

Association of Science-Technology Centers

September 18-21, 2004

San Jose, California

ASTC Presentations on Cassette Tape @ \$12.00 Mailed

Saturday, September 18

Tape

- SA3 The Scientific Image: How Do Differing Viewpoint Inform What We See - *Roy Campbell*
- SA4 Partnerships: How to Be Everywhere at Once - *Susan Wageman*
- SA6 Innovators' Insights: What Role Does Entertainment Play in a Science Museum - *Matt Levine*
- SA11 The Challenge of Transmitting Abstract Reasoning - *Julia Taguena*
- SA13 Math Phobia & Science Centers: Some International Perspectives - *Jamie Bell*
- SA14 Innovative Ideas in Astronomy & Aerospace Education 2004 - *Mike Shanahan*
- SA15 From Silos to Seamless Infrastructure: Building Resources - *Robert Martin*
- SA18 Sparking Interest: Involving Young Women in Science Research - *Cheryl Wojciechowski*
- SA20 Green Buildings: The Ultimate Sustaining Exhibit - *Patrick Kociolek*
- SA21 Everyday Lives in Silicon Valley: - *Charles Darrah*
- SA22 Explaining Conservation: Modern Approaches in an Industrial Economy - *Juan-Carlos Solis*
- SA24 Awards Programs as Tools for Advancing the Mission - *Terry Krivan*
- SA30 Exhibits That Never Were (Part 1) - *Maureen McConnell*
- SA31 NASA Explorer Institutes: How You Benefits? - *Nora Normandy*
- SA32 Welcoming Kids with Learning Differences - *Christine Reich*
- SA34 Learning From Our Work: A Critical Conversation About Exhibition - *Robert Garfinkle*
- SA36 Exhibit Project Budgeting: Show & Tell - *Susan Koch*
- SA37 In-Depth Partnerships: What Are Our Experiences? - *Carroll Simon*
- SA38 Overhauling Our Science Center Model (Part 2) *Pelle Perrson, David Chesebrough*
- SA39 The Origins of Life in the Solar System - *Chris Chyba*
- SA40 Nanotechnology: How to Present It To Your Audience - *Carol Alpert*

Sunday, September 19

- SU2 If We Did It Again - *Erik Jacquemyn*
- SU3 Professional Development for Exhibition Staff - *Wayne LeBar*
- SU4 Immersive Interactive Science Theater Initiative - *J.D. Horne*
- SU5 What Do They Want? Unveiling the Mystery of Foundation - *Terry Krivan*
- SU6 Measuring Science Center Impact - *Lesley Lewis*
- SU7 Media Relations Make a Difference - *Tony Santos*
- SU10 The Role of Personal Context in Meaning-Making in Science Museums - *Sue Allen*

Tape

- SU13 Science Centers Against the Universe: Integrating Planetarium - *Christine Shupa*
- SU16 Dealing with Scientific Controversy: What Can We Learn From the Media? - *Deborah Blum*
- SU17 Measuring Success in Museum Youth Programs: Beyond High Stakes - *Lynn Baum*
- SU18 Keynote Address: Sources of Innovation: The Vision of Luis Valdez - *Luis Valdez*
- SU20 Affordable Space Exhibits: Designing Small Modules - *Isable Hawkins*
- SU21 Hiring, Training, & Motivating Science Center Staff - *Jennifer Tuxen*
- SU22 Exhibits & Expansion in the 21st Century - *Wayne LaBar*
- SU23 Doing it Outdoors: The Issues, Challenges, & Possibilities - *Jessica Ruskin*
- SU24 Digital Culture What does It Have to Do with Science Centers? - *Donna Francis*
- SU25 Navigating Real & Conceptual Spaces - *Barbara Tversky*
- SU26 The Media: You Can't Beat Them, So Join Them - *Erik Jacquemyn*
- SU28 Navigating Mars: Results from NASA's Mars Exploration Rovers - *Matthew Golombek*
- SU31 Current Science & Technology: What's Working & What's Not - *Carol Lynn Alpert & Martin Storksdieck*
- SU34 Providing Science Professional Development That Teaches Want & Need - *Carolyn Willard*
- SU35 2004 Armchair Tour of New Science Centers - *Peter Legro*
- SU36 Museum & Media Partnerships: What, Why, & How - *Carol Alpert*
- SU37 Developing a Toolkit for Science Centers: Forging Sustainable - *Kim Cavendish*
- SU38 Experiences with Science Center & Research Institution Collaborations - *Alexandra Barnett*
- SU39 It's All About Innovation - *Peter Giles*
- SU40 You Are the Scientist: Experiencing Science & Ongoing Research - *Steven Kern*
- SU42 Toward a More Useful Definition of Formal & Informal Learning - *Tammy Astor-Jack*
- SU43 Nanotechnology: The Future Is Now - *Nobuyuki Kambe*
- SU44 Integrating Technology into Early Childhood Exhibits & Programs - *Marcia Rudy*
- SU45 Camp-Ins: Making Them All They Can Be - *Loren Stolow*
- SU46 Discussion, Dialogue, & Deliberation: Experimenting with Engaging Visitors - *Larry Bell*

(Additional ASTC Audio Tape Selections on the Reverse Side)

Monday, September 20

Tape

- M4 Dazzling & Lucrative: Successful Fund-Raising Programs - *Kathleen Wilson*
- M5 Reaching Audiences in New Ways via Virtual Highways - *Becky Fox Matthews*
- M6 Expecting the Unexpected: Planning Experiences - *Rachel Hellenga*
- M7 Art Eye for the Science Guy: Giving Your Science Center - *Mike Levad*
- M10 Inspiring Teachers to Teach Science Through Design & Innovation - *Kathryn Howe*
- M11 Neither Positive, nor Negative, nor Neutral - *Gretchen Jennings*
- M12 Personalizing & Customizing Museum Experience - *Greg Brown*
- M14 Exhibits That Never Were (Part 2) - *Maureen McConnell*
- M19 Perspectives on Latino/Hispanic Communities & Science Centers - *Mimi Quintanilla*
- M20 Why Does the Science Museum Want to Work with Our Gardening Club? - *Doug Raney*
- M23 Beyond Best Practices - *Kathy McLean*
- M25 Who's Watching? Assessing the Strengths & Limitations of Webcasts - *Melissa Alexander*
- M28 Getting Serious About Play: The Sequel - *Devon Hamilton & Carol Garfinkle*

Tuesday, September 21

Tape

- T12 Updating Icon Exhibits: Sustaining Tradition in an era of Change - *Minda Borun*
- T13 Science Centers & Universities: Creating Partnerships - *Robert (Mac) West*
- T14 Promises vs. Reality: Playing the Funding Game - *Randi Korn*
- T15 Sketchbooks: From Ideas to Knowledge - *Diane Sands*
- T16 The Museum Learning Collaboratory: Bringing Science Resources - *Ted Kahn*
- T17 Innovation Insights with Bill Moggridge - *Bill Moggridge*
- T22 High Impact Events on Any Budget - *Jen Foss, Ali Lozoff*
- T23 Soliciting Visitor Feedback: Techniques That Work for Controversial Science - *Cari Dwyer*
- T24 Winning Support from NSF: Your Guide to the New NSF Guidelines - *Barry Van Deman*
- T25 Projects That Bring Science & Culture Together - *Cheryl Braunstein*
- T26 Explanation in Research & Practices: Three Projects from CILS - *Bronwyn Bevan*
- T27 Can You Hear Me? - *Julie Jones*
- T29 Create Your Museum Future Using IMLS Funds - *Dan Lukash*

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