

# Teammates



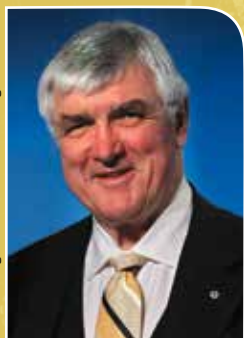
**NHLPA  
GAME TIME**

**PARTNERSHIP BRIEFS  
RECENT ACQUISITIONS**

**HHOF.com**



**FALL 2014**



## LETTER FROM THE CHAIRMAN OF THE BOARD

Dear Teammates:

Each year the Hockey Hall of Fame celebrates excellence by honouring individuals who have brought special distinction to the game of hockey. We are very proud to welcome another outstanding class of inductees who will join hockey's elite club during this year's festivities. The Induction Weekend has become a November tradition that brings the hockey world together at about the quarter point of the season. I would like to thank our friends at Maple Leaf Sports & Entertainment, in particular, Larry Tanenbaum and Tim Leiweke, for their renewed and expanded support as production and promotional partners of the "Hockey Hall of Fame Game" on Friday, November 14th and "Haggar Hockey Hall of Fame Legends Classic" on Sunday, November 16th.

In keeping with the theme of partnerships, the new "NHLPA Game Time" interactive attraction was launched in time for the peak tourist season in early July. After a strong summer at the gate, we are encouraged by growth momentum that is a reflection of recent guest feedback on admission value and overall experience ratings. Driven by exciting new technological enhancements, our team is focused on appealing to the "web generation" of hockey fans, from casual to hard core. Special thanks to the NHL players and to Don Fehr, Mike Ouellet and our associates at the NHLPA for their renewed commitment and contributions to the Hall's revitalization.

With puck drop on the 2014-15 season only a few weeks away and with events such as the World Junior Championship in Montreal and Toronto in the mix, we look forward to building on recent success and new partnership opportunities.

On behalf of the Board and our management team, I wish to thank you for your continued support and hope to see you at the Hall soon.

Sincerely,

Pat Quinn  
Chairman of the Board



## 2014 INDUCTION CELEBRATION

### FRIDAY, NOVEMBER 14, 2014

2:30pm

#### Induction Media Conference

This event includes the ring presentations to the 2014 Inductees.

7:30pm

#### Hockey Hall of Fame Game

Pittsburgh Penguins vs. Toronto Maple Leafs

Air Canada Centre

### SATURDAY, NOVEMBER 15, 2014

1:30pm – 2:30pm

#### Scotiabank Inductee Fan Forum

Q & A session with the 2014 Inductees.

### SUNDAY, NOVEMBER 16, 2014

3:00pm

#### Haggar Hockey Hall of Fame Legends Classic

Honoured Members Joe Sakic and Mats Sundin will captain their respective teams featuring this year's Inductees. Prior to puck drop, the Class of 2014 will receive their official Hockey Hall of Fame Honoured Member Blazers at centre ice.

Air Canada Centre

### MONDAY, NOVEMBER 17, 2014

5:30pm

Doors open for Induction Celebration.

7:30pm

#### Induction Ceremony

Running delay broadcast begins at 8pm on **TSN2** and **NHL**

9:00pm

Celebration continues.

**All events take place at the Hockey Hall of Fame unless otherwise listed. For further details, visit [HHOF.com](http://HHOF.com).**

# 2014





# IT'S GAME TIME AT THE HALL

## Lights, Camera, Action!

**I**t resembled the opening of a new season, a new team, a new arena. The Hockey Hall of Fame's unveiling of *NHLPA Game Time* encompassed all these elements. The immersive, model-rink game environment was launched at the beginning of summer and the peak tourist season, as new EA Sports life-sized animations were introduced featuring a fresh line-up of superstars including Carey Price, Sidney Crosby and Alex Ovechkin. The refurbished rink area now boasts a dynamic new centre-ice video scoreboard, new LED digital signage systems and simulation game enhancements, which will be complimented by the upcoming launch of a new GameCAM Video System that records every simulation game play so guests can immediately download and share their game experience with the world via social media (beginning with the new season in October). Hall of Fame patrons will then be able to go one-on-one against their current NHL heroes, whether it's beating Jonathan Bernier high above the blocker in *Shoot Out* or saving a one-timer screen shot by P.K. Subban in *Shut Out*, and relive that moment indefinitely.

The Hockey Hall of Fame will debut a television commercial promoting *NHLPA Game Time* at the start of the NHL season. For the first time a current NHL player will star in a Hall of Fame production catering to the younger demographic and underlining the fact that the Hall features

today's best players. The NHLPA arranged for Toronto Maple Leafs goaltender Jonathan Bernier to come to the Hall of Fame and record a series of takes that included the netminder putting on his full gear (minus the skates) and stopping a barrage of pucks. The commercial is comedic in nature with the opening sequence portraying itself as an audition for the right to appear in the *Shoot Out* simulation game animation. After a number of want-to-be (and highly non-athletic) goalies give it their best, Bernier appears and clearly wins the audition. He then transforms to an EA Sports virtual animation of himself as the camera pans out to show a full rink of guests playing *NHLPA Game Time*. The commercial spot also shows a child sharing her game experience on a smartphone with her friends later that day.

The *NHLPA Game Time* commercial campaign reinforces three of the Hockey Hall of Fame's main messages in drawing visitors; all of which were substantiated through our recent focus group research study, those key messages being HHOFF is interactive, one-of-kind and fun for all ages and fan types (from casual to hard core). Over the course of the next year, the Hall will integrate *NHLPA Game Time* into a number of marketing campaigns including creating contests based on game results, leveraging game experience videos within social media promotions and dialing in players either remotely or in person for special events. With *NHLPA Game Time*, it's definitely a new game at the Hockey Hall of Fame.







# SUMMER LINEUP

The hockey season at the Hockey Hall of Fame runs year round. Shortly after the crowning of a new Stanley Cup champion, the Hall of Fame traditionally introduces a new exhibit or campaign to entertain its summer visitors. In 2014, the Hall did both with the unveiling of

NHLPA Game Time (page 6-7) and return of NHL Team Fan Days, a daily tribute to each of the 30 NHL teams and their fan base. The two initiatives combined to increase summer revenue at both retail and the gate for the second consecutive year.



Josh Dawson/HHOF

► Premiums played a major role in the NHL Team Fan Days summer campaign. Hockey Hall of Fame sponsor Upper Deck exclusively produced game-worn jersey cards for a goalie from each of the 30 NHL teams. On every Fan Day, the first 1,000 guests received a free goalie card from the featured NHL team.



► As a parallel to the distribution of NHL goalie jersey cards, a limited-time goaltender exhibit was created that displayed game-worn jerseys of each of the 30 NHL team's top netminders. The 30 jerseys were rotated on a daily basis with top billing granted to the goalie and team featured on that Fan Day.



Josh Dawson/HHOF



Josh Dawson/HHOF





Josh Dawson/HHOF

◀ A number of NHL teams co-ordinated additional offerings for their fans such as player signings, guest appearances, giveaways, contests and buffets. Examples included the Wendel Clark signing on Maple Leafs Fan Day (left) and Calgary mascot Harvey the Hound serving up pancakes for Flames Fan Day.



Josh Dawson/HHOF

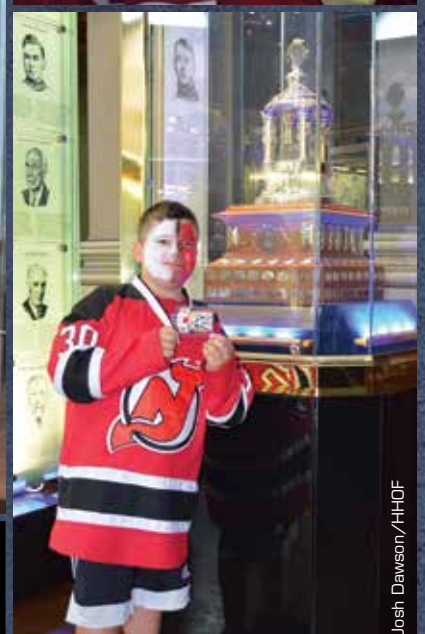


Josh Dawson/HHOF

▲ Fans were drawn daily to exhibits and artifacts relating to their team. Pictured clockwise from left to right: A family of Red Wings fans stationed in front of the Steve Yzerman showcase, Hab fans feeling at home within the replica Montreal Canadiens dressing room, and a devout Devils fan reconnecting the Vezina Trophy with multiple-winner Martin Brodeur (in the form of his game-worn jersey card).



Josh Dawson/HHOF



Josh Dawson/HHOF



# NHLPA GAME

**NHLPA Game Time**, the Hall of Fame's core interactive model rink attraction featuring the *Shoot Out* and *Shut Out* simulation games, was opened to the public in late June. Key new features include a dynamic new video scoreboard and presentation system that cycles pre-produced content and live feeds from the two simulation games, the integration of EA Sports NHL 14 animations and a GameCAM Video System that records every simulation game along with scoring metadata so that guests can immediately download and share their game experience via social media.





# GAME TIME







# Partnership Briefs



**BURNT SHIP BAY ESTATE WINERY**, is the new "Official Wine Supplier of the Hockey Hall of Fame." Located in the history-rich soils of Ontario's Niagara Wine Region, Burnt Ship Bay offers a series of hand-crafted VQA wines, including Pinot Grigio, Chardonnay and Cabernet Merlot. These award-winning wines will now be served at hospitality events at the Hockey Hall of Fame, most notably at the annual *Induction Gala Celebration* on the Monday night of Induction weekend. The partnership begins as a two-year agreement extending through April 30, 2016.



**CISCO SYSTEMS CANADA CO.**, the Canadian subsidiary of Cisco Systems, Inc., a global leader in networking that transforms how people connect, communicate and collaborate, has extended its partnership with the Hall for an additional three years through September 30, 2018. Elevated to "Premier Sponsor" status, Cisco has expanded its commitment to further enable the Hall's in-venue, on-line and mobile content delivery capabilities. Among other benefits, Cisco receives title branding in the *Cisco GameCAM Spotlight* -- the new *NHLPA Game Time* video scoreboard system that cycles live game feeds and pre-produced content to create a dynamic "in-arena" atmosphere.



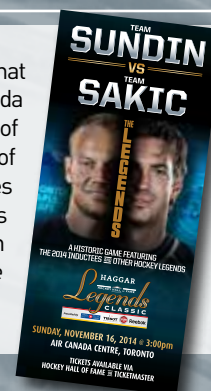
**HONDA CANADA INC.**, Canada's second largest manufacturer of cars and light trucks supporting a network of over 250 Honda and Acura automotive dealers across the country, has renewed its Hockey Hall of Fame partnership with a new five-year deal through June 30, 2019. The expanded package includes titling rights in the *Honda NHL Zone*, the central focal point of the Hall's concourse level footprint featuring "NHL Today", "NHL Retro", "NHL Milestones" and "NHL Legends" exhibit themes. Honda will continue to receive category exclusive promotional rights and benefits including recognition as the "Official Vehicle of the Hockey Hall of Fame".



**INTERNATIONAL ICE HOCKEY FEDERATION (IIHF)**, the governing body of international ice hockey and its 72-member country federations, has renewed its cooperation agreement with the Hockey Hall of Fame for an additional four years through December 31, 2018. The Hall will continue to provide photographic assignment, archival, licensing and distribution services in connection with the top-tier IIHF events. Since the launch of the Hall's *IMAGES ON ICE™* Digital Photography Service in November 2006, over 400,000 photographic images from World and Olympic championships have been archived and cataloged for on-line access via licensed subscriptions.



**MAPLE LEAF SPORTS & ENTERTAINMENT LTD. (MLSE)**, the company that owns and operates the Toronto Maple Leafs Hockey Club and Air Canada Centre, has extended its cooperation agreement with the Hockey Hall of Fame through June 30, 2018. The partnership involves the exchange of various rights and benefits relating to each of the party's respective activities and properties. Elements include facility uses, archival materials, tickets and joint marketing and licensing initiatives, including marquee Induction Weekend events such as the NHL scheduled *Hockey Hall of Fame Game* and *Haggar Hockey Hall of Fame Legends Classic*.







**THE BANK OF NOVA SCOTIA - SCOTIABANK**, a leading financial services provider in over 55 countries and Canada's most international bank, has signed on with the Hall as a "Premier Sponsor" through April 30, 2017. Scotiabank takes hold of title branding to the *Scotiabank Hometown Hockey Zone*, a salute to North American grass roots hockey, and becomes a co-presenting sponsor of the annual *Induction Weekend/Celebration*. As the Hall's exclusive partner in the banking and financial services category, Scotiabank activations will include community-based initiatives, as well as the *ScotiaHockey NHL Visa Card* loyalty program.



**TISSOT**, the internationally renowned Swiss maker of luxury watches and timepieces, has renewed its Hockey Hall of Fame partnership through September 30, 2015. As the "Official Watch of the Hockey Hall of Fame", Tissot maintains title to the *Tissot World of Hockey Zone* (the largest dedicated exhibit space within the Hall focused on all aspects of international hockey), as well as exclusive presenting sponsorship and page branding rights in and to the *Silverware* section of HHOF.com. In addition, Tissot will continue to receive recognition as a co-presenting sponsor of the annual *Haggar Hockey Hall of Fame Legends Classic*.



**VIA RAIL CANADA INC.**, Canada's national passenger rail service transporting over four million passengers annually and linking 450 communities across the country, has renewed as a Hockey Hall of Fame "Contributing Sponsor" through September 30, 2017. VIA will preserve title branding to the *VIA Rail Stanley Cup Dynasties* exhibit within the Hall and the online *VIA Rail Exhibit Tour* section of HHOF.com, while retaining co-presenting sponsorship rights in association with the annual *Induction Weekend/Celebration*. VIA will also continue to support the Hall's corporate and "Breakaway" travel needs.



**YORK HEATING AND AIR CONDITIONING**, a brand of Johnson Controls, Inc., the global leader in delivering products and services to optimize energy and operational efficiencies in buildings, has extended its Hockey Hall of Fame sponsorship for an additional two years through June 30, 2016. As the "Official Heating, Ventilation and Air Conditioning (HVAC) Sponsor of the Hockey Hall of Fame," York will maintain category exclusive Hockey Hall of Fame sponsorship rights and benefits that will run parallel to and complement their corporate marketing initiatives with the NHL for the upcoming two hockey seasons.



**FIREFLY BOOKS LTD.**, the official book publisher of the Hockey Hall of Fame since 2009, recently released a series of Hockey Hall of Fame-branded children's books titled "Hockey Hall of Fame Great Goalies," "Hockey Hall of Fame Dominant Defensemen" and "Hockey Hall of Fame Super Scorers." These paperback publications feature well over 150 Honoured Members and current stars, with fascinating stories, amusing anecdotes and captivating photos of players and artifacts. Firefly has, to date, produced nine Hall of Fame books and has recently renewed in contract for an additional two years through December 31, 2016.







# Recent ACQUISITIONS

## CHAMPIONSHIP HARDWARE

University hockey in Canada dates back to the origins of the game, with McGill University being widely acknowledged as the birthplace of hockey's rules. As the game spread west, it also became a popular pastime at institutions across the nation. One of the most successful schools during the game's formative years was the University of Alberta. The team was coached by Dr. George Hardy during the 1920's, who would later go on to become President of the Alberta Amateur Hockey Association (1931-33), Chairman of the Canadian Amateur Hockey Association (1938-39) and President of the International Ice Hockey Federation (1948-51). During the early years, there were two separate conferences in Western Canada, and in 1950, they were combined to unveil the Dr. W.G. Hardy Trophy, presented annually for the Western Intercollegiate Hockey Championship. Not surprisingly, Alberta would be the first to hoist the trophy named after their forefather in 1950-51. The trophy was decommissioned in 1996 and replaced with a new version that included more space for engraving,

while still honouring its namesake. During the spring of 2014, the CWUAA membership voted that the original trophy should reside in the Hockey Hall of Fame and it can now be found placed close to one of its competitors, the OUA Queen's Cup, in the Scotiabank Hometown Hockey zone.



## RARE GEM

Over the past few decades, the industry for game worn jerseys (or sweaters, in hockey terms) has exploded and become booming collectables throughout North America. What is widely considered to be one of the treasures among collectors, if one could be found, is an extremely rare Hamilton Tigers NHL sweater. The club, formed from the sale of the Quebec Bulldogs franchise, existed in the NHL from 1920-25 before the players were moved south of the border to form the New York Americans. While one of these elusive sweaters is known to have existed and been sold, it cannot be tracked down, and if one was to find it, or another, they would most certainly have themselves a "treasure" in the truest sense of the word. While not the NHL version, the Hockey Hall of Fame was lucky enough to be approached by John Farrell from Grand Bend, Ontario, whose father-in-law, Charles Ralph "Red" Farrell, played for the OHA Senior 'A' Tigers during the early part of the 1930's. The Farrells had one of Red's vintage sweaters in their possession and were generous enough to donate it to the Hall of Fame, along with an OHA Officials sweater, photos and newspaper clippings.



Imperial Oil-Turofsky/HHOF



## BEST OF THE BEST

Following the lead of the Chicago Blackhawks, the Los Angeles Kings once again proved their dominance over the National Hockey League, capturing the Stanley Cup with a five-game series victory over the New York Rangers; their second championship in three seasons. The Kings did so in thrilling fashion as defenceman Alec Martinez potted the championship-winning goal in front of an ecstatic hometown crowd at 14:43 of the second overtime period. It was a moment he will never forget. Martinez donated his historic gloves (pictured) to HHOF curators for safe-keeping in Toronto. Having gone through the routine two years earlier, Kings' equipment staff were quick to assist, also donating the stick from rookie Tyler Toffoli, who assisted on Martinez's goal, along with items from leading goal scorer Marian Gaborik, captain Dustin Brown and rearguards Drew Doughty, Matt Greene, Willie Mitchell and Robyn Regehr.



Rusty Barton/HHOF

## HONoured MEMBER ARTIFACTS RECEIVED

Sid Abel – *Stick*  
 Johnny Bower – *Souvenir Jersey*  
 Eddie Gerard – *Trophies & Hats*  
 Wayne Gretzky – *Painting*  
 Dominik Hasek – *Jersey*  
 Gordie Howe – *Retirement Booklet*  
 Punch Imlach – *RCAF Photo*  
 Kraut Line (Bauer, Dumart, Schmidt) – *Plaque*  
 Larry Robinson – *Hockey Card*  
 Borje Salming – *Stick & Skates*  
 Brendan Shanahan – *Jersey*  
 Eddie Shore – *Photos*  
 Hooley Smith – *Hockey Card*  
 Conn Smythe – *Personal Collection*  
 Vladislav Tretiak – *Painting*



## HOW THEY WERE NAMED

While many consider themselves to be die-hard fans of their favourite NHL teams and follow their exploits religiously from year to year, many have no idea where their team's nickname originated from. One interesting story is that of the Chicago Blackhawks, one of the NHL's Original Six squads, founded in 1926 by a consortium headed up by Major Frederic McLaughlin (HHOF, 1963). Major McLaughlin had facilitated the purchase of the PCHA's Portland Rosebuds franchise and moved the club to Chicago, joining the nine-year-old National Hockey League. McLaughlin was also a veteran of the Mexican Border War and the First World War, serving as commander in the U.S. Army's 333rd Machine Gun Battalion of the 86th Division. During the war years, the members of his division referred to themselves as the "Black Hawks" in honour of the native Sauk chief who had sided with the British during the War of 1812. The Major thought this would be a suitable name for his new hockey club, and thus the Black Hawks (now Blackhawks) were born. Friend of the HHOF, Dave Dahms, provided some significant historical artifacts from McLaughlin's life, in particular during the First World War years. An extensive collection of personal documents, photos and most interestingly, a full-length raccoon fur coat (pictured), were brought to Toronto and will be significant pieces in the special World War One, 100th Anniversary Tribute Exhibit that is being unveiled at the Hockey Hall of Fame in November 2014.





## In Memoriam

Imperial Oil-Turofsky/HHOF



### EDGAR LAPRADE

*Player Category*  
**October 10, 1924 –  
April 28, 2014**

A tremendous playmaking centre and exceptional skater, Edgar Laprade was one of the NHL's dominant forwards during the late 1940s. He was equally adept at penalty killing and defensive coverage as he was offensively, especially on the counterattack. Laprade won the Calder Trophy as the league's top rookie in 1946 and was awarded the Lady Byng Trophy in 1950 as the NHL's most gentlemanly player, having incurred only one minor penalty over the course of a 60-game regular season.

The New York Ranger stalwart was inducted into the Hockey Hall of Fame in the Player Category in 1993.

Imperial Oil-Turofsky/HHOF



### FRANK UDVARI

*Referee/Linesman Category*

**January 2, 1924 –  
August 13, 2014**

Frank Udvari's officiating career began by chance, when as a coach in the OHA in 1948 he was pressed into duty when the game's referee failed to show. Udvari earned immediate acclaim and found himself promoted quickly through the ranks, reaching the NHL in 1951. He would go on to referee 718 regular season games and an additional 70 playoff contests in a career that spanned 15 years. Udvari was named the first supervisor of NHL officials on August 1, 1966

and would later serve as the referee-in-chief of the AHL.

For his lifetime in hockey, Udvari was inducted into the Hockey Hall of Fame in the Referee/Linesman Category in 1973.

## HOCKEY HALL of FAME ADMINISTRATION

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