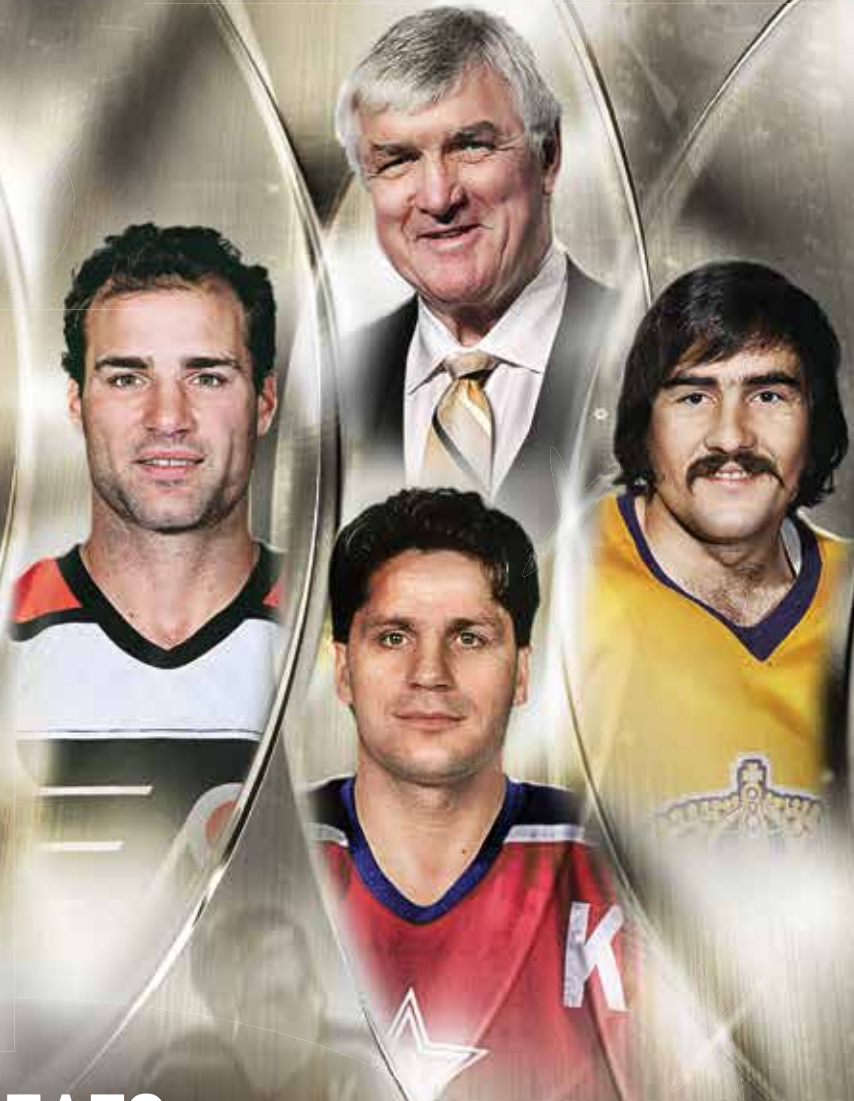


HOCKEY HALL *of* FAME NEWS *and* EVENTS JOURNAL

# Teammates



**MAPLE LEAFS  
CENTENNIAL EXHIBIT**  
OILERS ICE DISTRICT  
RECENT ACQUISITIONS

**HHOF.com**



FALL 2016



## LETTER FROM THE CHAIRMAN OF THE BOARD

Dear Teammates:

Kudos to the NHL, the NHLPA and especially the world's best players for a highly entertaining and successful

World Cup of Hockey! Kudos to the 2016 World Cup of Hockey champions Team Canada! Kudos to the Edmonton Oilers on the opening of their spectacular new arena and surrounding "Ice District" development! And kudos to Toronto Blue Jays fans across Canada for making their pilgrimage to the Hall this summer!

While special events and other external forces are among the key factors that contribute to the Hockey Hall of Fame's continued success, the prospects for future growth and development through strategic partnerships remains a high priority. Best ever consolidated operating results in each of the past two fiscal years has enabled the Hall to fully retire its long term debt obligations to the NHL dating back to the 1993 relocation and expansion from the CNE Grounds to Brookfield Place. Forging a renewed cooperation with the NHL, the Hall's cornerstone founding benefactor, is in the works as the NHL Centennial Celebrations are on the horizon.

Amidst all of the happenings mentioned above, such is life that we have sadly lost as many as seven Honoured Members over the past year, including the legend we know as "Mr. Hockey", Gordie Howe, who passed away on June 10, 2016. In this edition of Teammates, you'll find "In Memoriam" tribute notices for Gordie, Walter Bush, Jr. and Ed Snider, that follow those included in the Spring 2016 edition, namely for Andy Bathgate, Bill Gadsby, Dickie Moore and Bert Olmstead. The Hockey Hall of Fame stands as a memorial to these great men who brought special distinction to our game and had a positive impact on the lives of many.

To all of our recently departed hockey legends for everything you have given to the game - we salute you!

Sincerely,

Lanny McDonald  
Chairman of the Board



### COVER IMAGE

The Hockey Hall of Fame Inductee Class of 2016.

Left to right: Eric Lindros, Sergei Makarov, Pat Quinn and Rogie Vachon.



## 2016 INDUCTION CELEBRATION

### FRIDAY, NOVEMBER 11, 2016

2:00pm

**Induction Media Conference**

This event will include the ring presentations to the 2016 Inductees.

7:00pm

**Hockey Hall of Fame Game**

Philadelphia Flyers vs. Toronto Maple Leafs

Air Canada Centre

### SATURDAY, NOVEMBER 12, 2016

1:30pm – 2:30pm

**Scotiabank Inductee Fan Forum**

Q & A session with the 2016 Inductees.

### SUNDAY, NOVEMBER 13, 2016

12:00pm – 1:00pm

**Legends Autograph Signing**

Honoured Members Eric Lindros and Borje Salming will be signing a limited-edition Legends Classic print.

3:00pm

**Haggar Hockey Hall of Fame Legends Classic**

**Team Lindros (NHL Legends) vs Team Salming (Toronto Maple Leafs Legends)**

A clash of NHL Legends vs Toronto Maple Leafs Legends with Honoured Members Eric Lindros and Borje Salming leading their respective star-laden teams in this annual classic. Prior to puck drop, the Class of 2016 will receive their official Hockey Hall of Fame Honoured Member Blazers at centre ice.

Air Canada Centre

### MONDAY, NOVEMBER 14, 2016

5:30pm

Doors open for Induction Celebration.

7:30pm

**Induction Ceremony**

Running delay broadcast begins at 8pm 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](http://HHOF.com).**







# TORONTO BLUE JAYS SUCCESS SPURS GROWTH AT THE GATE

**B**ack in the summer of 1993, the Hockey Hall of Fame had just opened its new, state-of-the-art facility at the corner of Yonge and Front Streets in Toronto, and the city was reveling in its baseball team's dominance. Its déjà vu twenty-three years later. The popularity of the Toronto Blue Jays is peaking, and as a result and analogous to 1993, so too is attendance at the Hockey Hall of Fame.

In September 2015, the Hall's attendance spiked 52% over the same month in the previous year as the pennant race heated up for the "new look" Jays. With a surge in pre-sold Jays game tickets going into the 2016 season, it's not an anomaly that the Hall's attendance for the peak tourist months of July and August increased by 21% (virtually on par with the Jays average game year over year increase).

► The close proximity of Rogers Centre, home of the Toronto Blue Jays, to the Hockey Hall of Fame makes a combined visit ideal for tourists – see the Hall and then walk to the game.



Jackie Schwantz/Hockey Hall of Fame



Tourism Toronto/Hockey Hall of Fame

► Game-day Blue Jays fans enjoying the Hall of Fame's NHLPA Game Time interactive zone.

Through target marketing, the Hockey Hall of Fame now receives 51% more visitors on Jays game days than non-game days during peak tourist season, accounting for roughly 35-40% of the Hall's annual attendance. Buoyed by additional positive trends such as the rise in "staycations" amongst Canadians

who opt to remain in the country resulting in a 77% increase of out-of-province Canadian visitors to the Hall, and the growing excitement of the Toronto Maple Leafs rebuild with first round draft pick Auston Matthews coinciding with the Hall of

**THE HOCKEY HALL OF FAME NOW RECEIVES 51% MORE VISITORS ON JAYS GAME DAYS THAN NON-GAME DAYS DURING PEAK TOURIST SEASON**

Fame's limited-time Maple Leafs Centennial Exhibit (see pages 6/7), the Hockey Hall of Fame has experienced back-to-back record consolidated operating results for the fiscal years ending June 30, 2015 and June 30, 2016.

These results have enabled the Hall to fully retire its outstanding NHL debt obligations dating back to the 1993 relocation and expansion project (i.e., capital funding shortfall of \$5.3M and subsequent 2005 NHL Zone Development loan at \$1.5M, for total borrowings of \$6.8M including \$2.5M that was generously forgiven by the NHL in 2005).

This momentum should continue given the heavy schedule of events planned in Toronto over the next few years. These include the recent World Cup of Hockey (which stimulated a 67% and 110% increase at the gate and retail, respectively, over the previous September), this fall's Grey Cup championship, this winter's World Junior Championship, the NHL's and Maple Leafs ongoing centennial celebrations (including the NHL Centennial Classic outdoor game on January 1, 2017), and, of course, the Hall of Fame's series of exhibits celebrating these centennials plus anniversaries of the Stanley Cup, Memorial Cup, and its own 25th anniversary at its downtown location on June 18, 2018.





# HOCKEY HALL OF FAME BRANCHES OUT TO THE NEW ICE DISTRICT IN DOWNTOWN EDMONTON

HHOF AND OILERS ENTERTAINMENT GROUP RECENTLY ENTERED INTO A LONG-TERM COOPERATION AND LICENSING AGREEMENT



In July 2015, Oilers Entertainment Group (OEG) engaged the services of the Hockey Hall of Fame (HHOF) and HHOF's long-time attractions design consultant, Terry Heard Designers, with respect to the design and content procurement for certain facilities within the Oilers' fabulous new state-of-the-art arena that opened on schedule for the 2016-17 NHL season. Specifically, HHOF's role primarily focused on exhibition components for a multi-purpose "Media Interview Room" located at the Southeast corner of the arena at grade and fronting onto downtown Edmonton's busiest East / West vehicular corridor.

In addition to featuring "HHOF Oilers Legends" and historical displays, the streetscape façade of the arena celebrates the Oilers' five Stanley Cup championships during their dynasty years (1983-84 to 1989-90) by showcasing custom built

display fixtures comprised of full-sized half Stanley Cup replicas (abutted against a front surface mirror creating the illusion of a complete full-sized replica). Each display fixture includes engraving of the names of the respective Oilers' championship team members and is permanently affixed to a semi-circular base (featuring the Oilers' logo, championship season and corresponding playoff record) and triangular glass artifact display case on the reverse side.

HHOF and OEG recently entered into a long-term cooperation and licensing agreement which covers on-going curatorial/content support along with various joint event production and marketing opportunities. As the custodian of the game of hockey's rich history, HHOF is proud to complement OEG's all-encompassing "best in class" vision for the "Edmonton Ice District" development.



OILERS ENTERTAINMENT GROUP



Artist renderings of the Oilers "Media Interview Room" from street level (left) and a custom-built Oilers "Stanley Cup Champions Case" (right), which is comprised of a full-sized half Stanley Cup replica with corresponding artifacts displayed on the reverse side. There are five such showcases, representing each of Edmonton's five championships.





► The “Hockey Hall of Fame Oilers Legends Wall” features HHOF Honoured Members whose impact on the Edmonton Oilers during their dynasty years (1983-1990) left an indelible mark on the NHL. The plaques are full replicas to those exhibited in the Hall of Fame’s Esso Great Hall.



► The “Oilers Puck Wall.”



► The primary Oilers showcase exhibit.





# CENTENNIAL

▶ THROUGH THIS JOURNEY OF 100 YEARS, 77 MAPLE LEAFS PLAYERS AND BUILDERS HAVE BEEN INDUCTED INTO THE HOCKEY HALL OF FAME; MORE THAN ANY OTHER TEAM. NAMES LIKE APPS, ARMSTRONG, BOWER, CLANCY, CONACHER, GILMOUR, KEON, KELLY, KENNEDY, MAHOVLICH, SALMING, SITTLER, SUNDIN, AND SO MANY MORE HAVE INSPIRED GENERATIONS OF TORONTO MAPLE LEAFS FANS.



**T**he late 2010s will be synonymous with celebrations and anniversaries of the best of hockey. As is customary, the Hockey Hall of Fame will serve as the shrine to both celebrate and archive these historic dates. A series of limited-time exhibits are being systematically launched by the Hall of Fame, beginning with the Toronto Maple Leafs franchise. To kick off this past summer, the Hall of Fame unveiled its Toronto Maple Leafs Centennial Exhibit, a 1,500-square foot multi-showcase experience that pays homage to those who have worn the blue and white while highlighting the most iconic moments in the organization's history. The exhibit's media launch was co-ordinated with Maple Leafs



▶ The limited-time Toronto Maple Leafs Centennial Exhibit will remain open through March 6, 2017.

Sports & Entertainment, who unveiled their centennial logo and events schedule.

In July, promotional signage and advertising of the Hall of Fame's Toronto Maple Leafs Centennial Exhibit took root throughout Toronto's downtown core and major transportation corridors as well as at key attractions, restaurants, sports venues and public squares – nothing like the most iconic Toronto symbol, the blue maple leaf, to lure tourists to the Hall of Fame. The centennial's marketing campaign will continue through the remainder of the year, however, shifting from tourist hubs to local hotspots, schools and neighbourhoods. The Hall will also introduce a series of scheduled



# CELEBRATIONS



VIP events that will allow the public to mingle with Toronto alumni and provide hands-on access to historic Maple Leafs artifacts.

The scope of the exhibit is extensive. The Hall of Fame curatorial staff spent a concerted effort in researching and assembling the collection, including developing content for on-site multimedia kiosks that provide a wealth of photos and information on each and every Toronto Maple Leafs Honoured Member. Artifacts on display include Bill Barilko's 1951 Stanley Cup-winning overtime stick and puck, the million dollar cheque from the Chicago Black



▶ On July 7, 2016, the Hockey Hall of Fame officially unveiled its limited-time exhibit honouring 100 years of the Toronto Maple Leafs franchise. Pictured left to right are Leafs legend Ron Ellis, Honoured Member Johnny Bower and Toronto Maple Leafs President and fellow Honoured Member, Brendan Shanahan.

Hawks for Frank Mahovlich, dated October 6, 1962 (that went uncashed after Toronto reneged on the deal), the stick used by Tim Horton during Game 7 of the 1964 Stanley Cup Final, Captain George Armstrong's sweater from the 1967 Stanley Cup championship, Mats Sundin's jersey from the final game at Maple Leaf Gardens, plus many more unique treasures, spanning from Conn Smythe to Morgan Rielly. This exhibit will remain open through March 6, 2017, at which point the Hall of Fame's NHL Centennial Exhibit will assume centre stage, followed by anniversary celebrations of the Stanley Cup beginning in March of 2018.

Scott Veber/Hockey Hall of Fame





# Partnership Briefs



**CANADA POST CORPORATION**, a Canadian Crown corporation that functions as the country's primary postal service operator and produces, markets and distributes philatelic products, has developed its fourth in a series of five hockey-themed NHL Collector Albums as part of rights granted via the "Product Research, Archival Services and Licensing Agreement" with the Hockey Hall of Fame through September 2018. This version highlights some of the greatest Canadian forwards in hockey history, featuring Honoured Members Phil Esposito, Guy Lafleur, Mark Messier, Darryl Sittler, Steve Yzerman and current superstar Sidney Crosby.



**CANADIAN SPINAL RESEARCH ORGANIZATION (CSRO)**, a registered charity dedicated to the funding of targeted research to maximize functional recovery and cure paralysis caused by spinal cord injury, has entered into a two-year promotional licensing agreement with the Hockey Hall of Fame through August 2018. The granted rights and benefits include: title to the Hall of Fame's *Snapshot Trivia*, a multi-kiosk interactive exhibit; additional signage throughout the Hall facility; awareness activation at the Haggar HHOF Legends Classic; admission/event tickets; private venue use; and the right to stage a Hockey Hall of Fame fantasy camp during Induction Weekend.



**IMPERIAL OIL**, an HHOF Founding Sponsor and title sponsor to the Great Hall, has partnered with the Hockey Hall of Fame to create a tailored "Price Privileges Program" campaign whereby guests of the Hall of Fame will receive ESSO discount gas cards with a percentage of the savings being donated to the Hall's "Preserve Our Game Campaign" that funds the preservation of historic hockey artifacts. Twenty-five thousand cards will be distributed during peak periods, including the Christmas and March Breaks as well as during Induction Weekend.



**ONTARIO LOTTERY AND GAMING CORPORATION (OLG)**, an agency of the Province of Ontario that generates revenue from the sale of lottery products and proceeds from casinos and gaming sites for which net profits go directly to Government services, has entered into a one-year promotional licensing agreement that provides OLG hockey-themed event prize assets, such as tickets, meet-and-greets and venue use, in conjunction with their membership rewards loyalty programs.



**PITTSBURGH PENGUINS FOUNDATION**, a non-profit organization that promotes physical well-being, teamwork and the values of education and provides life skills to young people through youth hockey and other activities, has donated U.S. \$25,000 that was generated from the Foundation's 50/50 raffle at a Pittsburgh Penguins home game this past season. This generous contribution is earmarked for the Hall's "Preserve Our Game Campaign" to enhance public accessibility to its vast collection.





**THE UPPER DECK COMPANY**, a leading sports and entertainment trading card and collectibles company and an HHOF sponsor since 2001, provided significant collateral for the Hall of Fame's September World Cup of Hockey campaign. Promotional elements included 10,000 packs for distribution of their 40-card World Cup of Hockey set, featuring the first licensed trading cards of young stars Auston Matthews and Patrick Laine, as well as custom life-sized card cut-outs that fans used for a personal walk-in photo op.



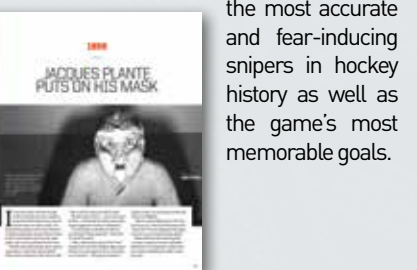
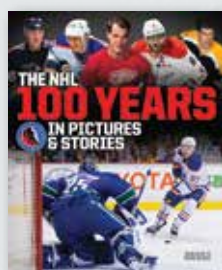
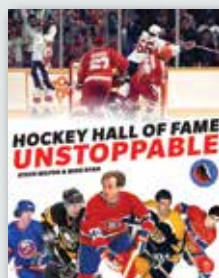
**TIM HORTONS**, Canada's largest quick service restaurant, has renewed as a Hockey Hall of Fame Premier Sponsor for an additional five years through March 2021. Tim Hortons will continue to hold title to the Hall of Fame's west theatre that includes showcases highlighting its "Timbits Minor Hockey Program", which supports children aged four- to eight-years-old at the house league level, and will remain a presenting sponsor of the annual Induction Weekend/Celebration.



**VIA RAIL CANADA INC**, a Hockey Hall of Fame Contributing Sponsor since 2003, has renewed its HHOF sponsorship for an additional two years through September 15, 2018. VIA, which services over 3.8 million passengers across Canada annually, will continue to hold title to both the Hall of Fame's "Stanley Cup Dynasties" exhibit and the "Exhibit Tour" online section on HHOF.com as well as exhibit select Hall of Fame archival materials at various VIA stations.



**FIREFLY BOOKS LTD.**, the Hockey Hall of Fame's official book publisher since 2009, will release their latest two HHOF books, "The NHL - 100 Years in Pictures and Stories" and "Hockey Hall of Fame Unstoppable," in the fall of 2016. The NHL-themed book recounts the events that have shaped the league through hundreds of photos and artifacts, while 'Unstoppable' features



the most accurate and fear-inducing snipers in hockey history as well as the game's most memorable goals.





# Recent ACQUISITIONS

## CULT CLASSIC

Although the movie 'Slap Shot' is widely considered to be the most iconic hockey movie ever produced, a new generation of players and fans instantly took to the 1986 production of "Youngblood." Starring 1980s teen heartthrobs Rob Lowe (Dean Youngblood) and Patrick Swayze (Derek Sutton), the movie became known throughout the hockey community for also including former NHLer Eric Nesterenko as Lowe's father (Blane) and future NHL stars Steve Thomas and Peter Zezel as teammates on the fictional Hamilton Mustangs. A chance meeting of the Hall of Fame staff with the movie's co-writer, director and producer Peter Markle led to a unique, yet significant, donation. Markle had in his collection the goalie masks worn by up-and-coming Keanu Reeves (Heaver) for the Mustangs and by Michael Gorey, whose Thunder Bay Bombers skull mask was modeled after the one worn by Warren Skorodenski of the Chicago Blackhawks during that era. Also included were a collection of pucks, photographs and scripts that tell the behind-the-scenes story of the film.



## FIRST OF HER KIND

First it was Manon Rheaume, then it was Hayley Wickenheiser, but the newest female hockey pioneer is Canadian National Team netminder Shannon Szabados. Following an amateur career that saw her play parts of five seasons in the AJHL, including one game as the first woman to play in the WHL, Szabados went on to lead Canada to back-to-back Olympic gold medals in 2010 and 2014. Looking for a new challenge, Szabados decided to give the professional game a shot, spending a stint with the Columbus Cottonmouths of the Southern Professional Hockey League (SPHL) following the 2014 Games. Her performance earned a full-time spot on the roster the following season, and in 2015-16, she once again made history. The club's December 26, 2015 game at Pharmacy First Ice in Huntsville, Alabama started out like every other minor pro game across the country, but a few hours later, Szabados had stopped all 33 Havoc shots she faced to earn First Star honours and become the first-ever female goaltender to earn a shutout in a men's professional game. Her jersey, blocker and stick, along with a bobblehead doll, were immediately sent to Toronto and can now be seen in the Scotiabank Hometown Hockey Zone.

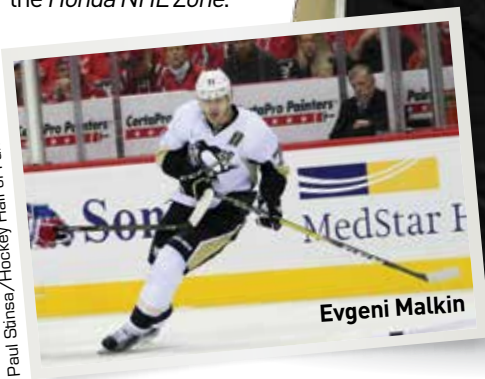


Richard Pengo/Columbus Cottonmouths



## BREAKING TRADITION

With the Stanley Cup almost strictly becoming the domain of the Chicago Blackhawks and Los Angeles King over much of the past half-decade, many expected both to be front-runners in bringing home the cherished prize again 2015-16. However, one of the game's greatest players had something to say about that, and after the traditional grueling two-month playoff run, Pittsburgh Penguins captain Sidney Crosby stood at centre-ice at San Jose's SAP Center, hoisting first the Conn Smythe Trophy as Playoff MVP, followed by the Stanley Cup for the first time since 2009. As if his place as one of the game's greatest players in history wasn't already secured, this performance and yet another piece of hardware in his collection cemented the legacy. As usual, "Keepers of the Cup" Craig Campbell and Phil Pritchard were on hand after giving the silver mug its "white glove" service and both would work closely with Pens equipment manager Dana Heinze to preserve the historic moment. Artifacts donated include Crosby's socks, gloves from rookie netminder Matt Murray, gloves worn by Cup-winning goal scorer Kris Letang and the pants worn by forward Evgeni Malkin. These and many more items can now be seen in the 2016 Stanley Cup Champion exhibit currently housed in the Honda NHL Zone.



## HONOURED MEMBER ARTIFACTS RECEIVED

**Johnny Bower** – record album

**Jim Devellano** – video collection

**Gordie Drillon** – correspondence

**Red Dutton** – Stetson hat

**Wayne Gretzky** – slide negatives

**Foster Hewitt** – books

**Dave Keon** – booklet

**Frank Mahovlich** – booklet

**Brad Park** – booklet

**Jacques Plante** – booklet

**Denis Potvin** – sticks & pucks

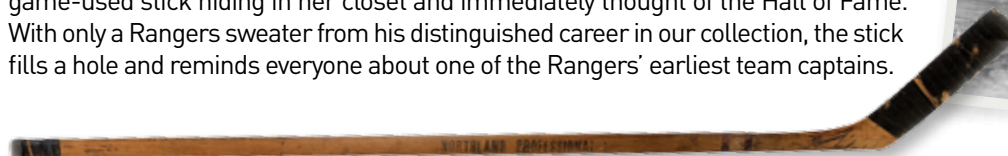
**Darryl Sittler** – ticket & print materials from 10-point game

**Frank Udvari** – audio cassette



## FORGOTTEN GREAT

For many of our original Honoured Members from a bygone generation, artifacts from their prestigious hockey careers are sadly few and far between. We received just one of those donations this past year for one of the game's great players when Hall of Fame curators were contacted by Paul Sochinski regarding a stick that he had come across. During the middle of the 20th century, Sochinski's mother had worked for the New York Rangers and become a family friend of former Rangers great Buddy O'Connor, later attending his Hockey Hall of Fame Induction Ceremony with the O'Connor family in 1988. Following Rosalie Sochinski's passing in 2015, Paul found a prized O'Connor game-used stick hiding in her closet and immediately thought of the Hall of Fame. With only a Rangers sweater from his distinguished career in our collection, the stick fills a hole and reminds everyone about one of the Rangers' earliest team captains.





## In Memoriam

Matthew Manor/HHOF-IHF



### WALTER L. BUSH JR.

*Builder Category (2000)*

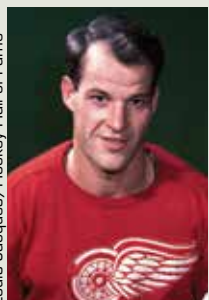
September 25, 1929 – September 22, 2016

Walter L. Bush Jr. played a vital role in the growth and development of amateur and professional hockey in the United States. Although his influence was felt throughout the country, it was strongest in his native Minnesota. He was instrumental in popularizing the game at the amateur and minor pro levels before playing a key role in the expansion of the NHL to

Minneapolis-St. Paul.

Bush Jr. served in a variety of roles, including President of the Central Hockey League, President of the Amateur Hockey Association of the United States (predecessor to USA Hockey), International Ice Hockey Federation Vice-President, and is the longest-serving member of the Hockey Hall of Fame Board of Directors (38 years from 1972-2010).

Louis Jacques/Hockey Hall of Fame



### GORDIE HOWE

*Player Category (1972)*

March 31, 1928 – June 10, 2016

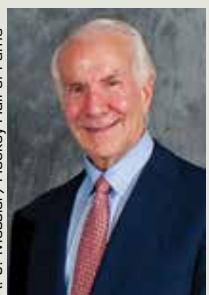
Simply referred to as “Mr. Hockey,” Gordie Howe dominated the NHL like no other during his era, finishing top five in scoring for 20 consecutive seasons.

He made his professional debut with the Detroit Red Wings at the age of 18 during the 1946-47 season and retired from the game at 52 in 1980.

Possessing a rare combination of awe-inspiring strength and skill, Howe rewrote the NHL record book, retiring as the NHL's all-time leader in goals, assists and points as well as games played.

Howe was a six-time Art Ross Trophy winner as the NHL's leading regular season scorer, received the Hart Trophy on six occasions as the league's most valuable player, and played on four Stanley Cup championship teams.

A. J. Messier/Hockey Hall of Fame



### ED SNIDER

*Builder Category (1988)*

January 6, 1933 – April 11, 2016

Ed Snider was the driving force that brought the NHL to Philadelphia. He built the Flyers franchise into one of the flagship franchises in the league. In 1974, Philadelphia won their first of two consecutive Stanley Cup championships and earned the distinction of being the first of the 1967 expansion clubs to claim hockey's ultimate prize.

The Flyers later reached the Final again in 1976, 1980, 1985, 1987 and 1997. Over its first 20 seasons, the club compiled a .601 winning percentage; second only to the Montreal Canadiens during that period.

Snider was one of the most active owners in the league, serving on the NHL Advisory Committee and Board of Governors. His efforts also extended beyond professional hockey which included the founding of Hockey Central in 1976. Its purpose was to promote, stimulate and develop interest in youth hockey in the Delaware Valley, and by the 1990s, Hockey Central membership had expanded to nearly 1,000 teams.

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