

# *Collaborating and Connecting through Sport Heritage*

## Canadian Association for Sport Heritage Conference



**BC SPORTS  
HALL OF FAME**

### **HOSTED BY:**

BC Sports Hall of Fame and  
Museum, Vancouver BC,  
Canada

**APRIL  
18-21  
2017**



# 2017 CASH Conference



**BC SPORTS  
HALL OF FAME**

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



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

Since 1966, the BC Sports Hall of Fame has been protecting and preserving BC's sporting history, and we look forward to welcoming you to Vancouver for the 2017 Canadian Association for Sport Heritage Conference. This national conference attended by delegates from across Canada as well as the United States will be a great opportunity to connect, learn and grow as an organization.

We are proud to be the official host of the 2017 CASH Conference and want to make sure that your experience here in Vancouver is a great one! We look forward to catching up with old friends and making new ones in April!

## Allison Mailer

Executive Director  
BC Sports Hall of Fame  
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## Kirk Sorensen

Conference Co-ordinator  
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Register online at:

<http://www.bcsportshalloffame.com/visit/2017-cash-conference/>





# CASH Conference Schedule

## Tuesday, April 18

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12pm - 5pm Conference Registration *BC Sports Hall of Fame*

## Wednesday, April 19

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7:00am - 8:30am Continental Breakfast *Rosedale on Robson*

8:00am - 9:00am Conference Registration *BC Sports Hall of Fame*

9:00am - 9:30am Session #1: Welcome and Introductions

9:30am - 10:30am Session #2: Speed Dating Challenges

10:45am - 12:20pm Session #3: BC Sports Hall of Fame Tour:  
Spotlight on Milestone Anniversaries and Exhibits

12:30pm - 1:10pm Lunch with special guest speaker, President of the Canadian Olympic  
Committee Tricia Smith

1:15pm - 2:30pm Session #4: Aboriginal Sport Integration

2:30pm - 3:30pm Session #5: Tourism Marketing

3:45pm - 4:45pm Session #6: All Access Tour of BC Place

4:45pm - 6:00pm Free Time

6:00pm Dinner

9:00pm - Late Post-Dinner Hospitality Suite *Rosedale on Robson*

## Thursday, April 20

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7:00am - 7:45am Continental Breakfast *Rosedale on Robson*

8:00am Depart from Hotel for Richmond Olympic Oval

9:00am - 9:30am Arrival at the Richmond Olympic Oval

9:30am - 11:30am Session #7: Full Olympic Oval Experience

11:30am - 12:30pm Lunch

12:30pm - 1:00pm Session #8: Customer Service Spotlight

1:00pm - 2:00pm Session #9: Engaging your Board and Staff

2:10pm - 3:00pm Session #10: CASH Annual General Meeting

3:00pm - 4:15pm Session #11: How will you be Remembered? *A Guide  
for Creating and Enjoying your legacies NOW!*

4:30pm Return to Hotel

6:00pm - Late Dinner and Entertainment Night

## Friday, April 21

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7:00am - 8:15am Continental Breakfast *Rosedale on Robson*

8:30am - 9:30am Session #12: Programming for Groups with  
Special Considerations

9:30am - 10:45am Session #13: Fundraising for your Organization

11:00am - 12:15pm Session #14: Bring your Collection to the Public

12:30pm - 1:45pm Lunch with special keynote speaker

2:00pm - 3:45pm Option tour of Science World



# CASH Conference Schedule

## Tuesday, April 18 (Travel Day)

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12pm - 5pm

Conference Registration

*BC Sports Hall of Fame*

Conference attendees will be welcomed with a chance to mingle at the BC Sports Hall of Fame in BC Place, downtown Vancouver. Guests can explore the Hall of Fame exhibits and discover British Columbia's great sports heroes while enjoying a range of refreshments.

## Wednesday, April 19 (BC Sports Hall of Fame)

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7:00am - 8:30am

Continental Breakfast

*Rosedale on Robson*

8:00am - 9:00am

Conference Registration

*BC Sports Hall of Fame*

9:00am - 9:30am

**Session #1: Welcome and Introductions**

Conference overview and structure including social media engagement opportunities with CASH VP Communication Autumn McDowell

9:30am - 10:30am

**Session #2: Speed Dating Challenges**

Executive Committee Members of CASH will each host a topic and in small groups delegates will circle through the topics for quick discussions regarding challenges or success in key areas. Topics include: Education Programs (Zack Anderson - Canada Sports Hall), Honoured Member Relations (Diane Imrie - North Western Ontario Sports Hall of Fame), Collection Management, Staffing, Public Programming and more! Come ready to share and learn!

**Moderators:** CASH President Donna Hateley and CASH Vice-President Allison Mailer

10:45am - 12:20pm

**Session #3: BC Sports Hall of Fame Tour:**

**Spotlight on Milestone Anniversaries and Exhibits**

Split into groups, delegates will rotate through zones within the BC Sports Hall of Fame with a focus on collection, exhibit planning and storylines. Delegates will be led by Hall curators and staff through our Terry Fox, Rick Hansen, and Greg Moore galleries as well as a case study on "A Week You'll Remember a Lifetime - the 60th Anniversary of the 1954 British Empire Games". A rare behind the scenes look into the collection storage area where over 50,000 archival documents and 27,000 artifacts are cared for will also help delegates gather ideas for their own storage facilities!

**Presenters:** Allison Mailer, Executive Director, BC Sports Hall of Fame

Jason Beck, Curator and Facility Director, BC Sports Hall of Fame



# CASH Conference Schedule

## Wednesday, April 19

**12:30pm - 1:10pm** Lunch with special guest speaker Tricia Smith,  
President of the Canadian Olympic Committee

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### **1:15pm - 2:30pm** Session #4: Aboriginal Sport Integration

A look at how stories of First Nations' sport and First Nations' athletes and teams have been recognized and celebrated within Canada's broader sport history. Led by leaders in BC's First Nations' sport community, this will address recommendations outlined in the Truth and Reconciliation Commission of Canada. Panelists will include Honoured Member Richard Peter from the Cowichan Tribes and Tewanee Joseph CEO of the Tewanee Consulting Group from the Squamish First Nation.

### **2:30pm - 3:30pm** Session #5: Tourism Marketing

Vancouver welcomed over 10 million tourists in 2016 and it is expected to grow in 2017. To ensure visitors have a first-class experience the attractions and museums have undertaken a number of collaborative approaches to cross market. This session will cover some of the initiatives that Vancouver has implemented, such as our VanPass Program and the Tourism Challenge.

**Presenter:** Nancy Chilton, Tourism Vancouver

### **3:45pm - 4:45pm** Session #6: All Access Tour of BC Place

BC Place is the largest multipurpose venue of its kind in the province of British Columbia, hosting sports, exhibitions and live entertainment. Home to the BC Lions and the Vancouver Whitecaps, the stadium welcomes more than 1 million guests a year. Learn about the building operations, the logistics of running a stadium tour and more!

### **4:45pm - 6:00pm** Free Time

Take advantage of the great downtown location close to shops and more. Discounts will be available for other local attractions!

### **6:00pm** Dinner

Dinner of your own, reservations have been made in the host hotel restaurant

### **9:00pm - Late** Post-Dinner Hospitality Suite

Relax, network and share a beverage with fellow delegates at the Rosedale on Robson hotel



# CASH Conference Schedule

Thursday, April 20 - Richmond Olympic Oval

7:00am - 7:45am

Continental Breakfast

*Rosedale on Robson*

8:00am

Depart from Hotel for Richmond Olympic Oval

9:00am - 9:30am

Arrival at the Richmond Olympic Oval

Upon arriving, the Program Manager of the Richmond Olympic Experience (ROX) Kristina Macdonald will greet the group and bring everyone into the building via the Vancouver 2010 Olympic Torch Routes exhibit which winds around outside the building and then have time to settle into the Legacy Suite.

9:30am - 11:30am

**Session #7: Full Olympic Oval Experience**

A hybrid tour of the Richmond Olympic Oval and the Richmond Olympic Experience will offer an in-depth look at the history of the building, as well as a chance to check out the only member of the International Olympic Committee's Olympic Museums Network in North America. The tour will end with an introduction to the world class sport simulators and interactive challenges.

**Presenters:** Kristina Macdonald, Program Manager, ROX  
Richmond Olympic Oval Volunteer Ambassadors

11:30am - 12:30pm

Lunch

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AT RICHMOND OLYMPIC OVAL



12:30pm - 1:00pm

**Session #8: Effective Tools for Engaging your Employees and Customers**

The world is changing. As new technology continues to affect how we do business and how we access goods and services, at the centre of all of this is the customer. As industries become more complex, customers' expectations continue to rise. What's the secret to delivering a consistently great customer experience in this ever changing landscape? The answer lies in organizational commitment. Research shows that the main driver for performance and profitability is engagement; engagement of customers as well as employees. This session will provide you with some tools to help you learn more about your customers, their likes and dislikes as well as gain valuable intelligence on the staff that serve them.

**Presenter:** Portia Mann, Project Manager, Richmond Olympic Oval



# CASH Conference Schedule

Thursday, April 20 - Richmond Olympic Oval

## 1:00pm - 2:00pm      **Session #9: Engaging your Board and Staff - Working as a Team**

In 2010 the Saskatchewan Sports Hall of Fame (SSHF) took a critical look at its state, and realized despite outward appearances it was in trouble. Executive Director Sheila Kelly will speak on how the organization redeveloped into a vibrant organization and the tools and tricks used to help develop a strong staff and board that made sure the SSHF could achieve long term success. Delegates will be offered a chance to share the successes and frustrations on their organizations and work together to apply the tools used in this presentation.

**Presenters:** Sheila Kelly, Executive Director, Saskatchewan Sports Hall of fame  
Donna Hateley, Managing Director, Alberta Sports Hall of Fame & Museum

## 2:10pm - 3:00pm      **Session #10: CASH Annual General Meeting**

Presented by the CASH Board, lead by President Donna Hateley

## 3:00pm - 4:15pm      **Session #11: How will you be Remembered? A Guide for Creating and Enjoying your legacies NOW!**

This presentation will focus on how Halls of Fames are the legacy keepers of their Honoured Members and how to ensure their stories are told for decades to come

**Presenter:** Robb Lucy, Co-Founder of Make-A-Wish Foundation in Canada

## 4:30pm      **Return to Hotel**

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## 6pm - Late      **Dinner and Entertainment Night** **Generously provided by Paul Wong**

## 6:00pm      **Visit to Dr. Sun Yat Sen Garden**

A guided tour of Dr. Sun Yat Sen Garden, the first classical Chinese garden built outside of China. This garden has received multiple accolades worldwide, including being named the Top City Garden by National Geographic.

## 7:00pm      **Dinner at Floata Chinese Restaurant**

A classic dim sum dinner at one of Vancouver's top Chinese restaurants featuring nine courses including pan fried lobster and crab will be paired with a performance by Mary Ann, former Miss Chinatown. The evening will be emceed by Tom Mayenknecht host of The Sport Market on TSN and will feature special guest appearances by BC Sports Hall of Fame Honoured Members.



# CASH Conference Schedule

Friday, April 21 -BC Sports Hall of Fame

**7:00am - 8:15am** Continental Breakfast *Rosedale on Robson*

**8:30am - 9:30am** Session #12: Programming for Groups with Special Considerations

Canucks Autism Network strives to foster awareness and understanding of autism to create more inclusive environments where families living with autism can feel understood, accepted, and supported in all community spaces. In this presentation, attendees will learn about Canucks Autism Network as well as our Autism Aware initiative that aims to educate and empower businesses and establishments to be more inclusive and supportive of families living with autism.

**9:30am - 10:45am** Session #13: Bringing your Collection to the Public

Join programmers from the Beaty Biodiversity Museum and the Royal British Columbia Museum and learn how they have provided access to collections and stories through the use of outreach. They will share examples of their hands-on resources and provide tips on how to produce and distribute your own outreach materials.

**Presenters:** Kim Gough, Learning Program Developer, Royal BC Museum  
Nicole Balsdon, Education & Outreach Coordinator, Beaty Biodiversity Museum

**11:00am - 12:15pm** Session #14: Fundraising for your Organization

Rory Green (better known as Fundraiser Grrl) works full time in major gifts fundraising and has you covered - from making the ask to corporate engagement her expertise will help your organization flourish.

**Presenter:** Rory Green, Associate Director of Advancement, Simon Fraser University

**12:30pm - 1:45pm** Lunch Sponsored by:

This lunch will officially close the conference



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**2:00pm-3:45pm** Optional Session: Science World Tour

Delegates will have a waterfront walk to our neighbours at False Creeks' Science World. Science World is one of Vancouver's top attractions and delegates will have a professional development tour of their facility. The BC Sports Hall of Fame and Science World have collaborated on a number of projects and we are thrilled they are able to share their expertise in this fun manner with CASH delegates.

**Presenter:** Pauline Finn, Vice President Community Engagement and Customer Service, Science World



# Speaker Biographies



## Donna Hateley

### Alberta Sports Hall of Fame & Museum

Donna has spent the last 18 and a half years as the Managing Director of the Alberta Sports Hall of Fame and Museum. Donna currently serves as the President of the Canadian Association for Sport Heritage and is also a board member of the International Sports Heritage Association. She is a certified World Cup FIS A level freestyle ski judge. Donna also is a part of the leadership group for the 2019 Canada Winter Games in Red Deer Alberta and believes in the importance in celebrating and preserving sports history.

## Kim Gough - Royal BC Museum

Kim Gough has twenty years of experience working in public programs, special events and school programs at museums in Alberta and BC. She has just recently completed the requirements for the Master of Museum Education program at the University of British Columbia where her final research project was on outreach for seniors. As a Learning Program Developer at the Royal BC Museum her work has included school programs, feature exhibitions, volunteer training, gallery interpretation and the development of a smartphone app. Now with a focus on outreach, Kim will develop more opportunities for people who cannot physically visit the museum to explore and access the collection.



## Nicole Balsdon

### Beaty Biodiversity Museum

Nicole Balsdon is the Education & Outreach Coordinator at the Beaty Biodiversity Museum at UBC. Her diverse background includes managing volunteers, designing educational programs, biological studies, and volunteering with children. Nicole's passion is creating opportunities for science education and fostering connections between scientists, museum specimens, research, students, and the general public. Driven by a love of science, she finds ways to fuse science communication into unlikely places, such as volunteering with Vancouver Nerd Nite, SciCATS, informal evaluations groups, and the Lower Mainland Museum Educators group.





# Speaker Biographies



## Jason Beck - BC Sports Hall of Fame

For more than a decade Jason Beck has worked as the Curator and Facility Director of the BC Sports Hall of Fame in Vancouver, leading the Hall's re-emergence as one of the finest in North America. In that time he has also developed into one of BC's leading sports historians, often sought out by national and local television, radio and online media sources for interviews. For over a decade Jason worked on *The Miracle Mile: Stories of the 1954 British Empires and Commonwealth Games* which was published in 2016, and is a BC Best-Seller.

## Allison Mailer - BC Sports Hall of Fame

Upon graduating from the University of British Columbia, Allison has spent the last 23 years at the BC Sports Hall of Fame in a variety of roles – from leading tours, media relations and now in her current role as Executive Director she has done it all. Allison has been on the Board for the International Sports Heritage Association and is currently the Vice-President for the Canadian Association for Sport Heritage. Allison is a past figure skater and soccer player and is now enjoying sport mostly from the side line as she cheers on her future Hall of Famer.



## Sheila Kelly

### Saskatchewan Sports Hall of Fame

Sheila attended the University of Saskatchewan where she earned a Bachelor of Arts in Anthropology/Archaeology in 1984, and a Masters in Forensic Anthropology in 1988. Since 1990 Sheila has served as the Executive Director of the Saskatchewan Sports Hall of Fame. Sheila has had the opportunity to become involved on the boards of several local, provincial, national and international organizations through her employment with the SSHF including CASH, ISHA and the Canadian Museum Association.





# Speaker Biographies



## Rob Lucy - Author

Rob Lucy was the co-founder of the Make-A-Wish Foundation in Canada, and spent 25 years on its local, national and international boards. Lucy is also a past trustee of the BC Sports Hall of Fame and helped to create the Hero in You education program which visited over 50 schools this past year for the Hall. His book "Legacies Aren't Just For Dead People: Discover Happiness and a Meaningful Life by Creating and Enjoying Your Legacies Now!" provides tools for everyone to live life to the fullest.

## Kristina Macdonald

### Richmond Olympic Experience

Kristina Macdonald is the Program Manager of the Richmond Olympic Experience, at the Richmond Olympic Oval where she has worked since 2012. Prior to this role she managed a portfolio consisting of Sport Camps, field trips, and the rowing tank. She herself was a competitive rower, and started the sport at Simon Fraser University where she completed her Bachelor of Arts degree in English. In 2006 she raced on the Canadian Under-23 National Team at the U-23 World Championships. Additionally she is the Chair of ProMOTION Plus, the provincial organization for women and girl in sport and physical activity, and during winter you can find her atop Grouse Mountain where she is a snowshoe guide.



## Portia Mann - Richmond Olympic Oval

Portia Mann, BSc., Dipl. PR, has been teaching, training and educating fitness professionals for 15 years. Her work experience spans both public and non-profit sectors having worked for the YM-YWCA of Greater Victoria, Esquimalt Parks & Recreation, and as a course conductor for Camosun College. Known for her high energy and interactive speaking style, she has been a presenter at a number of health and fitness conferences, and has made a repeated appearances on local TV and radio programs, A-channel and KOOL FM, as a fitness expert, giving real life solutions to help individuals adopt a healthier and happier lifestyle.



# Speaker Biographies



## Rory Green

Rory Green is currently the Associate Director of Advancement at Simon Fraser University where she engages alumni and donors in supporting students, engaging the community and advancing research. She has spoken at national and international fundraising conferences, most recently starring in the “Kaileidoscope of Philanthropy” plenary Session at the AFP International. In her spare time, she is the founder and editor of Fundraiser Grrl, the fundraising community’s go-to source for comic relief.

## Tricia Smith

### Canadian Olympic Committee

Tricia Smith, a lawyer and a businesswoman based in Vancouver has a successful multifaceted career in sport. A four-time Olympian in rowing, Smith captured a silver medal at the Los Angeles 1984 Olympic Games, seven world championship medals as well as a gold medal at the 1986 Commonwealth Games. Since 2015, Tricia has been the president of the Canadian Olympic Committee. Tricia is a recipient of the Order of British Columbia, as well as the Order of Canada and was inducted into the BC Sports Hall of Fame in 1992.



## Pauline Finn - Science World

Pauline has been working with learning-focused, non-profit organizations since 1994. Since joining Science World in 2005 she has worked with a variety of teams including: Outreach, Education, Exhibits & Special Projects, Customer Service and Community Engagement. Pauline is a recent Fellow of the Noyce Leadership Institute along with over 100 senior-level leaders from science centres around the globe. Her team’s effort have been recognized by the Canadian Association of Science Centres including, “Best Program for Future Science Leaders” in 2016 and “Best Outreach Program for Community Science Celebrations” in 2010.



# Speaker Biographies



## Autumn McDowell

### Saskatchewan Sports Hall of Fame

A graduate of the University of Regina, Autumn spent four years as sports editor for the student newspaper, The Carillon. During her time there she was nationally published 19 times, including a stint in Maclean's. Working with the Saskatchewan Sports hall of Fame since 2015 Autumn manages all of the online platforms for the museum and has greatly helped increase public awareness. Autumn was just named a member of the CASH executive team as the VP of Communications.

**Check back regularly as more speaker bios are added!**

Register online at:

<http://www.bcsportshalloffame.com/visit/2017-cash-conference/>



# Organization Involvement

## BC Sports Hall of Fame - Host

Since 1966, the BC Sports Hall of Fame has played an integral part in protecting and preserving BC's sporting history. Containing over 70,000 artifacts and documents, the BC Sports Hall of Fame operates as a 15,000 square foot museum out of BC Place in downtown Vancouver. With signature exhibits on the Vancouver 2010 Olympics, Terry Fox and more, there is something for everyone.



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## Canucks Autism Network - Session Presenter

Founded in 2008, Canucks Autism Network provides year-round sports and recreation programs for individuals and families living with autism, while increasing awareness and providing training in communities across British Columbia.



## Richmond Olympic Experience - Venue Host

The Olympic Experience (ROX), at the Richmond Oval, is the only member of the International Olympic Committee's (IOC's) Olympic Museums Network in Canada. A highly interactive and dynamic visitor experience featuring touch-screen archives, state of the art sport simulators, and sport challenges, the ROX gives guests an immersive Olympic experience. Encompassing the complete history of the Olympic movement, the ROX features over 400 Olympic and Paralympic artefacts on display from around the world.



**OLYMPIC EXPERIENCE**  
AT RICHMOND OLYMPIC OVAL



## Canadian Association for Sport Heritage

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





# Sponsors

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## Venue Host



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