

CONFERENCE SESSIONS AND EVENTS

SATURDAY, OCTOBER 18

7:00am–5:00pm

Conference Registration

Sponsored by White Oak Associates

7:00am–5:00pm

Information/Message Center Open

9:00am–5:00pm

ASTC Job Bank

Open to all

7:45am–8:30am

Meet and Greet Breakfast

Gather informally with colleagues over a continental breakfast, and get better acquainted with people who share your perspectives on the science center and museum field.

8:30am–9:15am

Welcoming Remarks and ASTC Business Meeting

Lesley Lewis, ASTC President and President and CEO,
Ontario Science Centre, Toronto, Canada
Bonnie VanDorn, Executive Director, ASTC, Washington,
D.C.
Dennis Wint, President and CEO, The Franklin Institute,
Philadelphia, Pennsylvania



9:30am–10:15am
Keynote Address

“Intersections: Science, Technology, and Personal Experience”

Working, often simultaneously, in print and online media, **Steven Berlin Johnson** has both examined and experimented with ways that communities of many kinds organize themselves and create new forms of social engagement. While writing 1997’s *Interface Culture: How New Technology Transforms the Way We Create and Communicate*, he launched the pioneering Web magazine *Feed*. Johnson’s research for the 2001 *Emergence: The Connected Lives of Ants, Brains, Cities, and Software* inspired the Webby Award-winning community site Plastic.com, where users discuss politics, pop culture, and technology. And insights arising from his most recent book, *The Ghost Map*, led him to collaborate on outside.in, a new site that gathers online conversations and information about U.S. communities into one place by Zip codes. Come learn what this journalist, cultural critic, web site developer, and best-selling author is working on now and where he sees the relationship among science, technology, and culture heading next.

Sponsored by The Franklin Institute

10:30am–6:15pm

Exhibit Hall Open / Exhibit Hall D

What do you get when you cross grown men, sequins, and banjos? Why, the Mummers of course! Join us Saturday morning as the String Band Novelties and Benjamin Franklin himself start off the conference Philadelphia-style.
Open to all registered delegates

ASTC MeetingPlace in Exhibit Hall

Open to all registered delegates. See description, page 7.

11:00am–12:30pm

Grab & Go Lunch in Exhibit Hall

Preregistration required.

Fee: \$10 per lunch (chicken or vegetable); includes sandwich, fruit, and drink. Check your selection on the registration form.

11:00am–1:00pm

Lunch Concession in Exhibit Hall

Open to all

SATURDAY, OCTOBER 18



Weird Nature—Marvellous Motion: A John Downer production for BBC and Discovery Channel

Digital Cinema: A Feast for Eyes and Minds

Saturday, October 18, 2008

Retrofitting, or building, a theater for digital cinema is now easier with the variety and flexibility of hardware options. This three-part series begins with screenings of the latest 3-D content for museum audiences, continues with a look at how high-definition films can strengthen science content and interpretive programming in science centers, and concludes with a session that answers questions about equipping a digital theater and offers ideas for marketing digital theater programs. Watch for further details in the final conference program.

Sponsored by CineMuse Network, Canadian Museum of Nature; K2 Communications; nWave Pictures Distribution; and XpanD USA.

Concurrent Sessions 12:30pm–1:45pm

Digital Cinema 3-D: A Feast for Eyes and Minds



Digital 3-D is rapidly expanding in commercial theaters, increasing demand for 3-D in museums but also challenging them to differentiate their 3-D offerings. View some of the latest institutional 3-D content, and hear how museums are broadening the relevance, impact, and appeal of their 3-D experiences.

Session leader: Mark Kresser, Vice President, K2 Communications, El Segundo, California

Sponsored by K2 Communications

Sparking Community Interest and Motivation in Science Education



Quality science education needs advocates, particularly in underserved communities. The Saint Louis Science Center and the Science Museum of Minnesota have worked with their communities to spark interest in science education. Join us to discuss challenges and strategies related to building a community presence for informal science.

Session leader: Meesa Olah, Manager, Learning Places Project, Saint Louis Science Center, St. Louis, Missouri

Learning Science in Informal Settings: A Consensus Study

Based on a new resource from the National Academy of Sciences' Board on Science Education (BOSE), scheduled for release in summer 2008, this session will explore a range of critical topics, including definition of clear, yet broad learning outcomes for participants; current evidence of learning across nonschool settings; and ways in which informal and school settings can serve common goals. We will also preview the companion Learning Science in Informal Environments Practitioner Project, an effort to contextualize the conclusions of the consensus report into a format broadly accessible to informal educators.

Session leader: Andrew Shouse, Senior Program Officer, National Academy of Sciences/BOSE, Washington, D.C.

After-School Funding and Policy: How It Fits Your Reality



How do recent developments in after-school policy impact our institutions? How are others responding to the new capacity of after-school providers? Following a brief policy review, presenters will facilitate small-group discussions around a variety of strategies. Our approaches include partnerships with youth organizations, on- and off-site teen programs, and tapping into federal tutoring funds. What approach will you share?

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

Seating limited to 60 people—first come, first served.

Why Don't They Understand? Public Perception of Controversy in Science



In recent years, a number of issues in the biomedical and life sciences—embryonic stem cell research, cloning, global warming, genetically modified foods, vaccine safety—have proved to be flashpoints on both sides of the Atlantic. Our featured speaker, **Art Caplan**, will explore why these issues are so controversial and, more importantly, whether there is hope for research/societal resolution in debating them. Among the questions he'll consider: What role should science museums play? Should museums remain value neutral, or attempt to take on the ethical questions underlying most of these debates? If the latter, then how?

Session leader: Steve Snyder, Vice President, Exhibit and Program Development, The Franklin Institute, Philadelphia, Pennsylvania

Featured speaker: Arthur Caplan, Emanuel and Robert Hart Professor of Ethics, Center for Bioethics, University of Pennsylvania, Philadelphia

Leadership Succession and the CEO Contract



In this session, three science centers will share their succession models and discuss the importance of planning for leadership change and keeping the institution moving to prevent turmoil. They will also address elements of a sound CEO contract.

Session leader: Patrick Lopez, Executive Director, Explora, Albuquerque, New Mexico

Sponsored by Sodexo

The Physics of Time and Space: Managing Exhibition Projects

Successful exhibition projects are a marriage of creative process and structured process. How do you inspire lively generation of ideas, yet keep on target and build in real time and space? This road-tested panel looks at the exhibit process from idea to implementation, including the creative process, fabrication, overall structures for success, and effective staff and resource management from both the museum's and the consultant's perspective.

Session leader: Jennie Zehmer, Director, Exhibit Services, The Franklin Institute, Philadelphia, Pennsylvania

Everybody Out! Bringing Your Exhibits Outdoors



Do you want to extend the visitor experience beyond your museum building? Are you interested in creating a garden, science park, or outdoor experience, but not sure how to do it? This workshop is an opportunity to generate ideas for outdoor exhibits and to learn from others' experiences.

Session leader: Meghan Lee, Senior Exhibit Designer, Quatrefoil Associates, Santa Monica, California

Seating limited to 60 people—first come, first served.

Innovative Partnerships to Bring Current NASA Science to Your Institution

Ten presenters provide brief overviews of innovative ways to bring current aerospace and earth science to your visitors. Topics will include exhibits, education and outreach programs, special events, and NASA resource opportunities. Once presentations are finished, presenters will be stationed around the room for further discussion.

Session leader: Nora Normandy, Outreach Program Manager, NASA Headquarters, Washington, D.C.

Alternative Revenue-Generation Strategies Fit for the Public Eye

Finding adequate funding for museums—particularly from appropriate, mission-based sources—is a perennial problem. Recent research points to current trends in alternative revenue-generation strategies in the museum world that go beyond just admissions, concessions, retail, grants, memberships, and galas, including the use of creative partnering and mission-based business practices.

Session leader: Kua Patten, Acting Director, Center for Museum Partnerships, The Exploratorium, San Francisco, California

Web 2.0: A New Crossroads for Science Centers



Creativity, communication, and content sharing between everyday users continue to drive the rapid evolution of Web 2.0 and our growing engagement with visitors online. What are the latest tools, opportunities, and risks associated with online engagement? The return of this popular forum discussion explores what's happening now and what lies ahead.

Session leader: Kevin von Appen, Associate Director, Daily Experience Operations, Ontario Science Centre, Toronto, Canada

12:30pm–1:45pm Listening to and Supporting the Field of Informal Science Education

The Center for Advancement of Informal Science Education (CAISE) studies issues and trends in ISE, documents the impact and value of ISE, and provides a collective voice for the field. Join us to discuss CAISE's current activities: a study of the ISE landscape plus inquiry groups on four topics: public participation in research, online professional development communities, public engagement with science, and the NSF ISE portfolio.

Session leader: Ellen McCallie, Director, CAISE, Washington, D.C.

Concurrent Sessions 2:00pm–3:15pm

Digital Cinema HD: A Feast for Eyes and Minds

Digital high-definition media is the new standard. In this session you'll see and hear dynamic examples of how HD is being used to maximum effect to add visual impact to exhibitions and to strengthen science content and interpretive programming in museums and science centers.

Session leader: Lorna Sierolawski, Coordinator, CineMuse Network, Canadian Museum of Nature, Ottawa, Ontario

Sponsored by CineMuse Network, Canadian Museum of Nature

A Taxonomy of Visitors: Understanding Science Center Audiences

Science center and museum visitors are diverse and have many needs. To find out more about these audiences, Reach Advisors and ASTC surveyed core visitors from more than 60 science centers and museums across the United States and in Canada, Australia, and the United Kingdom. Find out which groups science museums are serving well—and where more work needs to be done—at this fast-paced session filled with the data and strategies you need to better attract and serve family and adult audiences.

Session leader: Wendy Pollock, Director of Research, Publications, and Exhibitions, ASTC



Talk to the Experts: Collaborations and Trends in Foundation Funding



Foundation leaders will share insights about the best ways to foster longstanding partnerships between science centers and private foundations. Particular emphasis will be given to collaborative relationships, as well as future trends in foundation funding.

Session moderator: Sherri Wilcauskas, Assistant Director, Development and Grants, The Franklin Institute, Philadelphia, Pennsylvania

Featured speaker: Matt Bergheiser, Program Director, John S. and James L. Knight Foundation, Philadelphia, Pennsylvania

Sponsored by Sodexo

Providing the Tools to Teach: Educating Adults about Effective Early Science Experiences



Providing well-rounded science programming for early learners is as much about educating the parent as it is the child. This hands-on session will provide professional development models appropriate for use with parents, teachers, and childcare professionals. Presenters will highlight best practices in exhibit design and strategies to engage adults with young children in informal settings.

Session leader: Robin Schotter, Coordinator, Early Childhood Education, Louisville Science Center, Louisville, Kentucky

Seating limited to 60 people—first come, first served.

From Pee Wee to Piaget: Creating Developmentally Appropriate Shows

Educators need to be prepared to present shows to a variety of grade levels. But what are the developmental stages that differentiate a first grader from a seventh grader? In this session we follow a single science concept and discuss the most appropriate styles for presenting it to elementary through secondary students.

Session leader: Paul Taylor, Traveling Science Show and Community Outreach Manager, The Franklin Institute, Philadelphia, Pennsylvania

Meeting at the Crossroads: The Intersection of People and Science Exhibits

The new buzz word in science centers these days is “experience design.” At the center of any exhibit experience are people. Visitors come to museums with imagination and curiosity, yet are often overwhelmed by the content, and the “experience” is lost. How are science centers connecting with people’s imagination and curiosity so that science is valued?

Session leader: Jennie Zehmer, Director, Exhibit Services, The Franklin Institute, Philadelphia, Pennsylvania

Structured Experiences: Improving the Effectiveness of Our Facilities

Hear about some experiments being done to improve the way our facilities are utilized by groups and non-groups. Panelists will discuss how they are thinking differently about structured learning experiences within their exhibit environments. Examples that use new technology in connection with current science will be discussed.

Session leader: Dennis Schatz, Vice President, Education, Pacific Science Center, Seattle, Washington

Web-Based Tools 101: Uses and Users across the Science Center

There is a proliferation of new web-based tools that facilitate collaboration and provide innovative ways to accomplish our work. This session will help attendees keep current on web-based technologies, learn how colleagues apply these tools in varied aspects of museum work, and consider how they too might apply them.

Session leader: Elsa Bailey, Principal Researcher and Director, Elsa Bailey Consulting, San Francisco, California

Seating limited to 60 people—first come, first served.

Creating Museum Programs That Are Inviting and Accessible to All

In 2007, more than 20 museum professionals joined forces with disability experts to develop criteria for the universal design of museum programs. This session will present the guidelines that resulted from this effort, as well as examples of how educators from four institutions used those guidelines to revise their programs.

Session leader: Christine Reich, Manager, Research and Evaluation, Museum of Science, Boston, Massachusetts

Volunteers as Science Presenters: Optimizing the Experience for Volunteers and Visitors

There are both benefits and challenges in using volunteers to educate visitors. Challenges include the diversity they bring to the table—in age, experience, knowledge, etc. How can you best train and use volunteers to provide a fulfilling experience for them while also satisfying visitor needs? Explore creative approaches to developing volunteers into effective science presenters.

Session leader: Naomi Echental, Manager, Museum Programs, The Franklin Institute, Philadelphia, Pennsylvania

CEO Reflections on Leadership

In an informal interview format, three CEOs will talk about their leadership styles and strategies for leading change, taking risks, and leading in the context of public scrutiny. Panelists will reflect on lessons learned along the way and share wisdom forged through experience. Questions from the audience are welcome.

Session leader: Nancy Stueber, President and CEO, Oregon Museum of Science and Industry, Portland

Sponsored by Kittelman & Associates, LLC

Immersing Minds in the ISE Mission: Working Frontiers of 3-D Technology

ISE centers are effectively employing immersive 3-D film, exhibitry, and web experiences. Several projects presented in 3-D will demonstrate the leading edge of this field, and panelists will discuss why such projects are valuable to the ISE mission, how they were created, and what was learned about the process.

Session leader: Ka Chun Yu, Curator, Space Science, Denver Museum of Nature & Science, Denver, Colorado

The Big Picture: Aligning Youth Programs with Your Organization’s Mission

Follow us through a journey to re-envision the role of youth within the staffing models of science centers. We’ll explore how one set of guiding principles can be applied to four vastly different museums to ensure a program that meets the greater institutional need.

Session leader: Andrea Motto, Museum Youth Program Specialist, New York Hall of Science, Queens

3:15pm–4:00pm Exhibit Hall Coffee Break

Free prize drawings. Must be present to win.

3:45pm – 6:00pm Digital Cinema: Tooling Up for Launch and Marketing for Increased Revenue

Retrofitting or building a theater for digital cinema is easier now with the variety and flexibility of hardware options, but the process involves many decisions that can mean the difference between success and failure. In Part I of this double session, a panel of experts will answer all questions concerning equipping a digital theater. In Part II, you will learn how science centers are successfully bringing in significant new revenue from their 3-D theaters through creative marketing, merchandise, and content.

Session leaders: Part I: Mark Kresser, Vice President, K2 Communications, El Segundo, California
Part II: Janine Baker, Vice President, Film Distribution and Development, nWave Pictures Distribution, Palmdale, California

Concurrent Sessions 4:00pm–5:15pm

VP Dialogue

This session is dedicated to senior leadership and management in the museum field. If you are a deputy, vice president, or other senior-level manager, join us to discuss life as a VP and the challenges of translating vision into reality while maintaining the delicate balance of leadership.

Session leader: Jennifer Martin, Vice President, Program and Operations, TELUS World of Science–Calgary, Calgary, Alberta, Canada

Sponsored by Kittleman & Associates, LLC

A Virtual Trip to Planet Gliese 581c

Come take a virtual trip from Earth to the exoplanet Gliese 581c with astrophysicist **James Sweitzer**. Using the latest in immersive technology, Jim will explore certain laws of physics that get misrepresented in popular films, such as what Earth might look like on return to a crew that traveled to a distant planet and back at the speed of light.

Session moderator: Joel Halvorson, Program Manager, Minnesota Planetarium and Space Discovery Center, Minneapolis, Minnesota

Featured speaker: James Sweitzer, principal of Science Communications Consultants, Chicago, Illinois, and former director of the Rose Center for Earth and Space Science at the American Museum of Natural History, New York City

4:00pm–5:15pm What Should Be Funded? Identifying Strategies and Products That Will Transform the Way We Experience and Learn Science

What new informal science education strategies and products have the potential to dramatically affect youth, adults, the home, society, and/or school? How can we think of ISE in terms of 360° experiences across a lifespan? Bring your expertise to this workshop, and join the Center for Advancement of Informal Science Education (CAISE) as we collectively seek to identify emerging trends and envision the future of ISE.

Session leader: Ellen McCallie, Director, CAISE, Washington, D.C.

Aristotle's Politics: A Vision of the Whole

This Humanities Seminar addresses Aristotle's analysis of a successful political society, based ultimately on good household management ("economy") and nourishing the wholeness of its members. With worldwide concern for our common environment, science centers may find inspiration in this view of natural communities aiming at a recognized common good.

Session leader: J. Newlin, Director, Physical Sciences and Technology, Science Museum of Minnesota, St. Paul

Preregistration required; check workshop on registration form.

Workshop fee: \$5

Climate Science: Updates from the Poles

This session will feature three science presentations about ongoing research in Earth's polar regions. Participants will take a virtual tour of Antarctica, explore the possibility of the Arctic becoming ice-free as soon as 2013, and discover the complex roles that clouds play in the polar regions.

Session leader: Frank Niepold, Climate Education Coordinator, NOAA Climate Program Office, Silver Spring, Maryland

Creating a Federal Informal Learning Community: Competitions and Alliances

In a Memorandum of Understanding (MOU) signed in 2007, NASA and the National Science Foundation agreed to partner to improve scientific literacy and to foster a workforce that reflects the diversity of the U.S. population and its changing demographics. Learn more about the MOU, which initiates collaborative leadership and accountability for federal investments in informal providers.

Session leader: Mary Sladek, Outcome Manager, Informal Education, NASA Headquarters, Washington, D.C.

Creating Major Corporate Sponsorships and Keeping Them!



Successful major corporate partnerships require a sophisticated proposition and the ingenuity and commitment of many people. Come learn from three fund-raising professionals how they succeeded with challenging projects that raised the profile of their museums. Discover where and how major corporate partnerships differ from tried-and-true renewal support.

Session leader: Lisa Roth, Vice President, Development, Oregon Museum of Science and Industry, Portland

Keeping Everyone in the Loop



Providing opportunities for quality visitor experiences takes teamwork. The key to promoting an open and creative work environment is ensuring first that everyone is on the same page. Join us for this exploration of different techniques for establishing effective communication—and share a few of your own!

Session leader: Kandel Allard, Assistant Director, Visitor and Support Services, Long Island Children's Museum, Garden City, New Jersey

Concurrent Extended Session 4:00pm–6:00pm

Doing Science and Math “Indie-Style”: The Return

Great science and math activities do not need to equate to high budget. Like independent film making, “Indie” museum programming delivers high impact on a low budget! Come join us in a second installment of last year's hands-on workshop, and participate in a new set of our favorite powerful, low-cost science and math activities.

Session leader: Keith Ostfeld, Director, Exhibit Development, Children's Museum of Houston, Texas

Preregistration required; limited to 50 people. Check workshop on registration form.

5:15pm–6:15pm Exhibit Hall Welcoming Reception

ASTC 2008 Exhibitors welcome conference attendees to this year's ASTC Annual Conference Exhibit Hall. Meet Exhibitors and discover the latest innovations in products and services available to science centers and museums. Free prize drawings. Must be present to win.

7:30pm–11:00pm Bandstand Party at The Franklin!

Every hep hipster in town knows that The Franklin is the most. Shine up your saddle shoes, grease up your hair, and get ready to go hoppin' the Philadelphia way, as your ASTC 2008 host takes you back to the Bandstand at Studio B.

Pow-wow with friends old and new while you dance the night away in the city that started it all. Revel in the food and the fun from four decades of *American Bandstand*. From milk shakes and the Mashed Potato to disco and Devo, *Bandstand* brought the best of the '50s, '60s, '70s and '80s into living rooms across America.

To celebrate ASTC 2008, The Franklin Institute invites you into its own living room. Kick up your bobby socks, get groovy and bust a move through 40 fabulous years of Top-40 hits. Enjoy cocktails, an open bar, and comfort food, Bandstand style, and relax at the feet of Philly's very own big daddy-o: Ben Franklin!

But while you're hoppin' and boppin', don't forget to explore exhibits that are the cat's pajamas. Wander through *The Giant Heart*, an experience that proves The Franklin's got a good beat—and you can dance to it! Get *electric* in Electricity Hall and learn about Ben's most notorious experiments. Stop by the state-of-the-art Fels Planetarium to drink and dine at the center of the universe. Then check out *The Franklin Air Show*, featuring a full-sized fighter jet and an original Wright Brothers' plane.

For a blast from the past, make sure to see *Real Pirates*, a new exhibition organized by National Geographic and AEI. Pirates features more than 200 artifacts—including coins, swords and jewelry—excavated from the ocean floor. The exhibition explores the history of the early 18th-century Caribbean and the process of recovery and conservation of the artifacts.

And for a special treat, stop by the Franklin Theater to hear a live musical performance by award-winning filmmaker, music producer, and classically trained violinist Kenji Williams. Through his new “Gaia Project,” Williams provides unique perspectives on our planet in a presentation that blends musical entertainment, public outreach, and education.

So rock, roll, or stroll down to The Franklin, and join us for the ginchiest dance party in town!

Preregistration requested. Check event on registration form. ASTC badge must be displayed for admittance. To purchase ticket for a non-registered guest, see on-site registration desk.