



# Anthony (Bud) Rock Becomes New ASTC CEO

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**WASHINGTON, D.C.** – Anthony (Bud) Rock has officially begun his duties as the new chief executive officer of the Association of Science-Technology Centers Incorporated (ASTC), a nonprofit association representing the science center and museum field worldwide. Rock was formally introduced to the 1,300-plus attendees at the 2009 ASTC Annual Conference in Fort Worth, Texas on October 31, and replaces Bonnie VanDorn, who retired as ASTC’s executive director after twenty-seven years.

Rock’s selection comes at a critical turning point in ASTC’s evolution, as it undertakes an exciting new effort to become more engaged in scientific and societal issues. He was chosen unanimously by the ASTC board of directors after an extensive search process; his recommendation to the board came from a search committee chaired by Lesley Lewis, then-ASTC president and CEO of the Ontario Science Centre, and comprised of board and non-board members, representatives from the United States and other countries, and leaders of science centers large and small.

“In 2009, ASTC was faced with the challenge of replacing a leader whose experience and enthusiasm has defined the association for almost three decades,” said Lewis. “The search committee set the bar for new leadership extraordinarily high. After a comprehensive search, the committee met Bud Rock and recognized immediately that he possessed the strategic leadership experience, dynamism, innovative thinking, and skills and qualifications we sought. His background as a scientist, along with his leadership in the development and negotiation of global science policy and agreements and his real passion for global engagement, made him the ideal choice to lead ASTC and its members from around the world into the future.”

Rock joins ASTC after serving as vice president for global engagement at Arizona State University (ASU), where he was responsible for expanding global awareness among ASU’s students and developing new and creative international programs of research and scholarship at one of the largest and most progressive universities in the United States. As a result of his leadership, ASU achieved unparalleled success in expanding opportunities for international student exchange and established new comprehensive partnerships for scientific research with five leading international universities.

“Today, more than ever, science is emerging as an instrumental factor in decisions affecting stability, security, and improved quality of life for the entire planet,” said Rock. “Those who employ science for this purpose—those who understand and appreciate the enormous potential, and challenges, of harnessing this knowledge—undoubtedly began with a basic curiosity about all that science has to offer. We have a responsibility to fuel that curiosity and to encourage it as a process of life-long learning. I look forward to working with ASTC and its members in meeting that important challenge.”

Prior to joining ASU, Rock had a distinguished three decade career in U.S. government service, much of it within the U.S. Department of State promoting scientific and technological collaboration throughout the world. His diplomatic service culminated in his five year appointment as acting assistant secretary and principal deputy assistant secretary of state responsible for oceans,

environment, and science. He was the architect and implementer of U.S. foreign policy in these arenas, in cooperation with the full range of science-based federal agencies, non-governmental organizations, for-profit entities, and their counterparts from outside the U.S. His stints in Washington included service as the State Department's chief of policy planning for oceans, environment, and science, director of international technology policy, director of international health policy, and principal negotiator on technology and trade in the Office of the United States Trade Representative, Executive Office of the President. Rock also served abroad as counselor for science, technology, environment, and health, both at the U.S. Embassy in Tel Aviv and at the U.S. Mission to the European Union in Brussels; he held a similar portfolio as minister counselor at the U.S. Embassy in Paris.

During his State Department career, Rock acted as a negotiator, authorizer, or signatory for more than 100 science and technology agreements between U.S. institutions and their counterparts in other countries. For his contributions to science in U.S. foreign policy, he was the recipient of numerous Departmental awards and the President's Distinguished Service Medal. He was also recognized for organizing the Department's Partners in Science Education program.

Rock began his career at Columbia University's Lamont-Doherty Geological Observatory, where he conducted laboratory and at-sea marine geophysical research in the Pacific and Indian Oceans. From there, he moved to Washington, D.C. to join the National Oceanic and Atmospheric Administration (NOAA) as a physical scientist in the National Oceanographic Data Center and as chief of international programs for oceanic and atmospheric research at NOAA, designing and coordinating global research programs addressing climate change and the marine environment. He served simultaneously as the international director of the National Sea Grant College Program and founder of NOAA's Partners in Education program.

### **About ASTC**

The Association of Science-Technology Centers is an organization dedicated to furthering public engagement with science among increasingly diverse audiences. ASTC encourages excellence and innovation in informal science learning by serving and linking its members worldwide and advancing their common goals. Through strategic alliances and global partnerships, ASTC also supports science centers and museums in proactively addressing critical societal issues, locally and globally, where understanding of and engagement with science are essential. Founded in 1973, ASTC now numbers nearly 600 members in 45 countries. Members include not only science centers and museums, but also nature centers, aquariums, planetariums, zoos, botanical gardens, and natural history and children's museums, as well as companies, consultants, and other organizations that share an interest in informal science education. Visit [www.astc.org](http://www.astc.org) to learn more about ASTC and to find a science center near you.

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