

Association of Science-Technology Centers

October 14-17, 2000

Cleveland, Ohio

Listing of Available Sessions on Audio Cassette Tape

Saturday, October 14

- 42 Beyond Inquiry: Professional Development - *Cary Sneider*
- 43 Branding and Positioning Your Science Center: Pitfalls and Opportunities - *Gloria Chun Hoo*
- 44 Corporate Support: Bonanza or Battleground? - *Dick King*
- 45 Cutting Edge Science vs Marketing - *Hooley McLaughlin*
- 47 Inclusion: Involving the Community - *Susan Costandi*
- 48 National Science Foundation Update - *Hyman Field*
- 49 Presenting the Latest in Science and Technology - *David Sugarman*
- 50 Putting Good Ideas Into Practice - *MaryAnn Steiner*
- 51 Shaping the Future - *Amy Lowen*
- 54 Ecoboomers - *Stephen Brand and Mary Sellers*
- 55 Exhibits on the Cutting Edge - *Linda Ortenzo*
- 57 How to Make Membership Sales - *Rhonda Davis*
- 58 Investing in the Future - *Emlyn Koster*
- 59 Maximizing Earned Income - *Richard Coyne*
- 61 Science Theater: New Audiences - *Bobby Cerini*
- 64 Beyond Cash: Corporate Sponsorship - *Drew McCart*
- 68 How to Participate in TryScience - *Eric Marshall and Wendy Pollock*
- 69 How to Sustain Youth Programs - *Michael Burch*
- 72 Science Education Partnership Awards - *Krishan Arora*

Sunday, October 15

- 88 A Look at Underrepresented Groups - *Jobi Bridgers and Crystal Harden*
- 90 Beyond Brochures: Business Basics - *Todd Happer*
- 91 Designing for Self-Directed Experiences - *Erik Thogersen*
- 93 SimEx Academy - *Geoff Cannon and Kathryn Sullivan*
- 94 Spinning Public Money into Private - *Eric Siegel*
- 95 Understanding Invention - *Gretchen Jennings*
- 96 Universal Design - *Lynn Baum*
- 98 Advertising Campaign - *Tina Ratterman Biglari*
- 99 Building Youth Programs - *Andresa Young-Morris*

- 101 The Eisenhower Advantage - *Karen Elinich*
- 102 Exhibit Prototype Development - *Patrick Tevlin*
- 103 Family Programs/Underserved Audiences - *Dale McCreedy*
- 104 Fun, 2, 3, 4: Math Exhibits - *Kathleen Krafft*
- 105 Magic at Work: Superstitions - *Diane Perlov*
- 106 Maximizing Success with Volunteers - *Jan Davison and Marcia Hale*
- 107 Techniques Presenting Hands-on Biology - *J. Newlin*
- 109 Development Luncheon Speaker - *Paul Papich*
- 113 Building Biodiversity into Your Programs - *Judy Braus*
- 115 Informal Learning: Inventors - *Pat Hallberg*
- 116 Educational Performance Indicator - *Carey Tisdal*
- 117 If I Did It Again - *Stephen Brand*
- 119 Leaks, Lead Paint, and Elegance - *Vera Uyehara*
- 120 Linking NASW and ASTC - *Mary Nucci and Brian Taylor*
- 121 Outreach 101 - *Mia Jackson*
- 122 Submitting Proposals to the NSF - *Hyman Field*
- 128 From Hola Stegosaurus to Dig Dinosaurs - *Jennifer Boxer*
- 129 Managing Large Museums in Transition - *Anne Hornickel*
- 130 Maximizing Profits - *Patrick Terrien*
- 132 Innovative Educational Theory - *Larry Bell*
- 142 Banquet Presentation - *Dr. Lawrence Krauss*

Monday, October 16

- 153 Between Hand and Mind, Part III - *Doris Ash and Margaret Ostrenko*
- 154 Exhibiting Exotics - *Betty Lane Faber*
- 156 Hook, Line and Sinker - *Rob Herndon*
- 159 Leadership Connecting Research Scientists - *Patricia Fishback*
- 161 Reinventing the Science Center - *Graham Farmelo*
- 162 Award for Innovation: Winner's Spotlight - *Diane Frendak*
- 164 Visitor Information Desk - *Lynn Parrucci*
- 165 Leading Smaller Centers - *David Chesebrough*
- 166 Invention and Innovation - *Carver Mead*
- 167 Local Landscapes and Global Connections - *Dolores Root*
- 168 Space Math: It's a Blast! - *Paul Mlakar*
- 171 What Does Leadership Mean? - *Steve Shwartzman and Ann Schmitt*
- 172 Working with Head Start - *Blake Andres*

(See Additional Selections on the Reverse Side)

Tuesday, October 17

- 194 Broaden Your Horizons Summer Camp - *Martha Griffin Kolbe*
- 195 Extended Floorplay - *Dwight Downs*
- 197 Hiring Educators: Leaders for Today - *Martin Fisher*
- 198 Is Bigger Always Better? - *Paul Orselli*
- 199 Keeping Science Exhibits Up-to-Date - *Dominique Botbol*
- 201 Museums as Catalyst for Creating Villages - *Francine Kelly*
- 203 Informal Learning Through Participation - *Sally Duensing*
- 204 After-School Clubs - *Preeti Gupta*
- 206 Digital Media - *Ann Mintz*
- 207 Developing Leadership Frontline Teams - *Marie Wenzke*
- 208 Hitting the Road: Designing Exhibits - *Libby Lewis*
- 209 Approaches for Extended Learning - *Chantal Barriault*
- 210 Innovation in Intranets - *Joe Wisne*
- 211 Teaching Invention, Creativity - *Michael Judd*

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