



# Communiqué

Canadian Association for Sport Heritage // 2017

## Message from the CASH President



Donna Hateley, CASH President  
Alberta Sports Hall of Fame and Museum



### CASH Handbook

- 1) Getting Started – Diane Imrie
- 2) Selection Guidelines - Jamie Wolverton
- 3) Induction Dinner Guidelines
- 4) Research Guidelines
- 5) Collections Management Guidelines - Sheila Kelly and Meggan Gardner
- 6) Conservation Guidelines
- 7) Exhibit Guidelines
- 8) Education Program Guidelines - Zack Anderson
- 9) Grantmanship Guidelines - Breanna Suk
- 10) Marketing Guidelines
- 11) CASH Conference Guidelines - Allison Mailer and Shane Mailman
- 12) Sport Museum Librarian and Reference Services
- 13) Sport Museum Publishing: Standards and Guidelines
- 14) External Exhibits Program Guideline
- 15) Charge the Right Fee for Your Archival Documents
- 16) Capital Campaign
- 17) Build it and They Will Come?
- 18) Volunteer Programs
- 19) Developing a Museum Archives
- 20) Firearms Act and Museums
- 21) Social Media (NEW) - Autumn McDowell and Shelsea Buskell
- 22) Diversity Goals/Considerations (NEW)
- 23) Sponsorship (NEW)

The highlight of the year so far was the 2017 CASH conference held in Vancouver, BC, **April 19 - 21, 2017** hosted by the BC Sports Hall of Fame. What an amazing program of topics and activities. The program was full and fast paced and you left with a sense of excitement to try new ideas. Thanks to Allison Mailer and her BCSHF crew for organizing and thanks for the day at the Richmond Olympic Experience. Read more in the newsletter.

2019 CASH Conference: We have one Hall of Fame who has expressed interest in hosting the next CASH conference and AGM which will be in 2019. If any other Hall of Fame is interested in hosting, please contact me by September 1st.

The CASH Handbook for Sports Halls of Fame and Museums is in desperate need of an update. Several members at the AGM volunteered to take a chapter to review and make recommendations for updating the content to be relevant to today. We now have it all in a digital version so it is easy to track changes.

**ACTION Needed:** We need more Hall of Fame members to take a chapter to review for updates. The following have committed to help but we need more. Please contact me if you are willing to lend a hand.

Members Benefit: CASH has a mailserv list of all of its members which you can use to communicate with each other. This is a great way to find out information from other sports halls of fame and a great way to share information on what you have been doing.

Have a Great Summer,  
Donna Hateley





## CASH Conference 2017

Allison Mailer, CASH 1<sup>st</sup> Vice President  
BC Sports Hall of Fame



The BC Sports Hall of Fame hosted colleagues from across Canada April 19, 20 and 21 during the Canadian Association for Sport Heritage Conference: *Connecting and Collaborating Through Sport Heritage*. Delegates spent three days learning, sharing and collaborating about the unique work of Halls of Fame.

Thank you to our conference sponsors and supporters: International Sport Heritage Association, Richmond Olympic Experience, Sport Hosting Vancouver, Canadian Association for Sport Heritage, Mr. Paul Wong, Preservation Technologies, Tourism Vancouver, Ms. Janice Smith and our fantastic accommodation sponsor the Rosedale on Robson Suite Hotels. Thank you to our exceptional presenters who graciously offered their time and expertise and finally thank you to our volunteers and staff team who coordinated the conference: Peter Webster, Kristina Macdonald, Jason Beck, Kirk Sorensen, Rachel Harper and Barbara Chu.



Photos: The 3-day CASH Conference was jam-packed with amazing sessions for our participants. These included, “Bringing Your Collection to the Public” (left), an “All-Access Tour of BC Place” (middle) and a beautiful tour of the “Dr. Sun Yat-Sen Classical Chinese Gardens” (Right).



## Skate Canada Hall of Fame

Emery Leger  
Archivist

### ATHLETE PROFILE: LOUISE BERTRAM AND STEWART REBURN



Canadian pair legends Louise Bertram and Stewart Reburn, both of Toronto, were the 1935 Canadian Pair Champions and enter the Skate Canada Hall of Fame in the athlete category. Both are deceased; Bertram passed away in 1996 at age 88 and Reburn in 1976 at age 63. They were the first pair team to skate to the music instead of using it as background, and were referred to as the “Fred Astaire and Ginger Rogers of the ice world.”

Their innovative, charming style captured audiences in both the figure skating and entertainment worlds. They competed at the 1936 Olympic Winter Games, finishing sixth, before retiring from the sport.

# Alberta Sports Hall of Fame and Museum

Shelsea Buskell

Administrative Assistant



## 60<sup>th</sup> ANNIVERSARY

The Alberta Sports Hall of Fame and Museum is celebrating its 60th Anniversary this year. It's an amazing opportunity to recognize our Treasured Memories of ASHFM, our esteemed Honoured Members, and the lasting impact that sport has left on our province.

Special Events held throughout the year to commemorate this occasion include our 60th Exhibits at the ASHFM, our 2017 Induction Banquet in May, our 25th Anniversary Golf Tournament, and a Special Edition 60th Newsletter.

## CELEBRATING THE 2017 INDUCTION BANQUET

The annual Induction Banquet took place on May 26, 2017 in Red Deer, Alberta. More than 500 people from across the provinces and United States attend this annual gala event to honour Alberta's great athletes, sport builders, pioneers, and media personnel.

Rick Duff – Boxing Athlete  
Keltie Duggan – Swimming Athlete  
Doug Jones – Baseball Builder  
John Kucera – Alpine Skiing Athlete  
Hans Maciej – Tennis Builder  
Herbert McLachlin – Basketball Builder  
Marilyn Palmer O'Connor – Golf Athlete  
Ryan Smyth – Hockey Athlete  
Sharon Trenaman – Squash Builder  
1984/85 NAIT Oaks – Hockey Team  
Jeff Hansen – Bell Memorial Award – Sports Writer  
Betsy Carveth Dunn – Pioneer Award – Baseball Athlete

## 25<sup>TH</sup> ANNIVERSARY GOLF TOURNAMENT

We invite you to join us for our 25th Anniversary Golf Tournament on August 10, 2017 at the Innisfail Golf Course. Golfers enjoy a day on the course with ASHFM Honoured Members, as well as Special Guest and Honoured Member Jason Zuback, the World Long Drive Champion in 1996, 1997, 1998, and 1999, who is putting on a demonstration and will be visiting with golfers as they enjoy their day. Wrap it all up with a delicious supper and claim your silent auction prizes.

## COLLECTIONS EXPANSION 2017

We have started the expansion of our collections facility! Inventory has been completed and the entire collection has been moved off site for the duration of the mezzanine and rolling storage installation. This expansion should gain us an additional 50% storage space!

None of this would be possible without federal financial support from Western Economic Diversification Canada 150 Fund and the provincial Community Facility Enhancement Program. We greatly appreciate all the financial contributions individuals have made to the project over the past year.

We will not be accepting any new donations or loans while our collections facility undergoes this project. Please hold any items until we have finished the renovations this fall.

You can keep up on the progress by visiting:  
<http://ashfm.ca/collections/collections-expansion-project>

## SERVUS FREE FAMILY NIGHTS

The Free Family Nights have been a growing success with many first time visitors and their families. It's really exciting to be reaching out to the Red Deer and Central Alberta community with these events and continue to develop this partnership with Servus Credit Union.

Each month has different themes with opportunities to watch and participate in sport demonstrations. Upcoming Free Family Night themes include: ASHFM's 60th Anniversary, Bike Rodeo, Rodeo Games, & Back to School!





## Nova Scotia Sport Hall of Fame

Katie Tanner (Wooler)

Museum & Communications Coordinator

### **NSSHf NAMES AWARD-WINNING CBC BROADCASTER AS NEW EXECUTIVE DIRECTOR**



The Board of the Nova Scotia Sport Hall of Fame is pleased to announce that well-known CBC broadcaster and long-time Hall volunteer Bruce Rainnie has started his position as Executive Director. Rainnie has taken over for Bill Robinson, who retired after a stellar 34-year career leading the Hall.

Rainnie, a native of Dartmouth, N.S., has covered sport at the professional and amateur levels for the past three decades. Bruce is nationally known for his work with CBC Sports. Along with being a regular host on Hockey Night in Canada, he has broadcast seven Olympic Games.

“These experiences have allowed me to witness up close what makes great programs and how sport plays an important role in the development of our youth.” says Rainnie.

Rainnie has also been the emcee of many major functions for the Nova Scotia Sport Hall of Fame over the past 18 years, most notably the Hall of Fame’s Annual Induction Ceremonies.

“Bruce has excellent relationships with the Hall of Fame staff and stakeholders, and has unique insight into the importance of the Hall and how it operates,” says former Hall of Famer CEO Bill Robinson. “He is a great communicator, a natural leader, and has a reputation based on fairness, humour, and respect for others.”

“Bruce was chosen after an extensive and thorough search process, led by a committee of the Board of Directors, and chaired by Ian Sullivan of Venor,” added Board Chair Rob Randall.

“My goals are simple,” says Rainnie. “I want the Hall of Fame to remain a premier museum destination and the best provincial Sport Hall of Fame in Canada. I want anyone who visits to leave inspired, with a clear sense of just how accomplished and dedicated the best Nova Scotia athletes and builders are.”

Bruce Rainnie began his new position on Monday, May 1, 2017.

### **NSSHf ANNOUNCES 2017 INDUCTION CLASS ON JUNE 1**

The Nova Scotia Sport Hall of Fame named its class of 2017 at a media release on Thursday, June 1 at 10:00 am (AST) at the Hall of Fame museum. This year’s class is comprised of five athletes, two builders and one team. The full media release was captured live on the Hall’s Facebook and Twitter accounts (@nsshf) and also shared on the Hall’s website ([www.nsshf.com](http://www.nsshf.com)).

Sarah Baker

Lucy Smith

Mike Kelly

Amy Cotton

Colin White

1977 Cheema Canoe Team

Todd King

Brad Barton



## Saskatchewan Sports Hall of Fame

Autumn McDowell  
Communications Coordinator

### SSHF NAMED SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE WINNER

Regina – Saskatchewan Sports Hall of Fame (SSHF) was named **Business of the Year (Under 20 Full-time Employees)** during the 28<sup>th</sup> annual *Saskatchewan Tourism Awards of Excellence Gala*, which was celebrated on April 5 at the Sheraton Cavalier Saskatoon Hotel. Other finalists in our category included Harvest Eatery and Fresh Market, Shaunavon, and Last Mountain Distillery, Lumsden.

The SSHF nomination was derived on the basis of our 50<sup>th</sup> Anniversary year and the “big three” activities including *Diamond Girls*, 50<sup>th</sup> Anniversary Traveling Exhibit and 50<sup>th</sup> Anniversary Gala. We would like to recognize and thank a number of key people and organizations who were instrumental in making our 50<sup>th</sup> Anniversary events, and thus this award selection, successful. Maureen Ulrich for her engaging & entertaining *Diamond Girls* script, Malia Becker for bringing history alive through her stellar performance of 21 characters!, director Kenn McLeod, technical director William Hales, and stage manager Shelby-Lyn Lowe. All of our inductees, some of whom traveled great distances, and chose to participate in one or more of our anniversary events including our 50<sup>th</sup> Gala reunion celebrations. And last, but not least, to our key sponsors who shared the vision and passion in taking Saskatchewan’s sport history to the entire province including Saskatchewan Lotteries, Community Initiatives Fund, Saskatchewan Blue Cross, Creative Display, Sterling Truck & Trailer Sales, Hornoi Leasing, SaskTel and SGI.



We also wish to extend a heartfelt thank you to Tourism Saskatchewan for this award, as well as to our award sponsor, the Saskatchewan Indian Gaming Authority. We could never have imagined a more perfect end to our 50<sup>th</sup> Anniversary year.



BC SPORTS  
HALL OF FAME

## BC Sports Hall of Fame

Allison Mailer  
Executive Director



With more than 750 guests in attendance at the Vancouver Convention Centre West, the BC Sports Hall of Fame formally inducted its 51st class at the star-studded annual Banquet of Champions, presented by [Vanguard Mortgage Investment Corporation](#) on Wednesday, April 12th.

The Banquet of Champions is the premier event for the BC Sports Hall of Fame and proceeds support the organization and education programs. The 2017 Banquet of Champions raised a net total of \$150,000. It is with true gratitude that we say thank you to our organizing committee, volunteers, guests, donors, sponsors, Honoured Members and 2017 Inductees for their enthusiastic support of the event.

Photo: (Left to Right) **Standing** Mark Recchi, Mark Wyatt, Chang Keun Choi, Jan (Gee) Kainer, Terri McGovern, Kathy (Williams) Shields, Brenda McFarlane, Linda (Willard) Evans, Ken Shields, Joanne Sargent, Betty Ross, Carol Shollert, Heather Cranston, Wendy Grant, David Sidoo, Katheryne Robbins, Stephen Tidball, Laura Balisky, Roland Green, Jane Tidball **Sitting**: Geroy Simon, Michelle Stilwell, Tim Frick, Frank Smith



## Manitoba Sports Hall of Fame

Rick Brownlee  
Executive Director

Since the last CASH Newsletter the Manitoba Hall of Fame has seen another successful Winnipeg Whisky Festival on March 3, 2017 at the Fairmont Winnipeg come and go. The Festival is presented by Liquor Marts and in its 5<sup>th</sup> year now and became our largest single fundraising event in year one. Check out more at [www.winnipegwhiskyfestival.com](http://www.winnipegwhiskyfestival.com) or like us on Facebook!

We also joined Sport Manitoba for their Night of Champions on April 22, 2017 and inducted two veteran inductees into the Manitoba Hall. The late Bruce Hudson was a two-sport athlete in curling and baseball and is a member of both those sport-specific provincial halls of fame. He represented Manitoba at the 1964 and 1967 Briers as skip and finished 7-3 and 8-2 respectively. The team inductees were the 1954 & '55 Manitoba All-Stars lacrosse teams who lost the Minto Cup final in consecutive years. Awarded to the junior A lacrosse champions since 1937, there have only been a few instances when BC or Ontario/Six Nations were not in the final and all three times Manitoba upset one or the other to get there. Check out the link at <http://www.sportmanitoba.ca/hall-of-fame/night-champions-showcases-manitoba%E2%80%99s-best-sport> to see more on this event.

The other exciting news is that our home at the Canada Games Sport for Life Centre at 145 Pacific will be opening Phase Two with a new training facility this June. It will make this building unique in Canada with sport administrative offices, a print shop, meeting room space, a sport medicine clinic and now a high performance training centre with multi-use capabilities all under one roof! Visit Sport Manitoba's website to see the whole construction process come to life.

Finally, this summer we are opening a new feature exhibit in June celebrating 50 Years of Canada Games, presented by MLT Aikins in conjunction with Winnipeg hosting the 2017 Jeux Canada Games. It will be our first exhibit where all of the text will be in both official languages and we want to thank all of our sister heritage institutions who loaned us artifacts and memorabilia to truly represent the entire country.

We will showcase items from every province and territory with a special emphasis on the host province for 2017 and its history in the Games. Fascinating facts will be shared throughout the exhibit. Did you know that world curling champion (and MBSHOF Honoured Member) Connie Laliberte won a bronze medal in field hockey for team Manitoba back in 1981 in Thunder Bay? Lots of famous alumni to look back upon and not always for the sport they are best known in so check it out!





## Canadian Golf Hall of Fame & Museum

Meggan Gardner

Curator

### *Considering Community*

One hundred and fifty years ago, Canada transformed from a collection of provinces and territories into one unified nation. Confederation connected thousands of communities, big and small, into a vast and diverse collective. But the millions of municipalities that make up that mosaic each possess a unique social tie that binds us. A significant number of these social ties come with the founding and development of sport clubs.

Looking at all of the clubs established across this country is staggering. Some are even older than Canada. It speaks to the rich tradition of sport in this country, with the longevity of the following clubs being particularly impressive:

- The Montreal Men's Curling Club founded in 1807
- The Toronto Cricket Club founded in 1827
- The Royal Nova Scotia Yacht Squadron founded in 1837

It is no surprise that Montreal, Toronto and Nova Scotia are home to some of the oldest sporting clubs in Canada, as they were inhabited for the longest period of time before migration moved westward. What is surprising is the growth and formation of golf clubs in very sparse locations across the country.

The first written reference of golf in North America can be found in an 1826 edition of the *Montreal Herald* inviting golfers to play on the Plains of Abraham. There are two important things to note when examining this reference. Firstly, that golf was being played in this country well before any clubs had been organized and, secondly, that golf was gaining popularity in Canada prior to it appearing in the United States.

Research indicates that towns were not considered civilized in a sense until an established club was

founded. The purpose of the club was not only to be places to play organized golf but also to be social venues with its members being leaders of their communities. Due to population sizes, most small towns could only sustain one or two types of sporting clubs, in contrast to its metropolitan counterparts such as Toronto and Montreal. Many of the golf clubs that were established at the turn of the century were rudimentary courses, yet the people used these clubs as an opportunity to develop their community.

When we think about community in the prairie provinces, we often think about men and women with young families building a homestead, but the community of Stony Mountain was a prison town – and yes, they built a golf course. In fact, the prisoners did. The penitentiary warden, Lt.-Col. Samuel Bedson, thought it beneficial to the prisoners (in order to keep them out of trouble) for them to physically construct the 9-hole course. The village of roughly 200 people enjoyed the course, as did other communities from far away. 200 people! That is one hundred people less than the members of Augusta National – and they have members around the world! Just imagine for an instance how a town of 200 people could sustain a golf course, albeit only for a short time.

Two years later the course of Virden Wellview was built – arguably because of its citizen traveling to Stony Mountain to play golf. How important is the course to the 3,000 residents of Virden? Well, when oil was discovered on the property, the golfers simply put a fence around the oil wells so that they could continue golfing.

The Stony Mountain course no longer exists but created an important foundation for golf in which Virden Wellview remains the oldest active club.

Nothing epitomizes the definition of community more than when its citizens come together in desperate times of need. During both world wars, many Canadian communities were decimated through lack of income or the sheer number of citizens that had enrolled to aid the war effort. Over 200 golfers, from Calgary alone, had enlisted in 1917 leaving families behind.

However, many golf clubs held fundraisers to support the war effort. The Canadian Ladies Golf Association, being such a close-knit community of female golfers from across Canada, probably has the most significant example of community when the CLGA (then known as the Canadian Ladies Golf Union) established their “War Service Fund” from 1940 to 1945. Every provincial branch, club and individual member raised and collected over \$82,000 from field days, club competitions, dances and raffles. Their greatest achievement being the funding of a Spitfire war plane.



*Red Cross Matches were hosted coast to coast at a time when almost 620,000 Canadians were enlisted with the Canadian Expeditionary Force. A match was held at St. Andrews-by-the-Sea with Charles and Albert Murray aiding the war effort. Photo Courtesy of Golf Canada Archives.*

It would be difficult to call the 1909 city of Prince Albert, Sask., the golfing epicenter of Canada yet in that same year a golf club was established so members of the community — which two years later was just over 35,000 people — could have a place to play golf and socialize. Ironically enough, this is roughly the same number of people who reside in Prince Albert today. A golf course has remained a fixture in their community for more than a century.

Prince Albert’s Ward 4 councilor Don Cody knows first-hand the importance of the Cooke Municipal Golf Club (formerly named Prince Albert GC) to the city and its citizens.

It’s clear the people of Prince Albert are very proud of their golf course. Cooke Municipal continues to give back to its community, partly by trying to keep rates affordable for families and golfers of various skill levels. That said, the course has still turned a profit every year and in 2017 will see a substantial \$2 million in funding for needed upgrades.

“The irrigation system needs to be updated and you need to invest in your community,” noted Coun. Cody, who was quick to point out the various organizations that use the club for fundraising. “It is that kind of thing, that community spirit, that allows the club to give back and we make it work.”

Cooke Municipal Golf Course is one of many sports clubs around the country that continuously contributes back to its community, all the while promoting the sport and ensuring its survival in Canada. History shows the great bond that clubs and members have with each other in shaping their local neighbourhoods and, in doing so, shaping the cultural and social landscape of our diverse country.

## KNOW YOUR CASH

The Canadian Association for Sport Heritage (CASH) is a national association of institutions, organizations, and individuals dedicated to the preservation of Canada's rich sports heritage. Established in 1979, CASH 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.

## INDUCTION CEREMONY ADVERTISING SUBSIDY PROGRAM

This initiative was established as a benefit of membership in CASH and as a way in which to promote your affiliation with our national association. For those CASH members who produce a publication in conjunction with their Induction Ceremonies, you are eligible to receive a \$50 subsidy towards an advertisement in your publication. In order to access these funds you must send a letter of request to the Treasurer in advance of your publication date. There are a limited number of these grants available, so get your request in as early as possible.

## CONTACT

Diane Imrie, CASH Treasurer  
c/o Northwestern Ontario Sports Hall of Fame  
219 May St S Thunder Bay ON P7E 1B5  
Phone (807) 622-2852 \ fax (807) 622-2736  
Email: [nwosport@tbaytel.net](mailto:nwosport@tbaytel.net)

## 2019 CASH CONFERENCE

Are you interested in hosting the next CASH Conference? Contact CASH President, Donna Hateley for more information. Deadline to express an interest in hosting: September 1, 2017.

Phone: [403.341.8614](tel:403.341.8614)  
Email: [donna@ashfm.ca](mailto:donna@ashfm.ca)

## CASH BOARD

Donna Hateley (President)  
Alberta Sports Hall of Fame and Museum

Allison Mailer (1st Vice President)  
BC Sports Hall of Fame

Diane Imrie (Treasurer)  
Northwestern Ontario Sports Hall of Fame

Autumn McDowell (VP Communications)  
Saskatchewan Sports Hall of Fame

Zack Anderson (VP Education)  
Canada's Sports Hall of Fame

Shane Mailman (VP-Membership)  
Nova Scotia Sports Hall of Fame

Janice Smith (Secretary / Past President)  
Canada's Sports Hall of Fame

## STAY CONNECTED!

Did you know CASH is on Twitter and Facebook?



@CanSportHistory



@CanSportHistory

Keep up to date and post news, view current members, past newsletters and the latest happenings at <http://canadiansportheritage.com>

## NEW EMAIL

CASH also has a new email account that can be used to reach CASH Executives and for general inquiries.

Contact CASH at:

[CANSportHeritage@gmail.com](mailto:CANSportHeritage@gmail.com)

