have inspired others in their communities and beyond.



The **St. Louis Cardinals Hall of Fame Museum** collaborated with the Museum of Westward Expansion on a temporary exhibit "Baseball's Gateway to the West," located at the Gateway Arch, St. Louis. The display celebrates baseball heritage and combines the history of the western expansion and early baseball history. The exhibit continues through December 31, 2009.

The **USGA Museum and Arnold Palmer Center for Golf History** features an exhibit of the original art work by famed cartoonist Charles Schulz, creator of *Peanuts*. In his early days, Schulz worked as a caddie at Highland Park Golf Course in St. Paul, Minn., and later in life participated in many Pebble Beach Pro-Am events. Schulz produced numerous golf-themed cartoon strips and several books featuring Snoopy, Charlie Brown and the rest of the *Peanuts* gang. The exhibit will be on display from Jan. 11 through June 7, 2010.

The **World Golf Hall of Fame** will feature a brand new audio tour spanning the entire museum beginning Jan. 8, 2010. The tour will feature over 150 stops throughout the museum and guests can hear first-hand over 35 World Golf Hall of Fame members give personal accounts of their careers, recount stories and historical moments from the game and speak specifically to items within the museum. Additionally, the museum has been given an extension on one of its most popular exhibits, "Bob Hope: Shanks for the Memory." The exhibit will run throughout 2010. The World Golf Hall of Fame is currently featuring exhibits for its 2009 Class of Inductees: Dwight D. Eisenhower, Christy O'Connor Sr., Jose Maria Olazábal and Lanny Wadkins. The exhibits will be on display throughout 2010.

2009 Conference Recap—PR vs. Advertising: Which Works Best for you? by Ben Sapp

This begins the first in a series of reports on the educational sessions at the 2009 ISHA Annual Conference that was held in Baltimore.

John Maroon of the Maroon PR Firm in Baltimore and Matthew Fischvogt of the Mullen Advertising Agency in Boston did an excellent job of explaining how a PR firm or ad agency could help a sports museum. Following is brief summary of Fischvogt's pitch for the ad agency side of the argument.



Ad agencies are always looking for good stories, and many times that's all a museum will have to offer. These stories alone are worth something to the agency, though, as great stories make good ads that lead to industry recognition and consequently higher rates and more talented employees. Fischvogt also suggested being creative in making trade agreements with agencies. Consider all that you might have to offer – game tickets, event sponsorships, introductions to famous athletes, etc.

The basic message was that there is a way to use advertising no matter your budget. Don't discount the stories you have to tell and make use of all of your resources when working with an ad agency.

If developing effective, affordable ways to market your museum is something that is important to your institution, consider attending the 2010 conference in San Diego. A variety of topics will be addressed, many of which are sure to be of interest to you and your museum.

2010 Induction Ceremonies

Colorado Sports Hall of Fame – April 20, 2010 - Mike Shanahan, Joe Sakic, Bob Blasi, Marc Johnson, Dean Lahr and Larry Zimmer will be inducted.

Georgia Sports Hall of Fame – February 20, 2010 - Al Ciraldo, Ed Everett, Ernie Johnson, Sam Mitchell, Larry Rakestraw, Ronald Simmons, and Suzanne Yoculan will be inducted.



The **National Wrestling Hall of Fame** – June 4-5, 2010 - Distinguished Members: David Auble, Russell Camilleri, Rulon Gardner and Lincoln McClravy and additional honorees to be inducted will be: Outstanding American, Chief Chad Smith; Order of Merit, Dr. Bernard Feldman; Medal of Courage, Rick Yarosh; and Lifetime Achievement for Officials, Jim Ramirez.

The **US Ski and Snowboard Hall of Fame** – April 9, 2010 - Jack Benedick, Sarah Will, Ansten Samuelstuen and Chris Waddell will be inducted.

Women's Basketball Hall of Fame – June 12, 2010 – Leta Andrews, Teresa Edwards, Rebecca Lobo, Gloria Ray, Teresa Weatherspoon, and Chris Weller will be inducted.



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

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Association News

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