ACROSS CANADA
2005 Sports Media Canada
Achievement Awards

TORONTO October, 2005
The organization known as Sports Media Canada represents l’Association Internationale de la Presse Sportive (A.I.P.S) or International Sports Media Association in Canada. A.I.P.S was founded in 1924 and has chapters in 143 countries, one of which is Canada. This non-profit organization represents over 10,000 sports journalists. The A.I.P.S card is considered the most respected journalist’s credential in sport. CASH salutes all 2005 Sports Media Canada Achievement Award Recipients.

Achievement Awards
Gordon Craig, TSN
Jim Kernaghan – Toronto Star – London Free Press

Sports Broadcasting
Rod Black – CTV/TSN

Sports Writing
Pierre LeBrun – Canadian Press (CP)

Sports Photography
Frank Gunn (CP)

Sports Executive
(co-winners)
David Cybamon and Howie Sokolowski
Toronto Argonauts

SPOR TSMUSEUM AND HALLS OF FAME CONFERENCE A SUCCESS IN ALBERTA!!!
(Reflections of the conference submitted by IASMHF Treasurer and Saskatchewan Sports Hall of Fame and Museum Executive Director, Sheila Kelly)

The 27th conference for CASH was a joint venture held in conjunction with the International Association of Sports Museums and Halls of Fame (IASMHF) {soon to be renamed the International Sports Heritage Association – ISHA}, and the North American Sport Library Network (NASLIN), from October 18 – 21, 2005 in Calgary, Alberta.

It was a great opportunity to meet and greet colleagues from three sport heritage institutions and, given the host town, impress our visiting friends from around the world with our hospitality and Canadian content. Delegates to the conference included many from across Canada and the continental United States, with smaller representation coming from Africa, China, England and Puerto Rico.

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Sports Museums and Halls of Fame Conference continued

The conference started with a pre-conference workshop entitled, *Existing in a Competitive Market: What is the Competition Up To?* The presentation addressed what has worked for and against museums and halls of fame throughout North America as they strive to increase market share in terms of visitation and sponsorship dollars. Definitely something all of us can relate to and a strong contingent of 30+ delegates listened intently to panelists, Terence Healy of Gallagher & Associates, Hugh Spencer of Lord Cultural Resources, and Kathryn Valentine of the Royal Tyrrell Museum.

From there delegates went into a flurry of networking opportunities through community of practice sessions, receptions and navigating the tricky task of trying to attend two really great sessions at once as tantalizing educational opportunities were presented every 1 ½ hours. Keynote speaker, U of C Chancellor William “Bill” Warren, really set the tone of the conference through his presentation, *Promoting Cultural Identity Through Sports.* Bill spoke fondly of his many Olympic memories and how these promoted the cultural identity of a country, specifically Canada in this case. Other education sessions touched on the subjects of sustainable funding, sport archives – both specific and general, museums existing within other facilities, digitizing materials, recognizing excellence, working with student researchers, security issues and websites. Anyone still looking for something to fill their schedule and raise the excitement level a notch also had the opportunity to attend the CASH Business Meeting chaired by President, Kate Dwyer.

Interspersed with all of the education were a number of fabulous opportunities to see the sites in and around Calgary. The President’s Banquet was held at the world renowned Spruce Meadows, which provided delegates an opportunity to see the grounds, pat the horses and enjoy some fabulous food. Delegates also had an opportunity to visit the Olympic Hall of Fame and Museum and Canada Olympic Park where the brave and hearty ventured down the luge ride, before climbing on a bus for the drive to Red Deer where the Alberta Sports Hall of Fame and Museum strutted their stuff. The conference ended on a distinctive western Canadian heritage note with a steak supper being served at a working horse ranch along with hayrides, native dancing displays and lots of great company.

It truly was a situation of people having to go back to work for a rest! Good food, good friends, good conference was pretty much the final determination.
Letter from our CASH PRESIDENT

From induction ceremonies and fundraising events, to collecting artifacts, researching and sharing heritage with others, 2005 was another busy year for CASH members.

In October, we saw the joint CASH/IASMHF/NASLIN conference held in Calgary. We wish to thank all those who organized this successful event, and special thanks to all of you who were able to attend the conference. The conference was very well received and full of networking opportunities for all in attendance.

The 2005 CASH Annual General Meeting was held in conjunction with the conference in Calgary and saw some changes within the Board of Directors structure. Paul Stone has taken on the new role as 1st Vice President, along with his already full duties as VP of Membership. Diane Imrie will serve in the dual capacity of both Treasurer and Secretary. Craig Campbell continues his diligent work as VP of Communications and appeals to all members to send along information and ideas to him for upcoming issues of Communiqué. Dorothy Brown continues in her mentorship as our former President and has taken on the job of reviewing our CASH Handbook, along with Diane. On behalf of the membership I would like to thank all those who have served and those who continue to serve and volunteer their time to CASH.

At the CASH meeting we welcomed first-time CASH AGM-goers, Don Pfeifer (Yorkton SHOF), George Watson (Regina SHOF), Allison Mailer (BS SHOF&M), and Pat Loughran (Bobby Orr HOF). It was suggested at the AGM that due to the ever-rising fiscal restraints on many of our organizations’ budgets, that we should have a face-to-face meeting every other year. In order to maintain our yearly corporate obligations, we will have a teleconference in the alternate years. This means CASH will hold its 2006 Annual General Meeting by teleconference in late April or early May.

Looking to 2006, we will continue with the day to day endeavors and challenges, put before us in the sport heritage industry. We also look forward with much enthusiasm and anticipation to our athletes, coaches and officials who will participate in the XXth Olympic Winter Games, in Turin, Italy. We wish them well, and look forward to their return, at which time we will take on the opportunity to preserve and honour their accomplishments alongside those who went before them: preserving and honouring the sport heritage of Canada.

In closing, I wish to thank all those individuals and organizations who have renewed their membership in CASH. To those who have yet to renew or become a member, I encourage you to do so. The networking opportunities are most rewarding!

All the best to each and everyone in 2006!

Sincerely,

Kate
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THE DOMINION OF CANADA RIFLE ASSOCIATION HALL OF FAME
submitted by William Plouffe

In the year 2000 the DCRA undertook a number of initiatives to celebrate our Centennial year. One of the projects the Association completed was the researching and establishing of a Hall of Fame to honour our “Target Rifle” shooters from the time of our founding in 1868 to the present. This project involved establishing a qualifying criteria for admission to the “Hall” followed by the research of the records of all our matches in Canada, those conducted at Bisley and other international competitions, the Palma matches, the Commonwealth Games and Olympic Matches. At that time selection for the Hall of Fame was based solely on shooting results in fullbore rifle. 54 shooters were named to the Hall in 2000, with a further four having qualified since then. The details for all members are contained on the DCRA website (www.dcra.ca).

Reaction by the membership to this initiative was most positive. In April of 2003 the Executive decided to increase the number of categories in which selection to the Hall of Fame would be possible. After considerable debate, the addition of a “Service Rifle” and “Builders” category was approved. Research is continuing to determine the inductees for Service Rifle. During the Annual General Meeting in April 2005 it was announced that 17 former and current members of the DCRA had been selected for induction to the Hall of Fame in the Builders category. The induction ceremony will take place during the Canadian Fullbore Rifle Championships, at the annual Macdonald Stewart Dinner held at the Chateau Laurier in Ottawa.

HOCKEY HALL OF FAME
submitted by Craig Campbell

The Hockey Hall of Fame provided a wonderful experience for any hockey fan during it’s four day line-up of the annual Induction Weekend that began on Friday, November 4, 2005. The weekend included visits to the HHOF by the reigning Stanley Cup champion Tampa Bay Lightning, Honoured Members, the annual HHOF Game (Tampa Bay vs. Toronto) and the annual Legends game (Russia vs. Canada). This great celebration of hockey continued on Monday, November 7, 2005, with the annual Induction Ceremony. That evening, Honoured Member status was bestowed upon Murray Costello (Builder), Valeri Kharlamov (posthumously, Player) and Cam Neely (Player).
Murray Costello’s (Builder) acceptance speech, 2005 HHOF Induction Ceremony.

2005 Canada’s Sports Hall of Fame and Museum Inductees:
Steve Bauer, Paul Beeston, George Gross, Curt Harnett, Catriona Le May Doan, Claude Raymond, Team Canada 1972
A POINT ● WORTH DISCUSSING
Do Canadians value “old gold” as much as “new gold?”

Canadians need to place the same value on our past achievements as we do with our newest successes on the domestic and world sports stage. Similar to that, is corporate Canada or our levels of government doing enough to support sport heritage this year? While it is commendable for those who have signed off on sponsorship/funding in the past, present or in the future, more dollars or other types of support are required for the CASH Family.

Much of today’s support, in part to this being an Olympic year, is represented by government (i.e. the Canadian Olympic Committee (COC) and their “Own The Podium – 2010” program) and the corporate world (pick a sport (figure skating) and primary funder (Bank of Montreal) that involves sponsorship and support for the current athletes. This is wonderful and there is no dispute there. However, what is the worth of a medal at this coming year’s Olympic Winter Games? What do the achievements by our elite athletes who reach the podium mean to all Canadians this year? What about the glory earned at Canadian/Commonwealth Games/Pan American and World Championships? Add a day, a week, a month to their crowning achievements and the well earned bronze, silver or gold medals begin to depreciate rapidly in the public’s eyes. This is in part due to the lack of ongoing corporate and governmental support to places of sports heritage across the country. This ongoing saga cannot continue to happen. The successes of our great heroines and heroes of today and yesteryear need to be cherished and enshrined well within our CASH membership. If old gold does not seem important to our current year/current team/current athlete sponsors then new gold is only being supported superficially. Perhaps it is time for CASH and its membership to help make some positive noise and make all gold equal in value each and every year.

THE FINANCIAL PLIGHT OF OUR CASH FAMILY
The preservation of today’s celebrated champions and yesteryear’s greats!

by Chris Maughan (Journalism Student at Carlton University and the 2005 recipient of the Geoffrey Bud Fisher Internship at the Hockey Hall of Fame)

In the wake of current controversy surrounding Canada’s Sports Hall of Fame, a debate is now taking place at sports museums across the country about what the federal government is doing—and should do—to preserve this country’s sporting history.

Canada’s Sports Hall of Fame is still homeless less than two months before being scheduled to move, but one thing is certain: it cannot afford to maintain an operation of its current size. “We’re looking to go from 30,000 square feet to about 10,000 square feet,” says Sharyn Posen, the museum’s chief operating officer. The situation is not uncommon: museum directors across the country are saying that a lack of federal support is forcing them to make some tough choices. “I can’t tell you which exhibits are going to fall off,” says Posen, hinting that she will not be able to afford rent on a building that can house all the museum’s artifacts. “Canada’s Sports Hall of Fame was ruined by inertia,” says Ed Grenda, former President of the International Hockey Hall of Fame (IHOF) in Kingston, Ont. Grenda says that Canada’s national sports museum finds itself in the situation it’s in largely because the federal government has not done enough to support Canadian sports museums.

Grenda says his and other museums across the country are feeling the pinch. “We were able to get funding from the provincial and municipal levels but rarely on the federal level,” he says.

It shows. The IHOF needs regular work done on the building’s structure, and has to count on the City of Kingston for help. Grenda says the lack of federal support has rendered the site so dilapidated that he stopped applying for grant money because he knew the government would not invest in a museum that looked like his. The original site of hockey’s most storied museum is heated by a vintage natural gas system that dates back to the 1960s. Every winter, the museum suffers the cost of sky-high heating bills.

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Gladys Serafino, a manager at the Canadian Olympic Hall of Fame in Calgary, says she, too, has struggled to get federal funding. “We couldn’t get a grant to digitize our photo collection, and we never got a satisfactory answer as to why,” she says.

Sports museums can apply to the federal Heritage and Human Resources departments for grants. In the 1996-97 fiscal year, the Department of Canadian Heritage provided $530,000 in funding to Canadian sports museums. That number is in steady decline. Last year, Canadian Heritage provided just one grant to a Canadian sports museum, and it was worth just $8,500.

The Human Resources department provides an average of $60,930 per year in grants to Canadian sports museums in student summer grants. In contrast, the National Gallery of Canada, this country’s most funded cultural venue, received over $50 million in parliamentary appropriations last year.

So is it the responsibility of the federal government to step up their support? Liza Frulla, the Minister of Canadian Heritage, refused to comment.

Steve Cox, a manager at Hockey Heritage North, says Frulla’s department has created a maze of bureaucracy. “It’s a very slow process,” he says of applying for federal grants. And Cox says the current scandals over sponsorship money certainly are not helping to speed up the process.

He says sometimes grant applications can take up to two years. That is a problem because funding priorities are constantly changing. “One year, it’ll be aboriginal sport, the next it’ll be travelling exhibits. They change it every year, so it’s almost like there’s no use applying,” says Diane Imrie, Executive Director of the Northwestern Ontario Sports Hall of Fame in Thunder Bay.

Bev Oda, the Conservative Heritage critic, says that this reflects a lack of any true priorities. “This is what happens when you have a government that goes from project to project looking for what’s politically advantageous,” she said. “If they don’t see an advantage in having someone cut a ribbon in a given riding, they won’t fund the project,” she says.

Joe Wiwchar, Executive Director of Manitoba’s Baseball Hall of Fame, says he thinks the government is ignoring the problem altogether. “They need to do more to help preserve our past heritage,” he says. But even though the federal government continues to drag its feet, some people are saying that sports museums cannot lean too heavily on federal support.

Phil Pritchard, Vice-President and Curator of the Hockey Hall of Fame, says the federal government should not just fund sports museums because they are there. “Do they have a role? Sure. But from a business point of view, if a sponsor doesn’t think it’s a good deal, they won’t go into it. I would hope the government works the same as big business that way.”

Pritchard says it is true that sports museums need to be properly funded, but they also need to show the government they are self-sufficient.

But Wiwchar warns that for Canada’s smaller, more regional sports museums, getting corporate support is not easy. “The problem is that in small towns, there’s a limited pool of donors,” he says. That has many museums looking for funding in places they would rather not. Diane Imrie, says she would rather not be spending her time fundraising in bingo halls. “Our staff should be doing sports heritage-related activities instead,” she says. “It doesn’t look good for a museum to always be asking the community for money,” she says.

Imrie says part of the problem is that the government is always keen to fund new projects, but not necessarily keen to maintain them. “It’ll be interesting to see what happens with Hockey Heritage North,” she says. They managed to get two sizeable grants for the construction of the museum, one of which was worth $1.5 million. It remains to be seen whether the government will support the organization though grants or summer placements once it’s up and running in 2006.

Grenda, who now serves as curator at The Soccer Hall of Fame and Museum, says he has to rely on provincial soccer associations to donate money. He says that’s less-than-perfect because it draws money away from athletes. Imrie says that part of the problem is that museum directors typically are not vocal enough. “Someone has to stand up and ask for better funding,” she says.

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But there is no guarantee that request will be heard. The Heritage Minister oversees funding for all Canadian museums, and those relating to sports are just a small fraction. That is why MP Paul DeVilliers, former Secretary of State for Sport, recommended that Paul Martin create a Ministry of Sport.

“Sports should be on its own because it plays a subordinate role,” he says. “Sports get dwarfed by arts and culture in that ministry,” says De Villiers, referring to the ministry of Canadian Heritage.

“From the position of a full ministry, there would be more leverage for an issue like this. It could go to cabinet directly instead of through the Minister of Canadian Heritage,” he says.

Until then, Canada’s sports museums will have to make do with what they have got.

“It’s sad,” says Imrie, “because history is a non-renewable resource. If we lose our history and our artifacts, we won’t be able to replace them.”

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**Follow up story – see “A Point ● Worth Discussing” - May 2005 Communique**

Are the artifacts coveted by CASH membership becoming too popular?

Another Sidney Crosby hockey sweater went missing, this time from his first-ever NHL regular season game. His number 87 Pittsburgh away sweater had disappeared from his baggage on a flight taken by his father from Pittsburgh to Buffalo on October 9, 2005. While it was uncertain whether or not the sweater was removed or had simply fallen out, the good news is that it was located and returned to the Crosby family by the airline. Perhaps this Penguins’ sweater, or the 2005 Team Canada World Junior Gold medal sweater may have been lost forever and therefore eliminating any chance of either item being preserved in the future by a CASH member?

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**More aMUSing News**

**CANADIAN GOLF HALL OF FAME & MUSEUM**

The Canadian Golf Hall of Fame Induction held their annual celebration on September 17, 2005 in Windsor, ON as well as September 24, 2005 in Winnipeg, MB. This year’s honourees were Players (Amateur & Professional): Wilf Homenuik and Robert Panasik.

The CGHF has had a busy year in 2005. The traveling exhibit “It’s How We Play the Game” was successfully launched at the Canadian Women’s Open Championship in Halifax, then traveled across the country to Vancouver for the Canadian Men’s Open Championship. The museum also teamed up with the Museums of Mississauga for an exhibition on the history of golf in Mississauga.

The Fall saw the launch of the Speakers Series, “Beyond the Fairway”. This four-part series paid tribute to the careers of Canadian Golf Hall of Fame members Moe Norman, George Knudson, Ada Mackenzie and Stanley Thompson. Sessions featured guest speakers and individuals close to each Hall of Famer who were able to share unique stories to celebrate the rich heritage of Canadian golf.

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Communique is published three times a year. Submissions of ideas and articles are always welcomed. The Editor reserves the right to edit or save submissions for a future issue. Please send written comments and information to:

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