

PRE- AND POSTCONFERENCE TOURS

Philadelphia Museum Crawls

One of the delights of hosting the 2008 ASTC Annual Conference is that it gives The Franklin Institute a wonderful opportunity to foster camaraderie with other cultural institutions that share our passion for science and technology learning. Philadelphia is home to a rich treasure trove of museums, large and small, old and new.

The following free tours offer unique opportunities to complement the learning and networking at the conference with field research at other science museums. Shuttle buses will be looping between all stops and the Pennsylvania Convention Center (12th & Arch Streets) throughout the designated times, so you are free to “hop on” and “hop off” as you please.

Friday, October 17

Science and History, Better Together: A Museum Crawl to Historical Science Museums

1:00pm–5:00pm

History gives us a lens through which to think and reason about today in sophisticated ways. Join us for an afternoon of visiting historical science museums in Philadelphia. Each stop will feature staff members highlighting their institution’s place in the history of museums and science education.



Photo by B. Krist for GPTMC

Mütter Museum

19 South 22nd Street

Where can you go to see such impressive historical medical specimens as Chang & Eng’s conjoined livers, the cancerous growth secretly removed from President Grover Cleveland’s jaw, and the skeleton of a woman whose rib cage was compressed by tight lacing? Only at the Mütter Museum, long a cult classic among Philadelphians. Founded in 1849 as an educational resource for doctors to learn about anatomy and medical anomalies, and still maintaining the appearance of a 19th-century utilitarian medical museum, today’s Mütter is celebrated for “telling important stories about what it means to be human.”



Photo by Tom Crane

Wagner Free Institute of Science

1700 West Montgomery Avenue

As modern museums struggle to reinvent themselves within shorter and shorter time frames, the Wagner Free Institute embraces a different approach. Virtually unchanged since the nineteenth century, “the Institute is not a reflection of the past but the past itself, visible and vital.” Founded in the 1850s, based on founder William Wagner’s belief in providing science education for everyone, the exhibition hall has been little altered since 1891. The Wagner’s dedication to free education and science and education research earned the museum a National Historic Landmark designation in 1990.



Photo courtesy Academy of Natural Sciences

Academy of Natural Sciences

1900 Benjamin Franklin Parkway

Housing one of the oldest and most extensive natural science research collections in the western hemisphere, the Academy of Natural Sciences balances the delicate relationship between scientific research and programs for the general public through its mission of “connecting people to nature since 1812.” The Academy’s popularity in Philadelphia was solidified in 1868, when crowds flocked to see the world’s first mounted dinosaur skeleton, which remains popular to this day. Today the Academy’s role in the community focuses on biodiversity and environmental issues, while its collections continue to shape American natural history.

PRE- AND POSTCONFERENCE TOURS

Tuesday, October 21

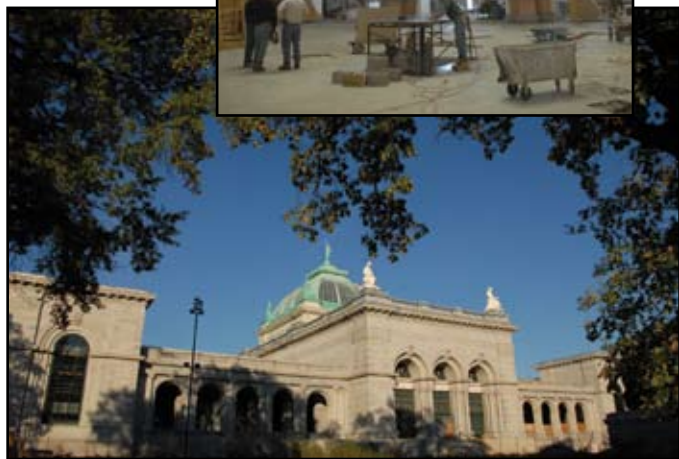
Not Your Father's Museum: A Museum Crawl to Philly's Recently Revamped Institutions

1:00pm–5:00pm

Join us in visiting Philadelphia museums that have created new spaces for themselves. Staff members will be on hand to guide us through the galleries, discussing the impetus for the change and how the museums are settling into their new identities.



Photos courtesy
Please Touch Museum



Please Touch Museum

4301 Parkside Avenue

The Please Touch Museum for children has relocated to Memorial Hall, the only grand building still standing from the 1876 Centennial World's Fair. A keystone of a newly revitalized area of Philadelphia, the Please Touch has refurbished its majestic new home, tripling the size of the museum and adding a historic carousel. New exhibits thoughtfully integrate the historic architecture while still appealing to the natural wonder and curiosity of children. Playfully balancing between fantasy and the everyday, the new and improved Please Touch holds true to the museum's philosophy, "There is no wrong way to play!"

Chemical Heritage Foundation

315 Chestnut Street

Hidden within the historic area of Philadelphia is the Chemical Heritage Foundation (CHF), busy creating a new museum space to showcase its impressive collections. Over 10 years in the making, the new galleries hold permanent and temporary exhibitions dedicated to highlighting the connections between science, art, and everyday life. With its new museum, CHF aims to balance accommodating both a highly knowledgeable audience and the general public. In fact, this is where, according to the head of the foundation, "If Franklin were to return... he could catch up on the biggest changes in the intervening 200 years."



A sample glow panel for the Chemical Heritage Foundation's *Making Modernity* exhibition takes shape in the workshops of Maltbie, the exhibit fabricator. The exhibition opened this fall in Philadelphia. Photo by Rich Dunoff Photography



Eighteenth and 19th-century explorers like astronomer and instrument-maker David Rittenhouse (right), one of five explorers featured in the current UNDAUNTED exhibition at the APS Museum, used the stars and other celestial phenomena to calculate their locations. The astronomical clock at left was constructed by Rittenhouse in 1769 to serve as a timekeeper for Transit of Venus observations. Photos by APS

American Philosophical Society Museum

104 South 5th Street

Benjamin Franklin, Philadelphia's favorite founding father, established the American Philosophical Society (APS) in 1743 to "promote useful knowledge... to the benefit of mankind." Since then the APS has amassed an incredible collection covering American history and science from the Colonial era to the present. In 2001 the APS established a museum on its site, the first since Charles Wilson Peale's original museum opened there in 1794. Extending its mission to include contemporary art, the museum created exhibits that provide a truly interdisciplinary perspective—making the APS museum "the newest temporary contemporary art venue in Philadelphia... that's 260 years old."

EVENTS ORGANIZED AND SPONSORED IN COLLABORATION WITH THE FRANKLIN INSTITUTE

Philadelphia Welcomes You! Receptions

Friday, October 17

The Franklin Institute invites ASTC attendees to relax, catch up with old friends, and make new acquaintances at local happy hours on Friday evening. Franklin hosts will be on hand at each venue to welcome you to Philadelphia and to facilitate the good times. All venues are within walking distance of the Convention Center.

5:00pm–7:00pm

Each location offers its own happy hour beverage and snack specials.

• **SoleFood:** 12th & Market

Located in the historic PSFS building, SoleFood offers a comfortable, hip environment in its martini bar.

• **McGillin's Old Ale House:** 1310 Drury St.

Hidden down a side street, the oldest continuously operating tavern in Philadelphia is warm, friendly, and inviting.

• **The Field House:** Reading Terminal Market

Catch a game on one of the many large screen TVs at this upscale sports bar next to the convention center.

• **El Vez:** 13th & Samson

Enjoy the blood orange margaritas at this contemporary Mexican restaurant known for its funky décor.

• **Knock:** 12th and Locust

Join us at Knock for the annual Gay, Bisexual, Lesbian, and Transgender Welcome Reception. Knock combines modern style with a relaxing atmosphere and fantastic cocktails.

Bandstand Party at The Franklin

Saturday, October 18

7:30pm–11:00pm

Remember those fabulous days where the hottest TV dance party was *American Bandstand*? When pompadours, leather jackets, and poodle skirts were the fashion, and the malt shop and drive-in were the place to meet? Even if you missed the era, you can still grab your friends and hit the hottest dance party in town! That's right, guys and gals, head over to 222 North 20th Street and get ready to "Rock Around the Clock" at The Franklin Institute's rockin' Bandstand Party! Kick up your saddle shoes in the city where it all started. This swell, groovy, far-out, and radical networking event includes an open bar, great food, and fun from the '50s, '60s, '70s and '80s, coupled with The Franklin's signature exhibits and special entertainment.

Sponsored by Rohm and Haas Company

Open House, Big Screen Day, and Planetarium Day at The Franklin Institute

Monday, October 20

Noon–6:00pm

Please join us as we open our doors to our colleagues to experience all that The Franklin Institute has to offer. We are

home to an intriguing collection of permanent exhibitions, including *The Giant Heart: A Healthy Interactive Experience*, with its famous walk-through heart and arteries; *The Sports Challenge* and its pitching cage; *The Franklin Air Show*, with a hangar full of hands-on stations and real aircraft, such as an original Wright brothers' 1911 Model B flyer; and *The Train Factory's* 350-ton Baldwin steam locomotive.

See the world's first exhibition of authentic pirate treasure! From National Geographic and the team that designed *Tutankhamen and the Golden Age of the Pharaohs* comes *Real Pirates*, an exhibition that tells the true story of the *Whydah*, a pirate ship found in 1984 off the coast of Cape Cod by underwater explorer Barry Clifford. See more than 200 artifacts salvaged from the ocean floor, including treasure chests of jewelry, coins, and gold; weaponry, such as cannons, pistols, and knives; and a full-size replica of the actual ship itself.

View the latest giant-screen films in our IMAX Theater; visit our recently refurbished Franklin Theater, with its newly installed surround sound system, acoustical treatments, and a state-of-the-art, high-definition, digital 3-D projection system; or spend the afternoon in the Fels Planetarium at ASTC's new Planetarium Day programs.

More Philadelphia Hospitality Services...

Concierge Services

The Franklin Institute will have volunteers available at special concierge locations at the Pennsylvania Convention Center and The Franklin Institute. These volunteers can make restaurant reservations, call cabs, and offer suggestions on must-see attractions in Philadelphia and around the region.

Guide to Philadelphia

All ASTC 2008 attendees will receive an *Official Visitors Guide to Philadelphia*. It's jam-packed with helpful tips, maps, restaurant descriptions, activities, and attractions, and other details about the metropolitan area. You can get a head start on planning your conference trip by visiting www.gophila.com, one of the best web sites for information on what to do with your free time in the City of Brotherly Love.

Special "Franklin Staff Picks" are also featured on the ASTC conference web site; go to www.astc.org/conference, and click on "Guide to Philadelphia." To ensure that you see and experience the best of the city, Franklin staff have revealed their favorite hot spots for dining, shopping, sightseeing, and outdoor recreation.

Conference Volunteers

Franklin Institute volunteers will be on hand throughout the conference to assist you with any questions. Look for the folks in distinctive T-shirts to help make the most of your ASTC 2008 experience.

PRECONFERENCE WORKSHOPS AND EVENTS

THURSDAY, OCTOBER 16

4:00pm–9:00pm
ASTC Diversity and Leadership Development Fellows Program Opening Session and Dinner
Philadelphia Marriott/Room 401, 402
For preregistered 2008 Fellows and invited guests

FRIDAY, OCTOBER 17

7:00am–5:00pm
Conference Registration
Convention Center/Hall D Lobby
Sponsored by White Oak Associates

7:00am–5:00pm
Wireless Internet Access
Convention Center/Hall D Lobby
Sponsored by Jacobson Consulting Applications

8:00am–12:30pm
Learning to Lead: Course 102
Convention Center/Room 103A **F1**
Accelerate your leadership skill set with this half-day workshop focusing specifically on the areas of significant challenge to many science center leaders: financial management and human resources. A small, skilled faculty of experienced museum professionals will lead this participatory session for individuals in senior management positions.

Session leader: Joanna Haas, Executive Director, Louisville Science Center, Louisville, Kentucky

Presenters: Kim Cavendish, President/CEO, Museum of Discovery and Science, Fort Lauderdale, Florida; Lesley Lewis, President and CEO, Ontario Science Centre, Toronto, Ontario, Canada; and Mary Sellers, CEO, South Florida Science Museum, West Palm Beach, Florida

Preregistration required.

Sponsored by Kittleman & Associates, LLC

8:00am–4:00pm
NEON (National Education Outreach Network)
Convention Center/Room 106AB **F2**
Science center outreach programs are among the most popular and innovative educational offerings in the field. NEON provides an opportunity to meet with outreach professionals from around the world and share their



F2

wealth of knowledge. This whole-day session will include presentations by staff from numerous centers, networking opportunities, small group discussions, and exploration of the diversity of people and programs involved in outreach.

Session leader: Jonah Cohen, Outreach and Public Programs Manager, The Children's Museum, West Hartford, Connecticut

Presenters: Randall Fastabend, Director, Outreach, Oregon Museum of Science and Industry, Portland; Jen Snively, Senior Director, and Kevin Seymour, Director, Community Outreach Programs, COSI, Columbus, Ohio; and Mônica Santos Dahmonche, Vice Presidente Científica, Fundação CECIERJ, Rio de Janeiro, Brazil

Preregistration required.

8:00am–5:00pm
ASTC Diversity and Leadership Development Fellows Program Workshop
Philadelphia Marriott/Room 401, 402
Open to 2008 Fellows and invited guests only.

8:00am–6:00pm
Exhibitor Installation/Exhibit Hall
Exhibitors only

9:00am–1:00pm
Summer Science Programs: The Latest and Greatest



F3

Convention Center/Room 103C
What does your institution do for youth during the summer? If you are doing something new and innovative, this session will provide a forum to share your success in the context of the latest research and policy changes. If your answer to the question has not changed in a few years, come explore new ideas and opportunities. Participants will engage with leading experts on summer learning and share best practices in science center summer programming.

Session leader: Jason Freeman, Director, Coalition for Science After School, Lawrence Hall of Science, Berkeley, California

Presenters: Jennifer Eden-Brady, Director, Professional Development, Center for Summer Learning, Johns Hopkins University, Baltimore, Maryland, Adrienne Kimball, Museum Workshops Manager, The Franklin Institute, Philadelphia, Pennsylvania, and Erin Ulery, Professional Development Associate, John Hopkins University, Baltimore, Maryland

Preregistration required.

PRECONFERENCE WORKSHOPS AND EVENTS

9:00am–3:00pm

Come to School at the Science Leadership Academy



The Franklin Institute/Benjamin Franklin National Memorial

F4

The Science Leadership Academy (SLA) is a small, progressive magnet high school in which the Franklin Institute partners with the School District of Philadelphia. Workshop participants will attend morning classes at the school, have lunch with students and faculty, and discuss key questions for science centers interested in developing a partner public school.

Session leader: Frederic Bertley, Vice President, Center for Innovation in Science Learning, The Franklin Institute, Philadelphia, Pennsylvania

Presenters: Ali Rogers, Manager, Youth Leadership Programs, The Franklin Institute, Philadelphia, Pennsylvania; Chris Lehmann, Principal, Science Leadership Academy, Philadelphia, Pennsylvania; and Carol Parssinen, Educational Program Consultant, Philadelphia, Pennsylvania

Preregistration required.

9:30am–5:00pm

Measuring Our Carbon Footprint and Fingerprints on Climate Change

Academy of Natural Sciences



Hosted by Philadelphia's Academy of Natural Sciences, just a short walk from the Pennsylvania Convention Center, this full-day workshop associated with ASTC's IGLO initiative will discuss what is and isn't known about the carbon cycle. Presentations will elaborate on the relatively new, rapidly expanding human influence on Earth's carbon budget and its social implications. The schedule includes lunch and an extended discussion period.

Session leader: Sarah DeWitt, Associate Producer for Earth Science, NASA Goddard Space Flight Center, Greenbelt, Maryland

Presenters: Christopher Elvidge, Physical Scientist, NOAA National Geophysical Data Center, Boulder, Colorado; Marc Imhoff, Terra Project Scientist, NASA Goddard Space Flight Center, Greenbelt, Maryland; Mark Plotkin, President, Amazon Conservation Team, Arlington, Virginia; Mary Ann Hitt, Founder and Director, Appalachian Voices, Boone, North Carolina; and Amber Bieg, Founder, Friends of the Urban Forest, San Francisco, California

Preregistration required.

10:00am–4:00pm

Increasing Latino Involvement in Informal Science



Convention Center/Room 104A

F6

This all-day workshop will introduce participants to Latino demographics, share current research on informal science and Latinos (e.g., language/cultural issues, exhibit labels), share effective informal program resources for Latinos, and culminate in small breakout planning groups that will discuss ideas for new initiatives to increase Hispanic involvement in informal science.

Session leader: Robert Russell, Science Advisor, Self Reliance Foundation, Washington, D.C.

Presenters: Maite Arce, COO, Hispanic Center for the Reform of Educational Options, Washington, D.C.; Cecelia Garibay, Principal, Garibay Group, Chicago, Illinois; and Alejandra Leon-Castella, Executive Director, Red-POP (science center organization for Latin America), San Jose, Costa Rica

Preregistration required.

Noon–4:00pm

Dialogue and Deliberation: Building a Better Forum



Convention Center/Room 107AB

F7

Forums engage the public in dialogue and discussion around science topics. Workshop participants will work together to advance best practices within this format. Members of the NISE Net Forums team will share their experiences with hosting and evaluating recent forums. Together, attendees will address the challenges and potential of forums.

Session leader: Brad Herring, Director, Nanoscale Informal Science Education, Museum of Life and Science, Durham, North Carolina

Presenters: Larry Bell, Senior Vice President, Research, Development, and Production, Museum of Science, Boston, Massachusetts, and Karen Pollard, Program Lead, NISE Net, and Senior Exhibit Developer, Science Museum of Minnesota, St. Paul

Preregistration required.

PRECONFERENCE WORKSHOPS AND EVENTS

1:00pm–4:00pm

How to Develop Strong Programming Using Outcomes-Based Evaluation Tools

Convention Center/Room 103A

F8

In this half-day preconference experiential session, we will work in groups to learn about and create logic models and other evaluation tools, learn where/when to use online and paper surveys and focus groups to help refine programs, and share strategies for raising funds to support the use of evaluators in developing new programs.

Session leader: Terry Billie, Assistant Vice President, Institutional Advancement, New York Hall of Science, Queens

Presenters: Kasey McCracken, Evaluator, David Heil & Associates, Portland, Oregon; Cheryl McCallum, Director, Education, The Children's Museum of Houston, Texas; L. Tony Beck, Program Officer, National Center for Research Resources, National Institutes of Health, Bethesda, Maryland; John Archie Pollock, Duquesne University and Carnegie Science Center, Pittsburgh, Pennsylvania; Karen Hoffman, Grants Manager, Pacific Science Center, Seattle, Washington; Rita Deedrick, Senior Director, Evaluation, Planning and Research, COSI, Columbus, Ohio; and John Radzilowicz, Director, Visitor Experience, Carnegie Science Center, Pittsburgh, Pennsylvania

Preregistration required.

1:00pm–5:00pm

Science and History, Better Together: A Museum Crawl to Historical Science Museums

Free with conference badge; see details, page 36.

1:00pm–5:00pm

What Is Going On IV: The Hot Topics Exhibit Development Roundtable

Convention Center/Room 104B

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F9

If you have issues related to exhibit development, like to mix it up, or are just curious, don't miss this moderated free-for-all where participants introduce themselves and identify a hot issue. Issues are sorted and problem-solved in-depth by the group.

Session leader: Paul Martin, Vice President, Exhibits, Science Museum of Minnesota, St. Paul

Presenter: Jennifer Martin, President and CEO, TELUS World of Science—Calgary, Calgary, Alberta, Canada



LEGO Castle ADVENTURE
Produced by The Children's Museum of Indianapolis

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For more information, visit ASTC booth #427 or contact:
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The Children's Museum of Indianapolis
P.O. Box 3000, Indianapolis, IN 46206-3000
Phone: (317) 704-3520 • Fax: (317) 920-2041
CharityC@ChildrensMuseum.org • ChildrensMuseum.org



The Children's Museum of Indianapolis

PRECONFERENCE WORKSHOPS AND EVENTS

1:30pm–4:30pm

Building Blocks for Success: Fundamentals of Fund Development



Convention Center/Room 103C

This half-day workshop is designed for recently hired fund-development professionals or for other staff newly tasked with fund-raising responsibilities, including administration. Participants will learn to assess their institutional planning for fund development and focus on areas that will be pivotal in a successful program. Principles of ethical, effective fund-raising will be highlighted, with an emphasis on the most vital aspects of fund development.

Session leader: Harold Melser, Associate Vice President, Development, Saint Louis Science Center, St. Louis, Missouri

Presenter: G. Patrick Williams, Vice President, Development, Saint Louis Science Center, St. Louis, Missouri

Preregistration required.

4:30pm–5:30pm

Orientation for First-Time Conference Delegates

Convention Center/Room 103B

An opportunity for new delegates to learn more about the conference and meet other first-time conference delegates. First-time conference delegates only.

5:00pm–7:00pm

Philadelphia Welcomes You! Receptions

Informal gatherings at various downtown Philadelphia venues. Preregistration not required. See details, page 38.

6:00pm–9:00pm

Teacher Educator Network (TEN) Reception/ Dinner

The Franklin Institute/Oasis Room

Begin the 2008 ASTC Conference by networking with colleagues interested in science centers' work with teacher education. Join us for the upbeat TEN reception/dinner in Philadelphia. Reconnect with familiar colleagues, and initiate new relationships. As we enjoy the food and camaraderie, we will informally share current issues and ideas influencing our work.

Your hosts:

Elsa Bailey, Principal/Director, Elsa Bailey Consulting, San Francisco, California

Marilyn Johnson, Director, Museum and Teacher Education, Oregon Museum of Science and Industry, Portland

Wayne Ransom, Executive Director, Education Programs, The Franklin Institute, Philadelphia, Pennsylvania

Beryl Rosenthal, Director, Tsongas Industrial History Center, Boott Cotton Mills, Lowell, Massachusetts

Dennis Schatz, Vice President, Education,

Pacific Science Center, Seattle, Washington

Terri Stern, Science Educator/Curriculum Specialist,

Yale Peabody Museum of Natural History, New Haven, Connecticut

Preregistration required. Event fee: \$47. The Franklin Institute is eight blocks from the Pennsylvania Convention Center (about a 10-minute walk), at 222 North 20th Street.

7:00pm–9:00pm

ASTC Board of Directors Reception

XIX Restaurant, Park Hyatt Philadelphia

Broad and Walnut Streets

By invitation only

Presenting sponsor, Community Counselling Service; associate sponsor, Jeff Kennedy Associates; contributing sponsors, EwingCole and Exhibits Development Group