

HOCKEY HALL *of* FAME NEWS *and* EVENTS JOURNAL

Teammates

**NHL TEAM
FAN DAYS**

**PARTNERSHIP BRIEFS
RECENT ACQUISITIONS**

HHOF.com



FALL 2013



LETTER FROM THE CHAIRMAN OF THE BOARD

Dear Teammates:

Over the past few months, I have acquired a new found appreciation for the inner workings of the Hockey Hall of Fame. Having the privilege to serve on the Selection Committee for 15 years, I am familiar with the intricate process of honouring individuals who have brought special distinction to the game of hockey. However, as a vibrant museum and place of entertainment, the Hall's "bricks and mortar" responsibilities encompass the disciplines of retail merchandising, hospitality services, corporate partnerships, educational programming, special events, exhibition development (including the blend of architecture, design and technology), outreach offerings, curatorial acquisitions, archival facilities, etc. After 50+ years in the hockey business, I am excited with this new "arena" of opportunity to provide leadership to the Board as Bill Hay's successor.

In this age of the "internet generation", there are real challenges that sport halls of fame and similar attractions face in a highly competitive leisure and entertainment environment (largely influenced by technological advancements). My goal is to support the management team, led by our President and CEO, Jeff Denomme, to develop and enhance existing and new relationships. Moving forward, we welcome feedback from our key constituents concerning the Hall activities that matter most to you.

I would like to congratulate and extend our sincere appreciation and thanks to Bill Hay for his outstanding contributions over the past 33 years including 15 as Chairman and CEO. Those are big shoes to fill but it's a comfort knowing that Bill is only a dial tone away from lending his knowledge and support.

Best wishes to all for success on and off the ice as we approach an exciting Olympic hockey season and look forward to another memorable Induction Weekend/Celebration in November.

Sincerely,

Pat Quinn
Pat Quinn

Chairman of the Board



2013 INDUCTION CELEBRATION

FRIDAY, NOVEMBER 8, 2013

2:30pm

Induction Media Conference

This event includes the ring presentations to the 2013 Inductees.

7:00pm

Hockey Hall of Fame Game

New Jersey Devils vs. Toronto Maple Leafs on TSN.

Air Canada Centre

SATURDAY, NOVEMBER 9, 2013

1:30pm – 2:30pm

Inductee Fan Forum

Q & A session with the 2013 Inductees.

SUNDAY, NOVEMBER 10, 2013

2:00pm

Haggar Hockey Hall of Fame Legends Classic

Honoured Members Lanny McDonald and Darryl Sittler will captain their respective teams featuring this year's player Inductees. Prior to puck drop, the Class of 2013 will receive their official Hockey Hall of Fame Honoured Member Blazers at centre ice. *Mattamy Athletic Centre at the Gardens (formerly Maple Leaf Gardens)*

MONDAY, NOVEMBER 11, 2013

5:30pm

Doors open for Induction Celebration.

7:30pm

Induction Ceremony

Live broadcast on TSN2 and NHL Network.

9:00pm

Celebration continues.

**All events take place at the Hockey Hall of Fame unless otherwise listed.
For further details, visit HHOF.com.**

2013



haggar.
1926

Scotiabank®

Tim Hortons

VIA Rail Canada

TSN

MEDIA RELEASE

HOCKEY HALL *of* FAME UNITES CHELIOS, HEANEY, NIEDERMAYER AND SHANAHAN FOR THE HAGGAR HOCKEY HALL *of* FAME LEGENDS CLASSIC

Honoured Members and Leaf greats Lanny McDonald and Darryl Sittler recreate the magic at historic Maple Leaf Gardens

TORONTO (August 6, 2013)
– The Hockey Hall of Fame announced today that all four 2013 Player Inductees will play in the **Haggar Hockey Hall of Fame Legends Classic** during the upcoming 2013 Induction Weekend. Chris Chelios, Geraldine Heaney, Scott Niedermayer and Brendan Shanahan have confirmed that

“TO HAVE THE OPPORTUNITY TO STEP BACK ON TO THE ICE AT MAPLE LEAF GARDENS IS A HUGE THRILL. IT WILL BE A GREAT HONOUR TO PLAY AT THE OLD GARDENS WITH PAST TEAMMATES AND THE CLASS OF 2013.”

LANNY McDONALD

they will join a host of Hall of Fame legends and former NHL stars at the “Mattamy Athletic Centre at the Gardens” on Sunday, November 10, 2013 beginning at 2:00pm.

The Legends Classic, which was first added to the Induction Weekend 10 years ago, has become a fan favourite for both the general public and visiting alumni. This year the event will bring the 2013 Inductees and Honoured Members from Canada, the United States and Europe back to the historic Maple Leaf Gardens,

including Borje Salming’s celebrated return along with Lanny McDonald and Darryl Sittler who will captain “Team McDonald” and “Team Sittler”.

“To have the opportunity to step back on to the ice at Maple Leaf Gardens is a huge thrill,” said Lanny McDonald. “It will be a great honour to play at the old Gardens with past teammates and the Class of 2013.”

Prior to the game, the 2013 Inductees will be presented with their Official Honoured Member Blazer as a prelude to the Induction Ceremony scheduled for live broadcast at 7:30pm on Monday evening. During intermission, over 300 fans in attendance will win a limited edition print signed by the 2013 Inductees via the “Legends Shoot Out” if their complimentary souvenir program matches the number of goals scored. As an additional special bonus, all ticket holders will receive a complimentary Hockey Hall of Fame admission pass valid through December 31, 2013.

Other confirmed players that will participate in the game include former Leaf captains Wendel Clark and Doug Gilmour, plus Gary Leeman, Gary Roberts, Rick Vaive and Dave “Tiger” Williams.

THE RETURN TO THE GARDENS

— TEAM —
McDONALD **V S** **SITTLER** — TEAM —

A HISTORIC GAME featuring MAPLE LEAF LEGENDS
and the 2013 PLAYER INDUCTEES

haggar.
HOCKEY HALL OF FAME
Legends CLASSIC

Presented By **TISSOT** **SUN SHIELD** **Reebok**

SUNDAY, NOVEMBER 10, 2013 @ 2:00pm
MATTAMY ATHLETIC CENTRE
at the GARDENS, TORONTO
(formerly Maple Leaf Gardens)



NHL TEAM FAN DAYS

30 TEAMS IN 30 DAYS

This past summer, the Hockey Hall of Fame rolled out an ambitious marketing campaign that celebrated NHL hockey fans one team at a time. Working closely with three Hall of Fame sponsors, namely, the NHL and their individual teams,

the NHLPA, and The Upper Deck Company, the campaign provided a wave of excitement resulting in a 15% increase in gate revenue and an 11% increase in retail sales over the previous summer.



► On 30 selected summer days, the Hockey Hall of Fame spotlighted a specific NHL team. On each of those days, the first 1,000 guests received a free Hockey Hall of Fame 'game-worn' jersey trading card of the captain from that day's spotlighted NHL team. These cards were produced by Upper Deck exclusively for the campaign and drew daily line-ups well in advance to the Hall's opening.

► Each NHL Fan Day granted half-price admission to any guest wearing the apparel of the day's highlighted team. The Pittsburgh Penguins and Toronto Maple Leafs tied for the most patrons wearing their team colours on their respective day. Montreal, Philadelphia, and Detroit rounded out the top five.





► The NHL provided the Hockey Hall of Fame with two complete sets of game-worn captain jerseys from each of their 30 teams. One set was used to create the trading cards distributed to HHOF patrons while the other set was displayed in the 'NHL CAPTAINS - CLASS OF 2013' exhibit within the Hall of Fame.



Josh Dawson/HHOF



► On July 11, television crews were on-hand for the festivities honouring the Calgary Flames and their fans. The day kicked off with a traditional Stampede-style free pancake breakfast and featured guest appearances from Flames' mascot, Harvey the Hound, and an afternoon signing by Flames alternate captain, Mark Giordano.



Josh Dawson/HHOF



Captain Jonathan Toews rides the waves while wakeboarding behind a boatload of onlookers (Kenora, Ontario, July 20).

Wait Neubrand/HHOF



Blackhawks Executive Vice President Jay Blunk shares a park bench with two icons, Abe and Stanley. (Bloomington, Illinois, August 18).

Phil Pritchard /HHOF



Thousands gather at the main square for Michal Handzus and his silver chalice. (Banska Bystrica, Slovakia, August 9).

Phil Pritchard /HHOF

SUMMERING — *with the* — STANLEY CUP



Conn Smythe winner Patrick Kane hoists the Cup amidst a rain of confetti. (Chicago, Illinois, June 28).

Craig Campbell/HHOF



Shaken, not stirred. Defenceman Johnny Oduya and wingman, the Stanley Cup. (Stockholm, Sweden, August 12).

Mike Boltz/HHOF

Craig Campbell/HHOF

A sea of red greets the hometown victors for the Stanley Cup rally (Chicago, Illinois, June 28).



SPOTLIGHT



Mike Bolz/HHOF





Partnership Briefs



HAGGAR CANADA CO., a leading manufacturer of men's and women's brand name clothing and HHOF sponsor through 2016, has launched a North American-wide contest that focuses on the 2013 Hockey Hall of Fame Induction Celebration/Weekend. The grand prize consists of a four-day stay in Toronto and access to many of the weekend festivities, including Monday night's Induction Celebration and Sunday's Legends Classic, to which Haggar holds title sponsor and where the newest Inductees receive their Haggar-designed official Honoured Member Blazers.



IMPERIAL OIL LIMITED, an HHOF Founding Sponsor and title sponsor to the Great Hall, partnered with the Hockey Hall of Fame for a summer-long promotional radio blitz through various regions of Ontario and upstate New York. The campaign featured a number of road trip prize packages that included \$150 ESSO gift cards, a complete set of 'game-worn' captain jersey trading cards, and access to the Hockey Hall of Fame. The barter-based campaign generated over \$120,000 worth of radio exposure and involved fifteen leading radio stations.



NATIONAL HOCKEY LEAGUE, a Founding/Premier Sponsor of the Hockey Hall of Fame, played a significant role in the success of the Hall of Fame's "NHL Fan Days" summer campaign. The NHL supplied two sets of game-worn captain jerseys, one set used for the 'NHL Captains – Class of 2013' exhibit and the other set used to produce an exclusive series of HHOF trading cards that drew scores of patrons to the Hall. In addition, the NHL provided extensive media support in promoting the campaign via their online, radio, and television properties.



REEBOK-CCM HOCKEY, the world's largest designer, manufacturer, and marketer of hockey equipment, has renewed and expanded its Hockey Hall of Fame supplier and retail licensing partnership. Reebok will now serve as the exclusive supplier of both HHOF-branded clothing and headwear for sale in the Hall of Fame's Spirit of Hockey retail store, online store, and via other HHOF direct selling methods. The promotional benefits within the new contract, which runs through August 31, 2017, includes significant Reebok branding within the Hall of Fame's retail and online stores.



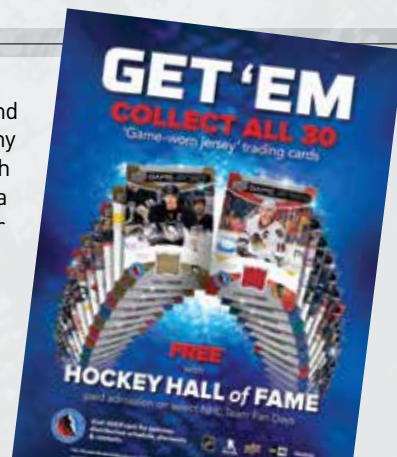
TIM HORTONS, Canada's largest fast food chain and recent HHOF sponsor, launched its "Timbits Hockey Enters The Hockey Hall of Fame" online contest, which invites past and present Timbit players, coaches, or fans to share their stories, photos, or video to the "Timbits Hockey Timeline" for a chance to win prizes, including a VIP trip for four to the Hockey Hall of Fame. Contestants and their content, will also have a chance to be featured in the newly-branded Tim Hortons Theatre at the Hockey Hall of Fame.



TISSOT, the worldwide renowned maker of fine watches and timepieces, has renewed its Hockey Hall of Fame sponsorship through September 30, 2014. As the "Official Watch of the Hockey Hall of Fame," Tissot will continue to hold title to the 6,000-square foot World of Hockey Zone, the largest dedicated exhibit within the Hall of Fame, will retain exclusive presenting sponsorship and page branding rights in and to the Silverware section of HHOF.com, and will serve again as a co-presenting sponsor to the annual Hagggar Hockey Hall of Fame Legends Classic that takes place during Induction Weekend.



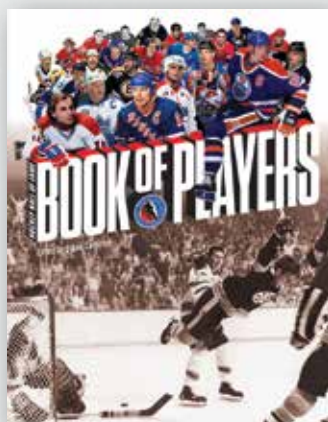
THE UPPER DECK COMPANY, the leading sports and entertainment trading card and collectibles company and an HHOF sponsor since 2001, collaborated with the Hockey Hall of Fame to design and produce a limited series of 'game-worn' jersey trading cards for each of the 30 NHL team captains. These one-of-a-kind collectibles were exclusively distributed at the Hall of Fame as part of the Hall's successful "NHL Fan Days" summer campaign, whereby on each Fan Day, the first 1,000 HHOF patrons received a captain's card of the day's featured team.



YORK HEATING AND AIR CONDITIONING, a brand of Johnson Controls, Inc., the global leader in delivering solutions that increase energy efficiency in buildings, has extended its category-exclusive Hockey Hall of Fame sponsorship rights and benefits to coincide with its corporate marketing activation and programming with the NHL for the 2013-14 hockey season. The Hall of Fame partnership, which consists of promotional licensing elements, advertising platforms, tickets and venue use, will complement York's impressive stable of hockey properties that include the NHL Draft, Awards, and Winter Classic.



FIREFLY BOOKS LTD., the official book publisher of the Hockey Hall of Fame since 2009, will release their latest HHOF book, titled "Hockey Hall of Fame Book of Players," on September 24th, 2013. Complete with more than 450 photographs, the book provides profiles, stories, artifacts, and statistics on every legendary Honoured Member player including the Class of 2013.





Recent ACQUISITIONS

HAWKS TAKE FLIGHT

For the second time in four years, the Chicago Blackhawks were crowned Stanley Cup champions, taking home hockey's top prize in an Original Six battle versus the Boston Bruins. Led by captain Jonathan Toews and Conn Smythe Trophy winner as playoff MVP, Patrick Kane, the Hawks defeated the Bruins in a thrilling game six comeback that saw them trailing 2-1 with just over a minute remaining in the contest. After Bryan Bickell knotted the game at two, Dave Bolland buried the Cup-winner with just 59 seconds remaining on the clock. Bolland's stick becomes the seventh historic stick of its kind in our collection, and he joins fellow Mimico, Ontario native and newest Hall of Fame Inductee, Brendan Shanahan, in accomplishing the feat. Also donated to the Hall of Fame by the champions was one of three jerseys worn by netminder Cory Crawford in game six, Kane's socks and game one stick, Toews' gloves, and a most unique donation from singer Jimmy Buffett. Five days after the victory, Patrick Kane attended Buffett's concert in Chicago with the Stanley Cup and was on stage when Buffett sang his new version of "Margaritaville," called "Blackhawkaritaville." Both the parrot hat worn by Kane and the altered song lyrics became yet another truly one-of-a-kind donation.



Mike Thill/HOF



LUCKY LUC

Although only inducted into the Hall of Fame in 2009, Luc Robitaille's collection has already grown substantially since he was enshrined. More Robitaille milestone artifacts found their way to Toronto this summer to further honour his career, including his 600th and 655th career goal sticks, All-Star Game memorabilia, and a cast of his hand holding a puck that was created by artist Mel Slavick in 2004. Robitaille's 600th goal was scored against the Anaheim Ducks on November 9, 2001 when he became just the 13th player in NHL history to achieve the milestone. His stick used to score the historic marker becomes just the sixth 600th goal stick in the Hall of Fame's collection.



Dave Sandford/HOF



END OF AN ERA

Collegiate hockey in the United States has a long and storied history, but the 2012-13 season saw the end of an era as the Central Collegiate Hockey Association (CCHA) played its final game. Formed in 1971, the NCAA Division I Conference lasted 42 years before it was forced to suspend operations with a changing landscape that saw the creation of a Big Ten Hockey Conference and the National Collegiate Hockey Conference that saw the CCHA lose five of its member schools. Hall of Fame curators made the trip to the Farmington Hills, Michigan head office, bringing back a plethora of historical data and artifacts, thanks to the efforts of final Commissioner Fred Pletsch. Along with an abundance of video and periodical materials, the collection included the Scholar-Athlete of the Year Trophy, Coach of the Year Trophy, Regular Season Champion Trophy, and the Ron Mason Cup, the CCHA's championship trophy. The final CCHA game was played on March 24, 2013 at Joe Louis Arena in Detroit and saw the University of Notre Dame Fighting Irish down the University of Michigan Wolverines 3-1 to win the final tournament title. All goal pucks from the farewell game, as well as Austin Wuthrich's stick used to score the winning goal, were also brought to Toronto to preserve their final chapter.



Former Michigan State head coach Ron Mason

HONOURED MEMBER ARTIFACTS RECEIVED

Bobby Clarke – *memorabilia collection*

Paul Coffey – *stick*

Ron Francis – *stick*

Mario Lemieux – *bobblehead & maquette*

Larry Murphy – *stick*

Scott Niedermayer – *bobblehead*

Joe Nieuwendyk – *bobblehead*

Luc Robitaille – *jersey & sticks*

Joe Sakic – *bobblehead*

Brendan Shanahan – *bobblehead*



THE MIND OF A HOCKEY SCOUT

One of the most well-respected and admired men in the tightly-knit world of the scouting fraternity was Edward John McGuire, known to all, simply as E.J. The native of Buffalo, New York had a passion for hockey that he combined with a PhD in sports psychology, creating a mind for the game that was always devising new, innovative strategies and techniques. Involved in both the coaching and scouting ranks over the years, E.J. worked his way from the collegiate ranks to the AHL, OHL and NHL, ultimately becoming the Director of NHL Central Scouting from 2005 to 2011, before his tragic passing at age 58 following a battle with cancer. The entire hockey world mourned the loss of a great man. Throughout the course of his career, E.J. acquired a vast collection of books, guides, videos, and scouting notes that would be the envy of anyone trying to get a foothold in this great game. Much of this hockey knowledge was donated to the Hockey Hall of Fame archives, in memory of E.J., by his wife Terry and is now a valuable hockey resource for future generations of the game.



Ottawa Senators/HQF



33 Years Ago...



O-Pee-Chee/HHOF

► In 1980, Honoured Member Peter Stastny, his wife Darina, and his brother Anton secretly fled Czechoslovakia with the aid of Quebec Nordiques owner Marcel Aubut. The Stastnys' defection made international headlines and contributed to the first major wave of Europeans' entrance into the NHL. According to Peter, his defection "was the best decision I ever made. It has given my family the choices and options that people behind the Iron Curtain could only dream of." Peter (centre) is pictured after scoring during his first season in the NHL. Fellow Honoured Member Michel Goulet (left) and teammate Garry Lariviere congratulate the rookie.

PARTING SHOT



Craig Campbell/HHOF

► Honoured Members and Media Honourees in attendance join "Man-Of-The-Night" Bill Hay (centre in beige) on stage for his July 8th retirement dinner at the Hockey Hall of Fame. Bill served the Hall of Fame for 33 years, including 15 years as Chairman and CEO.

HOCKEY HALL of FAME ADMINISTRATION

CHAIRMAN AND SENIOR MANAGEMENT

Pat Quinn	Chairman of the Board
Jeff Denomme	President and CEO
Craig Baines	Vice-President, Development and Building Operations
Peter Jagla	Vice-President, Marketing and Attraction Services
Phil Pritchard	Vice-President, Resource Centre and Curator
Ron Ellis	Program Director, HHOF Development Association
Kelly Masse	Director, Corporate & Media Relations

BUILDING OPERATIONS

Tome Geneski	Manager, Building Services and Maintenance
Mike Briggs	Audio-Visual Specialist
Scott Veber	Designer, Museum Creative and Curatorial Associate

MARKETING AND ATTRACTION SERVICES

Craig Beckim	Manager, Merchandising and Retail Operations
Sarah Lee	Manager, Special Events and Hospitality
Jackie Schwartz	Manager, Marketing and Promotions
Tyler Woloszewich	Manager, Guest Services and Public Relations
Wendy Cramer	Co-ordinator, Group Bookings
Joshua Dawson	Co-ordinator, Web Operations
Patrick Minogue	Associate Manager, Retail Services
Dwayne Schrader	Associate Manager, Guest Services
Aaron Stucco	Co-ordinator, Special Events and Hospitality
Joanna White	Associate Manager, Sales and Marketing

RESOURCE CENTRE

Darren Boyko	Manager, Special Projects and International Business
Craig Campbell	Manager, Resource Centre and Archives
Izak Westgate	Manager, Outreach Exhibits and Assistant Curator
Steve Poirier	Co-ordinator, HHOF Images and Archival Services
Miragh Bitove	Archivist and Collections Registrar

ACCOUNTING, IT and OFFICE SERVICES

Anthony Fusco	Manager, Information Systems
Sandra Walters	Controller and Office Manager
Chris Chu	Technical Specialist, Desktops, Servers and Networks
Sylvia Lau	General Accountant
Anna Presta	Accounting and Office Administrator
Dean Spence	Museum Support Specialist
Sarah Talbot	Executive Assistant, Corporate and Media Relations

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