

CANADIAN ASSOCIATION FOR  
SPORT HERITAGE CONFERENCE  
HALIFAX, NOVA SCOTIA  
JUNE 10 - 12, 2015



“City By The Sea”

# 2015 CASH Annual Conference Schedule



## CANADIAN ASSOCIATION FOR SPORT HERITAGE CONFERENCE

June 10-12th, 2015  
Westin Nova Scotian  
Halifax, NS

Hosted By:



[www.nsshf.com](http://www.nsshf.com)

The national conference for The Canadian Association for Sport Heritage (CASH) is scheduled for June 10 -12 in Halifax, Nova Scotia. Representatives from across Canada and the United States will be attending and participating in numerous workshops and seminars on a variety of topics related to sport heritage and to the operations and management of sport heritage and Hall of Fame facilities. The Nova Scotia Sport Hall of Fame is the official host of the CASH Conference and coordinator of special events and entertainment. The “City by the Sea” will provide a great experience for everyone attending.

# CASH Conference Schedule

## Wednesday, June 10, 2015

|                  |                                       |                                |
|------------------|---------------------------------------|--------------------------------|
| 9:00am - 6:00pm  | Travel Day                            |                                |
| 1:00pm - 2:30pm  | Pre-Conference Education Presentation | Nova Scotia Sport Hall of Fame |
| 3:00pm - 4:00pm  | Optional Hall of Fame Visitation      | Nova Scotia Sport Hall of Fame |
| 7:00pm - 10:00pm | Registration & Welcome Reception      | Westin Nova Scotian - Yuk Yuks |

## Thursday, June 11, 2015

|                   |  |                     |
|-------------------|--|---------------------|
| 8:00am - 9:00am   | Continental Breakfast                            | Westin Nova Scotian |
| 8:00am - 9:00am   | Registration and Exhibitor Viewing               | Westin Nova Scotian |
| 9:00am - 9:50am   | Session 1: Legacy & Planned Giving               | Westin Nova Scotian |
| 10:00am - 10:50am | Session 2: Strategic Recruiting of Your Board    | Westin Nova Scotia  |
| 11:00am - 11:50pm | Session 3: Education Partnership Opportunities   | Westin Nova Scotian |
| 12:00pm - 1:00pm  | Lunch & Exhibitor Viewing                        | Westin Nova Scotian |
| 1:00pm - 2:20pm   | Session 4: Induction: The Process & Presentation | Westin Nova Scotian |
| 2:30pm - 3:20pm   | Session 5: Bringing Your Collection to the World | Westin Nova Scotian |
| 3:30pm - 5:00pm   | CASH Annual General Meeting                      | Westin Nova Scotian |
| 6:30pm - 10:00pm  | Hall of Famers Dinner                            | Westin Nova Scotian |
| 10:00pm - 12:00am | Hospitality Suite - Vice Regal                   | Westin Nova Scotian |

## Friday, June 12, 2015

|                   |   |                       |
|-------------------|---|-----------------------|
| 8:00am - 9:00am   | Continental Breakfast                             | Westin Nova Scotian   |
| 9:15am - 10:30am  | Session 6: Open Forum Discussion                  | Westin Nova Scotian   |
| 10:30am - 11:00am | Coffee Break & Exhibitor Viewing                  | Westin Nova Scotian   |
| 11:00am - 12:00pm | Session 7: Engaging Your Hall of Famers           | Westin Nova Scotian   |
| 12:00pm - 1:30pm  | Lunch & Exhibitor Viewing                         | Westin Nova Scotian   |
| 1:30pm - 3:00pm   | Session 8: Technology of the Future               | Westin Nova Scotian   |
| 3:30pm - 5:00pm   | NSSHF/Maritime Museum of the Atlantic Visit       | NSSHF/Maritime Muesum |
| 7:30pm - 10:00pm  | Entertainment Night: A Nova Scotian Kitchen Party | Westin Nova Scotian   |

# Wednesday, June 10 , 2015 - Schedule

## 9:00 am – 6:00pm: Travel Day

### Pre-Conference Education Presentation

#### 1:00 – 2:30pm: Nova Scotia Sport Hall of Fame

Our Education Program Coordinator, Sarah Conn, will be delivering an education presentation to a local school group. Our Future Hall of Famers education program is a free of charge program that motivates and inspires youth through an interactive presentation. The Hall of Fame teaches Nova Scotia youth about our sports history and heritage, and inspires them with stories of past and present Nova Scotia sport heroes and their hard work, dedication, sacrifice, and will to succeed. You will get to listen to one of our Hall of Famers share their sport story and how they got to where they are today through sport.

\*Following the departure of school visit we will open it up to a delegate Question/Answer period.

If you wish to take part and watch the presentation please contact:

Sarah Conn, Education Program Coordinator  
nsshf.education@nsshf.com  
902.404.3343

\*Transportation to the Hall of Fame will be provided, upon request.

### Optional Visitation

#### 3:00pm – 5:00pm: Nova Scotia Sport Hall of Fame

Optional visitation at the Nova Scotia Sport Hall of Fame. A chance to explore the Hall of Fame facility and exhibits.

### Welcome Reception & Registration

#### 7:00 pm – 10:00 pm: Westin Nova Scotian, Yuk Yuk's

Conference attendees will be welcomed with a chance to mingle with conference delegates. The night will also include a welcome from Janice Smith, President of CASH, and a welcome message from Bill Robinson, CEO, Nova Scotia Sport Hall of Fame.



# Thursday June 11 , 2015 - Schedule

## **Conference Location:**

**The Westin Nova Scotian - Yuk Yuk's**

## **8:00 am – 9:00am:**

**Continental Breakfast, Westin Nova Scotian  
Registration and Exhibitor Viewing**

## **9:00am – 9:50am:**

**Session 1: “Legacy and Planned Giving”**

**Moderator:** Bill Robinson, Nova Scotia Sport Hall of Fame

## **Speaker(s):**

All Hall of Fames have the opportunity to receive additional financial support from their Hall of Famers and supporters. Having a strategic planned giving program is essential. This session will review numerous strategic plans and procedures to potentially secure all important funding.

## **10:00am – 10:50am:**

**Session 2: “Strategic Recruiting of your Board”**

Having a Board of Directors that are engaged, accountable and represent your Hall is the key to a successful organization. This session will review how to recruit Board members for specific responsibilities and needs.

## **11:00– 11:50pm:**

**Session 3: Education Partnership Opportunities:  
“Working with Local Bodies”**

**Moderator:** Sarah Conn, NSSHF

**Panel Speaker(s):** Karen Furneaux, President, I Promise Performance Inc., three-time Olympian and two-time World Champion kayaker and Chris Tremblay, Atlantic Canada Manager, 60 Minute Kids' Club (60MKC)

This panel will discuss opportunities education programs have in developing partnerships to help promote and expand education programming.

**12:00 pm – 1:00pm: Lunch and Exhibitor Viewing  
Westin Nova Scotian Yuk Yuk's**

## **1:00pm – 2:20pm:**

**Session 4: Induction: “The Selection Process ”  
Open Discussion**

**Moderator:**

## **Speaker Panel:**

Donna Hateley, Managing Director, Alberta Sports Hall of Fame & Museum

Diane Imrie, Executive Director, Northwestern Ontario Sports Hall of Fame & Museum

If there is one thing that all Hall of Fames have in common, it is the fact that we all select and induct people into our Hall of Fames. This open panel discussion will highlight some of the different processes used across Canada, and some of the ways that we all deal with the difficult task of picking and honouring our provincial sport heroes.



# Schedule

Thursday, June 11, 2015

## **2:30pm – 3:20pm: Session 5: “Bringing Your Collection to the World”**

**Moderator:** Katie Wooler, NSSHF

**Speaker(s):** Karin Kierstead, Museum Advisor, Association of Nova Scotia Museums

When faced with issues such as limited display space and research inquiries from out of province, how do we make everything in our collections accessible to everyone, everywhere? This session will address the challenges of bringing artefacts and archival materials to a worldwide audience. A panel of presenters, including a representative from the Association of Nova Scotia Museums, will share successful initiatives that have put museum collections at the public’s fingertips.

## **3:30pm – 5:00pm: Canadian Association For Sport Heritage Annual General Meeting**

## **6:30 pm - 10:00pm: “The Hall of Famers Dinner” Westin Nova Scotian,**

The “Hall of Famers Dinner” will be highlighted by an array of Nova Scotian sport heroes and Hall of Famers. Dinner guests will be introduced to world champions, Olympic medalists and Stanley Cup Champions and hear many of their amazing stories.

## **10:00pm – 12:00am: Hospitality Suite - Vice Regal The Westin Nova Scotian**

Friday, June 12, 2015

## **Conference Location: The Westin Nova Scotian - Lunenburg Room**

## **8:00 am – 9:00am: Continental Breakfast & Exhibit Viewing Westin Nova Scotian**

## **9:15am – 10:30am: Session 6: Open Forum Discussion** Delegates will be asked to recommend up to three topics for an open forum discussion. **Moderator:** CASH Executive

## **10:30am – 11:00am: Coffee Break and Exhibitors**

## **11:00am – 12:00pm:**

## **Session 7: “Engaging Your Hall of Famers” Open Discussion** Keeping them engaged after they are inducted can be a challenge but worth the effort. This open panel discussion will share ideas that have worked and some that have not, as well as success stories in regards to volunteering, programing, and event engagement.



[www.canadiansportheritage.com](http://www.canadiansportheritage.com)

## Friday June 12 , 2015 - Schedule

**12:00pm – 1:30pm: Lunch and Exhibitors Viewing**  
Closing Remarks & Thank You's

**1:30pm – 3:00: pm:**  
**Session 8:Technology of the Future**

We live in a world now where technology is constantly changing. International industry leader in the area of Augmented Reality, Ad Dispatch, will show what can be done with what most of our visitors always have with them; smart phones and tablets.

Cisco Systems Inc. will also be introducing the latest technology systems that will assist you in networking with key stakeholders.

**3:30 pm – 5:00 pm: Maritime Museum of the Atlantic Visit or NSSHF Tour**

A special tour of Halifax's museum of maritime heritage will be offered to conference attendees. Discover Nova Scotia's unique relationship with the sea from shipbuilding to wartimes, commerce to catastrophe, and the Titanic to Theodore Tugboat. You may also wish to tour the Nova Scotia Sport Hall of Fame if you have not already done so.



**5:00 pm – 7:30 pm: Free Time**

**7:30 pm – 10:00pm: Entertainment Night:  
A Nova Scotian Kitchen Party  
The Westin Nova Scotian - Atlantic Ball Room**

Join the Nova Scotia Sport Hall of Fame for one of its annual Gold Club events. Entertainment Night features an array of Maritime music and performances.

Additional tickets for purchase \$40.00  
Please Contact NSSHF for extra tickets



Hosted By Charlie A'Court

Charlie A'Court's exceptional guitar skills, commanding vocals, and inspiring songwriting have earned him two 2013 East Coast Music Awards (ECMA) for his album *Triumph & Disaster* and a nomination for a 2014 ECMA.



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## Accommodations

### Host Hotel:

#### The Westin Nova Scotian

\*Please mention you are with the Canadian Association for Sport Heritage

**Room Rate:** \$159.00 per room - Single/Double Occupancy

**Deadline:** May 10, 2015

#### Address:

1181 Hollis Street ·

Halifax, Nova Scotia, B3H 2P6

Canada

Phone: 902.421.1000 · Hotel Reservations: 1-888-627-8553

The Westin Nova Scotian is located in the heart of downtown Halifax and is located 33.3km from the Halifax Stanfield International Airport.

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### Transportation:

For shuttle service to and from the airport visit:

<http://www.thewestinnovascotian.com/halifax-transportation>

<http://hiao.ca/transportation/>

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### Additional Contact Information

#### Karolyn Sevcik

Admin. & Special Events Manager

902.404.3321

karolyn@nsshf.com

#### Sarah Conn

Education Program Coordinator

902.404.3313

sarah@nsshf.com



[www.canadiansportheritage.com](http://www.canadiansportheritage.com)



## Recommended Attractions:

### **The Windsor Hockey Heritage Museum: Haliburton House** **10:00am - 1:30pm:**

**414 Clifton Avenue, Windsor, NS**  
**(902) 798-1800**  
**[www.birthplaceofhockey.com](http://www.birthplaceofhockey.com)**

The Nova Scotia Sport Hall of Fame (NSSHF) will be providing transportation to and from the Haliburton house on Saturday morning. Leaving the NSSHF at 10:00am and departing the Haliburton House at 12:30pm

The Windsor Hockey Heritage Museum is conveniently located at the historic Haliburton House Museum in Windsor, Nova Scotia and is known as the birthplace of Hockey, which started on a local pond known as Long Pond. It serves as host to a treasure trove of hockey heritage including artefacts and memorabilia from the earliest days of hockey's beginning.

**\*\*Please contact the NSSHF to reserve your spot.**



### **Halifax Seaport Farmers Market**

**1209 Marginal Rd., Halifax, NS**  
**[www.halifaxfarmersmarket.com](http://www.halifaxfarmersmarket.com)**

The longest continuously running market in North America proudly hosts over 250 vendors and is located right behind the Westin Nova Scotian.



### **Halifax Public Gardens**

**5665 Spring Garden Rd., Halifax, NS**  
**[www.halifax.ca/publicgardens/\\_assets/documents/Brochure2014.pdf](http://www.halifax.ca/publicgardens/_assets/documents/Brochure2014.pdf)**

One of the finest surviving examples of a Victorian Garden in North America, the Halifax Public Gardens were started on Common land by the Nova Scotia Horticultural Society in 1836.



## Halifax Waterfront

<http://my-waterfront.ca/visitors/>

Sparkling water, a thriving downtown business core, a working port and harbour traffic combine to make the Halifax waterfront both a picturesque destination and one of Nova Scotia's most visited locations.



## Peggy's Cove

178 Peggy's Point Rd., Peggy's Cove, NS  
[www.peggyscove.ca/](http://www.peggyscove.ca/)

Come "walk the rocks" of Peggy's Cove and see for yourself how beautiful this seaside community really is and why it has attracted photographers from around the world with its famous lighthouse.

## Swiss Air Memorial

Come see the view of the village and lighthouse of Peggy's Cove from the Swiss Air memorial site. The memorial was made in honour of the families involved in the terrible plane crash of September 2nd, 1998.



## Canadian Museum of Immigration at Pier 21

1055 Marginal Rd., Halifax, NS  
[www.pier21.ca/home](http://www.pier21.ca/home)  
(902) 425-7770

Pier 21 is a National Historic Site, which was the gateway to Canada for one million immigrants between 1928 and 1971. It also served as the departure point for 500,000 Canadian Military personnel during the Second World War. Today, Pier 21 hosts the Canadian Museum of Immigration at Pier 21—Atlantic Canada's only national museum! (A 5 minute walk from your hotel.)



[www.canadiansportheritage.com](http://www.canadiansportheritage.com)

# Conference Registration Form

## Registration June 10-12, 2015

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Institution \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal Code/Zip \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

I require vegetarian meals :  I have food allergies to (Please specify in the space provided):  
\_\_\_\_\_

CASH member \_\_\_\_\_ Yes  No

**Full Conference Registration: June 10th – 12th inclusive (Deadline May 29th, 2015)**

CASH Member - \$150.00  Non Member- \$200.00   
ISHA Member- \$150.00  Individual Sessions- \$30.00

- #1 – Legacy & Planned Giving \_\_\_\_\_
- #2 – Strategic Recruiting of Your Board \_\_\_\_\_
- #3 – Engaging Your Hall of Famers \_\_\_\_\_
- #4 – Induction: The Process & Presentation \_\_\_\_\_
- #5 – Bringing Your Collection to the World \_\_\_\_\_
- #6 – Open Forum Discussion \_\_\_\_\_
- #7 – Education Partnership Opportunities \_\_\_\_\_
- #8 – Technology of the Future \_\_\_\_\_

I will be attending the “Entertainment Night”: A Nova Scotian Kitchen Party: Yes  No   
For extra ticket(s) please contact NSSHF

### Privacy and Cancellation

#### Privacy Policy:

I agree that my name and contact information as appears on this form \_\_\_\_\_ YES  NO   
be included in the delegate list which will be made available to delegates

#### Cancellation Policy:

Written cancellation will be accepted up to and including June 5, 2015 (a cancellation fee of 20% will apply).  
No Refunds will be provided after this time.

- I have read and hereby acknowledge the privacy and cancellation policies.

Signature: \_\_\_\_\_

## Payment

Full Conference Registration

\_\_\_\_\_ x \$150.00 = \_\_\_\_\_

\_\_\_\_\_ x \$200.00 = \_\_\_\_\_

Individual Session Registration

\_\_\_\_\_ x \$30.00 = \_\_\_\_\_

Total = \$ \_\_\_\_\_

- I enclose a cheque payable to

**Canadian Association for  
Sport Heritage**

Please complete the registration  
form and mail by May 29th, 2015  
to:

**Canadian Association for Sport  
Heritage**

C/O Diane Imrie, CASH Treasurer,  
219 May Street South  
Thunder Bay, Ontario  
P7E 1B5  
CA

## Contact

Phone:

**Karolyn Sevcik**

Nova Scotia Sport Hall of Fame  
**902-404-3321**

or

**Sarah Conn**

Nova Scotia Sport Hall of Fame  
**902-404-3343**

## Special thank you to our conference sponsors:

### Host Sponsor:



### Dinner Sponsors:



### Lunch Sponsors:

### Breakfast Sponsors:

CASH was established in 1979 and encourages the recognition of our sports heroes and the promotion of a greater awareness of the achievements of Canadian athletes and sport builders, both past and present. The Association is committed to assisting members in achieving and maintaining excellence in the recognition, preservation and presentation of sports heritage.

### Canadian Association for Sport Heritage Executive

Janice Smith - President, Canada's Sports Hall of Fame

Donna Hateley - Vice-President, Alberta Sports Hall of Fame and Museum

Diane Imrie - Treasurer, Northwestern Ontario Sports Hall of Fame

Allison Mailer - VP-Communication, BC Sports Hall of Fame

Sarah Conn - VP-Education, Nova Scotia Sport Hall of Fame

Jamie Wolverton - VP-Membership, New Brunswick Sports Hall of Fame

Kate Dwyer - Past President, Northwestern Ontario Sports Hall of Fame



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