

# 50<sup>TH</sup> "The Grand Slam"

ANNUAL  
CONFERENCE

International Sports Heritage Association



ISHA UNIVERSITY

ISHA VENDOR LISTING



HOSTED VIRTUALLY BY:  
International Tennis Hall of Fame

October 27 - 28 '21







# Celebrating Sports Heritage

## 2021 ISHA VIRTUAL CONFERENCE

### *“The Grand Slam”*

Established in 1971, the International Sports Heritage Association (ISHA) is a non-profit membership organization dedicated to educating, promoting, and supporting organizations, institutions, and individuals engaged in the celebration of sports heritage. ISHA offers a wide variety of services and networking opportunities for sports museums, halls of fame, and other related sports heritage organizations, enabling members to draw upon industry resources for information on administration, induction ceremonies, development, exhibition design, collections management, education programming, public relations, marketing, and merchandising. ISHA has nearly 130 members from around the globe, including Australia, Canada, England, New Zealand, Switzerland, Sri Lanka and the United States.

## INTERNATIONAL TENNIS HALL OF FAME

Situated on historic Bellevue Avenue in Newport, Rhode Island, The International Tennis Hall of Fame (ITHF) preserves and promotes the history of tennis and celebrates its champions, serving as a vital partner in the growth of tennis globally. The ITHF occupies the Newport Casino, built in 1880 by American architects McKim, Mead & White. The Newport Casino hosted the U.S. Nationals Tennis Championships from 1881-1914. The U.S. Nationals evolved to become the present-day US Open, one of four major tournaments of tennis. Tournament tennis is still played annually on our grounds with the Hall of Fame Open. Our property features an extensive museum showcasing the history of the sport and honoring our Hall of Famers, 13 grass tennis courts, a clay court, an indoor tennis facility, and a Court Tennis facility.

In 2013, the Museum became the first sports hall of fame to be accredited by the American Alliance of Museums. In 2017, the Museum became the first independent sports museum to be named a Smithsonian Affiliate.

# ISHA VIRTUAL CONFERENCE SCHEDULE

Registration Required

Platform: Zoom

All Times Are Eastern Times

[Click Here for Sponsorship Opportunities](#)



## Wednesday, October 27, 2021

11:00 am	Welcome: Dana Hart, ISHA; Doug Stark, ITHF
11:00 am	Session 1: Advantage: Getting Started on your Digitization Project
12:00 pm	Session 2: Match Point: Trunk Shows and Education Collections
1:00 pm	BREAK
2:00 pm	Session 3: LOVE for All: Diversity and Inclusion
3:00 pm	Session 4: Wild Card: Open Forum
7:00 pm	Shot Clock: Trivia Night & Hospitality Suite

## Thursday, October 28, 2021

11:00 am	Session 5: Break Point: Fundraising For Collections
12:00 pm	Session 6: Rally: Wellness in Sport Programming
1:00 pm	AWARDS: ISHY, Schroeder and Legacy Award Presentations
1:30 pm	Keynote Speaker: Steve Flink, ITHOF Honored Member - Bio
2:00 pm	Closing Remarks/Sponsor Recognition

## ISHA SESSIONS

### SESSION 1: ADVANTAGE: GET STARTED ON YOUR DIGITIZATION PROJECT

This session will provide a general overview of practical strategies for creating, curating, and making use of digital collections. The session will touch on how to use organizational assets, storage and delivery, selecting a digital asset management system, network integration, backup solutions, controlled vocabulary and metadata, and budgeting.

Wednesday, October 27, 11:00 am est

#### SESSION PRESENTERS

*Donny Lowe, Chief Technology Officer, History IT*

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### SESSION 2: MATCH POINT: TRUNK SHOWS AND EDUCATION COLLECTIONS

Many museums have education collections or specific items used to teach students of all ages about their collections and the history of their institutions. This session will review the format of the trunk show and the items used, along with how we select items for the show. It also will demonstrate on-site education programs offered to field trip students.

Wednesday, October 27, 12:00 pm est

#### SESSION PRESENTERS

*Nicole Markham, Curator of Collections, International Tennis Hall of Fame*

*Moriah Illsley, Education Coordinator, Patriots Hall of Fame presented by Raytheon Technologies*

**SPONSORED BY:** International Tennis Hall of Fame



## SESSION 3: LOVE FOR ALL: DIVERSITY AND INCLUSION

Stories are powerful reminders of the past and the way we tell them can help shape the future. This past year, we have been reminded that our stories have not represented all people and all voices. How do we embrace the opportunity to get better so that we can play a role in helping this world to be a better place? Join Dr. Leslie-Toogood as she takes an approachable look at diversity and inclusion through stories, personal reflection, and lived experience.

Wednesday, October 27, 2:00 pm est

### SESSION PRESENTERS

*Dr. Adrienne Leslie-Toogood, Psychologist, Toogood Consulting*

**SPONSORED BY:** TBD

## SESSION 4: WILD CARD: OPEN FORUM

Join us for this ever-popular open-mic session as delegates ask pertinent questions and share information on any topic that comes to mind. Find out what is, or is not, working in a museum similar to yours. #ISHA2021OpenForum

Wednesday, October 27, 3:00 pm est

### SESSION PRESENTERS

*Bryan Morry, Executive Director, The Patriots Hall of Fame presented by Raytheon Technologies*  
*Beth Atlas, Curator, 49ers Museum*

**SPONSORED BY:** TBD

## SESSION 5: BREAK POINT: FUNDRAISING FOR COLLECTIONS

Collections-based initiatives often need a jolt of outside funding to succeed. This session will review fundraising options available for both non-profit and for-profit collection organizations. Presenters will address pros and cons to consider when evaluating funding strategies, the development of a compelling case statement, and the importance of leveraging initial success.

Thursday, October 28, 11:00 am est

### SESSION PRESENTERS

*Lee Price, Director of Development, CCAHA*  
*Megan Winterfeldt, Exhibits and Collections Coordinator, ProRodeo Hall of Fame*

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## SESSION 6: RALLY: WELLNESS IN SPORT HALL OF FAME PROGRAMMING

As the museum and heritage community embraces the ever-growing understanding and impact of health and wellness, sports museums have an opportunity to lead the way. Many sports museums already program physical fitness activities, but what else can they do to support other forms of wellness? Stick around to find out!

Thursday, October 28, 12:00 pm est

### SESSION PRESENTERS

*Caitlin Dyer, Curator, Bobby Orr Hall of Fame*  
*Katie Tanner, Museum & Communications Coordinator, Nova Scotia Sport Hall of Fame*

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*“The Grand Slam”*



# 2021 ISHA Virtual Conference Registration Form

October 27 - 28, 2021 | Hosted Virtually By: International Tennis Hall of Fame

## DELEGATE INFORMATION

NAME/TITLE

MUSEUM/HALL OF FAME/INSTITUTION

ADDRESS

CITY STATE ZIP

TELEPHONE

EMAIL

REGISTRATION FEES		PRICE	TOTAL
<b>Number Attending</b>	<b>Delegate Registration Type</b>		
	ISHA/CASH Individual	\$50 US	
	ISHA/CASH Institution (Max 4 People, List Names Below)	\$100 US	
	Emerging Professional (Student Card Required)	\$25 US	
	Non-Member	\$300 US	

**TOTAL DUE**

## PAYMENT INFORMATION

\_\_\_\_\_ Enclosed is a check in US Dollars (US Bank Only) payable to ISHA for \$ \_\_\_\_\_ "Total Due" listed above

\_\_\_\_\_ Please charge my \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ AMEX for the "Total Due" listed above

CARD NUMBER

\_\_\_\_\_

CARDHOLDER NAME

SIGNATURE

BILLING ADDRESS

CITY PROV/STATE POSTAL/ZIP

Names / Emails of 4 Participants for ISHA/Cash Institution

- 1.
- 2.
- 3.
- 4.

### RETURN FORM WITH PAYMENT TO:

International Sports Heritage Association  
PO Box 1321, Danville, KY 40423, USA  
541.991.7315 phone  
info@sportsheritage.org

**All registrations must be received by  
Friday, October 22, 2021**