

THE ART OF SCIENCE: CREATING A BETTER FUTURE EL ARTE DE LA CIENCIA: HACIA UN FUTURO MEJOR

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Welcome!

ASTC and the Fort Worth Museum of Science and History invite you to join us in Fort Worth, a city of Cowboys and Culture and home to the world's newest science center! In addition to touring the new Fort Worth Museum of Science and History, delegates to the 2009 ASTC Annual Conference will have the opportunity to consider two important strands of our work: the merging of art and science to engage our communities, and the role of science centers in creating a better future.

Across the conference schedule you will find sessions that challenge us to explore how the blending of art and science can engage people of all cultures and provide powerful learning experiences, and sessions that challenge us to become valuable and essential partners in addressing key local, national, and global issues. How does your organization tap into the rich artistic, cultural, and creative resources of your community and apply them to your learning environments? What priority issues should we address and how can we develop strategies for future action? How can science centers make the transition from being seen as nice to being seen as necessary in our communities? For specific sessions addressing these themes, see the 2009 Conference Strands Index, page 78.

About ASTC

The Association of Science-Technology Centers (ASTC) is an organization of science centers and museums 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 43 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.

Major services provided by ASTC include

- Sponsoring the ASTC Annual Conference, Noyce Leadership Institute, ASTC Connect discussion forums, and other professional development opportunities
- Publishing *ASTC Dimensions*, the bimonthly news journal of the science center field
- Tracking and analyzing trends in the science center field
- Promoting international action on global science issues
- Representing science center interests before the U.S. Congress and federal agencies
- Working to improve science exhibitions by hosting the community web site ExhibitFiles.org and providing traveling exhibition services
- Supporting and housing the Center for Advancement of Informal Science Education and hosting an Informal Science Education Network listserv

ASTC also promotes equity and diversity by providing its members with resources and tools to increase the number of individuals from underrepresented and/or underserved groups who visit and work in museums.



ASSOCIATION OF
SCIENCE-TECHNOLOGY
CENTERS
INCORPORATED

Dear ASTC Colleagues,

Welcome to the 2009 ASTC Annual Conference in Fort Worth, Texas, hosted by the Fort Worth Museum of Science and History. We are among the first to enjoy our host's new, state-of-the-art facility, scheduled to open to the public later this fall. In a city known internationally for its Cultural District, this innovative science and history "campus" is truly a standout destination. Somehow, the museum's hard-working staff managed to pull off an ASTC conference and a facility opening at the same time and make it look easy. Our hats are off to you!

Each ASTC Annual Conference is built around a central theme. In planning for ASTC 2009, the initial theme was the intersection of art and science. Proposals were encouraged to focus on the many ways the two disciplines complement each other, enhancing learning experiences and engaging people of different cultures. Shortly after session proposals were initially invited, the theme was expanded to reflect ASTC's new strategic priorities. Worldwide, ASTC members are seeking to engage audiences more deeply in issues related to science and society and to move public perception of our role in the community from that of popular attraction to that of essential resource. The revised conference theme became "The Art of Science: Creating a Better Future"!

In the conference program, different logos mark sessions according to their theme. You will find many sessions that exemplify "The Art of Science," from the latest advances in animation and visualization to lively performances of science theater, science music, and more. The ASTC logo marks a range of sessions devoted to our strategic direction and its four priorities—science and society leadership, alliances and partnerships, impact and communications, and professional development. "Toronto, Heureka: What's Next?," is a follow-up to the 5th Science Centre World Congress in 2008 and the March 2009 Science Engagement in Action Seminar, jointly organized by ASTC and Heureka, the Finnish Science Centre. Sunday's plenary session, "Angry Public vs. Grateful Public: Mixing Politics and Science," features a panel of distinguished scientists who have not hesitated to go public with their opinions on the social implications of science policy decisions; audience members are invited to stay afterwards for small-group discussions with the panelists.

To learn more about how ASTC and its members are addressing science and society issues, read the *ASTC Dimensions* on your Digital Tote Bag flashdrive, look for sessions associated with ASTC's IGLO and Communicating Climate Change initiatives, and attend the many sessions on public engagement and creative partnering. And of course you won't want to miss any of the usual attractions of an ASTC conference—the impressive Exhibit Hall, Saturday's ASTC Annual Banquet, Sunday's party at the Fort Worth Museum of Science and History, and Monday's Open House and Big Screen Day. Above all, enjoy the lively exchange of ideas that is the hallmark of this annual event.

Finally, this gathering marks a transition for both of us. At the end of the conference, Lesley is stepping down as ASTC's president after a two-year term, and Bonnie is retiring after a challenging and rewarding 27-year career as ASTC's executive director. We extend our congratulations to ASTC's new leaders, president Nancy Stueber and CEO Anthony (Bud) Rock, who is attending his first ASTC Annual Conference. In this time of global uncertainty, we are delighted to see ASTC embracing the future, full of energy and promise. Our best wishes to Nancy and Bud—and to all of you. Thanks for letting us serve you and this exciting organization.

Sincerely,

Lesley Lewis
ASTC President
CEO, Ontario Science Centre
llewis@astc.org

Bonnie VanDorn
ASTC Executive Director
bvandorn@astc.org

P.S. Please mark your calendars now for next year's conference, hosted by the Bishop Museum in Honolulu, Hawaii, October 2–5, 2010.



STATE OF TEXAS
OFFICE OF THE GOVERNOR

Greetings:

As Governor of Texas, I am pleased to welcome you all to the 2009 Association of Science-Technology Centers (ASTC) Conference at the beautiful new home of the Fort Worth Museum of Science and History.

Science centers and museums are important cultural and educational resources. ASTC member organizations — which include natural history museums, botanical gardens, children's museums, zoos and aquariums — educate, entertain and enlighten audiences of all ages. I commend you for your commitment to finding the best ways to provide experiences that enrich and inspire, while teaching patrons about the world around us.

To those of you from outside Texas: Welcome to the Lone Star State and the City of Fort Worth. Cowtown is renowned for its many attractions, from fine dining to historic buildings and an array of cultural attractions. This vibrant area has something for everyone. I encourage you all to explore and enjoy.

First Lady Anita Perry joins me in wishing you an enjoyable and enlightening conference.

Sincerely,

A handwritten signature in black ink that reads "Rick Perry". The signature is written in a cursive, flowing style.

Rick Perry
Governor

FORT WORTH



Welcome to Fort Worth

On behalf of the City Council and citizens of Fort Worth, it is my pleasure to welcome the 2009 ASTC Annual Conference – The Art of Science: Creating a Better Future, October 31 – November 3, 2009. It is our hope you will savor your stay and time spent here enjoying the unique mix of cultural activities found only in the city “Where the West Begins.”

You will be among the first to see the new Fort Worth Museum of Science and History. The world-class facility, designed by internationally renowned architects Legorreta + Legorreta, will feature a collection of new exhibits and programs developed by the Museum’s staff and a team of nationally recognized designers. Dedicated to life-long learning and anchored by its rich collections, the Fort Worth Museum of Science and History engages its diverse community through creative, vibrant programs and exhibits interpreting science and the history of Texas and the Southwest. Since the mid-1980s, the Museum has annually welcomed nearly a million visitors, making it a community treasure.

In one visit, you can also enjoy an enormous range of experiences – from art to animals, from fashion to family fun. Feel free to check out the artistic treasures in the Fort Worth Cultural District or enter a world of animals at the Fort Worth Zoo. We also offer lessons in western history with a tour of the Historic Stockyards, auto racing at the Texas Motor Speedway or a relaxing night of shopping and dining in downtown’s historic Sundance Square. The choice is up to you!

While you are in Fort Worth, we hope you get a chance to visit:

- Four Day Weekend Theater as they present, “Curtis Needs a Ride Comedy Show,” April 30 – December 31, 2009. Every Thursday night Curtis Needs a Ride performs a high-quality blend of sketch comedy and improvisational comedy.
- Modern Art Museum of Fort Worth as it presents, “Susan Rothenberg: Moving in Place,” October 11 – January 4, 2009.
- Fort Worth Symphony Orchestra as they present “All Tchaikovsky,” October 30 – November 1, 2009. Shakespeare has inspired many compositions, but none surpass the popularity of Tchaikovsky’s Romeo and Juliet fantasy overture, with its crushing fight music and passionate love themes. Our tribute comes to a close with the heartfelt power of Tchaikovsky’s last work, the beloved Symphony No. 6, “Pathétique.”

One of our most valuable assets is our people. Visitors often cite the “Fort Worth Friendly” spirit of our citizens and businesses as the top reason to visit and plan a return trip to our city.

We are pleased you chose Fort Worth for your annual conference and hope you enjoy your time in Cowtown.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mike Moncrief', written in a cursive style.

Mike Moncrief
Mayor

MIKE MONCRIEF, MAYOR

THE CITY OF FORT WORTH ★ 1000 THROCKMORTON STREET ★ FORT WORTH, TEXAS 76102
817-392-6118 ★ FAX 817-392-2409

Printed on recycled paper



FORT WORTH MUSEUM
SCIENCE AND HISTORY

October 2009

Dear ASTC friends,

On behalf of our museum's Board of Trustees and staff, it is our great pleasure to welcome you to Fort Worth for the 2009 ASTC Annual Conference!

We are especially excited to host you during this exciting time in our institution's 68-year history, as we prepare for the grand opening of our spectacular new campus in November. Designed by Ricardo and Victor Legorreta of Mexico City, the exquisite architecture will only be matched by the dynamic exhibits and programs which will soon come to life inside. Through your conference attendance, you will be making history as one of the first to step foot inside; hopefully just the first of your many visits to our museum over the years to come.

We are honored to host such a distinguished group of museum colleagues from around the world for this important annual meeting and hope you will call on us if we can enhance your Fort Worth experience in any way. We're glad you're here!

With warmest greetings and regards,

Van A. Romans
President

KEYNOTE AND FEATURED SPEAKERS

SATURDAY, OCTOBER 31

9:30am–10:15am

Keynote Speaker

Anousheh Ansari

Technology innovator, entrepreneur, philanthropist, space explorer



When **Anousheh Ansari** immigrated to the United States from Iran as a teenager, she did not even speak English. Within a few years, she had earned a degree in electronics and computer engineering and a master's in electrical engineering. In 2001, she helped to found Telecom Technologies, Inc., serving as CEO and chairman of the board of what became a multi-million-dollar company.

A living proponent of the American dream, Ansari is an active proponent of world-changing technologies and social entrepreneurship. It was her family that provided the title sponsorship for the Ansari X Prize, awarded in 2004 to the first nongovernmental entity to launch a reusable manned spacecraft into space twice within two weeks. In September 2006, she made headlines worldwide as the first female private space explorer, traveling to the International Space Station with Russia's Soyuz TMA-9 mission. After Telecom Technologies merged with Sonus Networks in 2001, Ansari launched a new company, Prodea Systems, focused on simplifying the home digital experience.

Ansari is a member of the X Prize Foundation's Vision Circle and serves on the foundation's board of trustees. She has received multiple honors, including the World Economic Forum Young Global Leader, the Working Woman's National Entrepreneurial Excellence Award, and the Ernst & Young Entrepreneur of the Year Award for the Southeast Region. She currently works with organizations like ASHOKA and the PARS Community Foundation to help social entrepreneurs bring about radical change globally.

Sponsored by Lexington Design + Fabrication

2:00pm–3:15pm

Developing a World-Class Board for Your Science Center



David La Piana is founder and president of La Piana Consulting, a firm specializing in solutions to the strategic issues faced by nonprofit organizations and their funders. It was La Piana who coined the term "strategic restructuring" to refer to the continuum of partnership configurations—including mergers, joint ventures, consolidations, and joint programming—through which nonprofits attempt to anticipate or respond to environmental threats and opportunities. He works closely with major foundations and national nonprofits to promote new ideas and tools that can enhance nonprofits' effectiveness. He has also taught at the University of San Francisco's Institute for Nonprofit Organization Management and the Haas School of Business at the University of California, Berkeley.

David La Piana is also a regular contributor to the national dialogue on nonprofit and foundation effectiveness and has written numerous books, articles, and op-eds for major newspapers. His 2005 book *Play to Win: The Nonprofit Guide to Competitive Strategy* won a Terry McAdam Nonprofit Book of the Year honorable mention award. His latest publication is *The Nonprofit Strategy Revolution: Real-Time Strategic Planning in a Rapid-Response World* (2008). He is a Fellow of the Salzburg Seminar and currently serves on the board of directors of the Craigslist Foundation.

SUNDAY, NOVEMBER 1

9:15am – 10:30am

Plenary Session Presenters

"Angry Public vs. Grateful Public: Mixing Politics and Science"



Panelist **David E. Blockstein** organizes an influential annual conference for the National Council for Science and the Environment, a nonpartisan Washington, D.C.-based organization working to improve the scientific basis of environment decision-making. He also serves as executive secretary of the Council on Environmental Deans and Directors, the professional organization for U.S. deans of colleges of environment and natural resources. Dr. Blockstein is in demand as a public speaker and is a frequent contributor to both technical and popular literature on science and environmental policy. His research in ecology focused on conservation of tropical pigeons and doves and on the population and community ecology of forest birds.

KEYNOTE AND FEATURED SPEAKERS

Currently with the Project on Scientific Knowledge and Public Policy at Washington, D.C.'s George Washington University (GWU), panelist **Susan F. Wood** has dedicated her career to applying scientific evidence to health-policy decision-making. Dr. Wood came to GWU from the Food and Drug Administration (FDA), an agency of the U.S. Department of Health and Human Services. At the FDA, she served as assistant commissioner for Women's Health and later director of the Office of Women's Health. In 2005, she resigned in protest over the agency's continuing delay in approving emergency over-the-counter contraception. Prior to her work in health policy, Dr. Wood engaged in biological research on the biochemistry of sensory transduction.



Paul A. Sandifer is the senior science advisor to National Oceanic and Atmospheric Administration (NOAA) director Jane Lubchenco. His portfolio includes input related to the overall NOAA science enterprise, the President's Ocean Policy Task Force, development of a NOAA Climate Service, NOAA's marine spatial planning effort, and development of science policy related to coastal management, aquaculture, oceans and human health, among other areas. Dr. Sandifer serves on the U.S. National Committee for the Census of Marine Life, as co-chair of the Interagency Working Group on Harmful Algal Blooms, Hypoxia, and Human Health, and on the Institute of Medicine's Roundtable on Environmental Health Science, Research, and Medicine. Previously, he had a 31-year career with the South Carolina Department of Natural Resources, including service as scientist, marine division director, founder and director of the Waddell Mariculture Center, and agency director. He holds faculty appointments at the College of Charleston, Medical University of South Carolina, and University of South Carolina, and is the author or co-author of over 140 publications in aquaculture, marine science, and ocean policy.



As manager of the Scientific Integrity Program at the Union of Concerned Scientists (UCS), in Washington, D.C., session moderator **Michael Halpern** raises awareness about political interference in science among the scientific community, in the media, and with the public. Last year he helped organize a grassroots movement asking the presidential candidates to engage in a debate on science and technology issues at the Franklin Institute in Philadelphia. Prior to joining UCS in 2004, he worked at the World Wildlife Fund, where he coordinated member communications. He also directed public awareness efforts for the Brain Injury Association of Minnesota. Halpern's background is in communication theory and sociology.



4:00pm–5:15pm

The 82% Solution: Why Individuals Are Our Best Source of Relationships and Revenue



Kay Sprinkel Grace, CFRE, is a San Francisco-based consultant who assists nonprofit organizations with planning, board development, staff development, and other issues related to leadership of the fund-raising process. Recent clients include the San Francisco Museum of Modern Art; KQED; the Kronos Quartet; the St. Joseph Health System Foundations; and Loma Linda University and Medical Center. A graduate of Stanford University, she served as the first woman volunteer chair of the Stanford Fund and has received Stanford's highest award for volunteer service, the Gold Spike. She currently serves on the advisory board of Stanford's John W. Gardner Center for Youth and Their Communities, as well as on the national board of the Alliance of Artists Communities. In recent years, she has been a featured presenter at the Fundraising Institute, Australia; the Swedish Fundraising Council, and the International Fund Raising Conference in The Netherlands. In 2007 she organized and co-presented the first seminar on philanthropy for NGOs working to create civil society in the former Soviet Republic of Georgia. The author of five books on fund-raising and philanthropy, Grace is also a regular columnist for the bi-monthly publication *Contributions*.

KEYNOTE AND FEATURED SPEAKERS

MONDAY, NOVEMBER 2

3:15pm–4:30pm

Kill the Kiosk: Storytelling, Immersive Media, and Real-Time Animation



Bob Weis returned to Walt Disney Imagineering in 2007 as executive vice president of and Portfolio Creative Leader for the expansion of Disney's California Adventure (DCA). Previously, Weis had worked for Disney for 15 years, leading the design and development of the Disney-MGM Studios in Florida and directing the development of Disney TokyoSea from initial concept to approval, before founding his own entertainment design and multimedia company, Design Island Associates, in 2000. His responsibilities for DCA cover the range of creative leadership tasks necessary to execute a project that will encompass more than five years of intense expansion and renovation.

As president and chief creative officer of Design Island, Weis developed projects for clients ranging from the Kennedy Space Center, the Smithsonian Institution, the Chicago Museum of Science and Industry, and the Fort Worth Museum of Science and History to 20th Century Fox Studios, Sony Retail Entertainment, Rockefeller Center, and the Port of Los Angeles. In 2008, Design Island received Thea awards from the Themed Entertainment Association for its work on two multimedia design projects: *Battle Stations 21*, an immersive training program for the U.S. Navy, and *CSI: The Experience*, a traveling museum exhibition that combined a popular TV show with interactive visitor experiences. Weis is also a director. His independent film *Inconceivable* was seen on the Lifetime Channel, and his documentary project *In Their Footsteps Lewis and Clark* aired nationwide on public television.

Sponsored by the Fort Worth Museum of Science and History

WELCOME TO FORT WORTH, THE CITY OF COWBOYS AND CULTURE



Photos courtesy Fort Worth Convention & Visitors Bureau

In its youth, Fort Worth was a rough-and-tumble frontier town, dusty and lawless, home to the brave and the brawling—the soldier, the frontiersman, the outlaw. Originally settled in 1849 as an army outpost at the Trinity River, the city owed much of its initial growth to its location on the historic Chisholm Trail, the main route for moving cattle from Texas to Kansas during the 1860s and 1870s. Cowboys worked and played in Hell’s Half Acre, a brothel- and saloon-packed district located where downtown Fort Worth stands today, before driving their herds up the trail.

Today, Fort Worth is one of the largest cities in Texas and the 17th-largest city in the United States, a destination shaped by its revitalized downtown, world-renowned cultural arts district, beautifully preserved Western heritage sites, and major-league attractions. With a population exceeding 700,000, Fort Worth is home to some of the country’s major corporations and manufacturers, such as American Airlines, RadioShack Corporation, Pier 1 Imports, Burlington Northern Santa Fe Railroad, and Lockheed Martin Tactical Aircraft Systems. While Fort Worth maintains its historical ties as the city “Where the West Begins,” it has also gained a reputation for urban sophistication and a celebrated connection to the arts.

We invite you to explore Fort Worth’s three main tourism districts—and all points in between—where cowboys and culture peacefully coexist. For more information, visit www.fortworth.com.

Fort Worth Cultural District

It’s easy to see why Fort Worth is considered the “Museum Capital of the Southwest.” The Louis Kahn–designed **Kimbell Art Museum**, recognized as “America’s best small museum,” and the **Amon Carter Museum**, renowned for its collection of Western and American masterpieces, have garnered worldwide attention, both for their collections and for the design of their buildings. The **Modern Art Museum of Fort Worth**, Texas’ oldest museum (founded in 1892), is also housed in a stunning new building designed by Japanese architect Tadao Ando. The Modern maintains one of the foremost collections of post-World War II art in the central United States. The **National Cowgirl Museum and Hall of Fame** honors women who embody the spirit of the American West, such as painter Georgia O’Keeffe, Western sharpshooter Annie Oakley, author Laura Ingalls Wilder, and Supreme Court Justice Sandra Day O’Connor. And soon the Cultural District will welcome its newest world-class attraction: the **Fort Worth Museum of Science and History** (see page 12), host of this year’s ASTC Annual Conference.

Within walking distance of Fort Worth’s museums are the **Casa Mañana Theatre** and the **Will Rogers Memorial Center**. The latter, host to equestrian and cattle events on more than 200 days each year, is home to the oldest stock show and rodeo in the country—the **Southwestern Exposition and Livestock Show**, held annually in January and February. The beautiful 114-acre **Fort Worth Botanic Garden**, **Japanese Garden**, and **Trinity River Trails** are located nearby as well.

The **Fort Worth Zoo**, consistently ranked as one of America’s best zoos, is world renowned for its collection and for its natural habitat exhibits, which replicate animals’ homes in the wild.



The Modern Art Museum of Fort Worth
Photo courtesy Fort Worth Convention & Visitors Bureau

WELCOME TO FORT WORTH, THE CITY OF COWBOYS AND CULTURE



National Cowgirl Museum and Hall of Fame
Photo courtesy Fort Worth Convention & Visitors Bureau

Amon Carter Museum

3501 Camp Bowie Boulevard
www.cartermuseum.org

Casa Mañana Theatre

3101 West Lancaster Street
www.casamanana.org

Fort Worth Botanic Garden

3220 Botanic Garden Boulevard
www.fwb.org

Fort Worth Museum of Science and History

1600 Gendy Street
www.fortworthmuseum.org

Fort Worth Zoo

1989 Colonial Parkway
www.fortworthzoo.com

Kimbell Art Museum

3333 Camp Bowie Boulevard
www.kimbellart.com

Modern Art Museum of Fort Worth

3200 Darnell Street
www.themodern.org

National Cowgirl Museum and Hall of Fame

1720 Gendy Street
www.cowgirl.net

Will Rogers Memorial Center

3401 Lancaster Street



The daily Fort Worth Herd cattle drive
Photo courtesy Fort Worth Convention & Visitors Bureau

Stockyards National Historic District

A visit to Fort Worth is not complete without seeing the famed **Stockyards National Historic District**. The entire length of Exchange Avenue, which looks much the same today as it did 100 years ago, is listed on the National Register of Historic Places. Catch the **Fort Worth Herd**, the world's only daily urban cattle drive, on its twice-daily run down Exchange Avenue. **Stockyards Station**, which occupies the area's former hog and sheep pens, is now a unique shopping and dining marketplace. Rodeo action and Wild West shows take place year-round in the **Cowtown Coliseum**, where the world's first indoor rodeo was staged in 1918. The **Texas Cowboy Hall of Fame**, located in the Stockyards' original mule barns, honors the top cowboys and cowgirls in Texas and features the Sterquell Wagon Collection of more than 60 authentic lifestyle wagons, carriages, and sleighs.

"Texas-sized" takes on a whole new meaning at **Billy Bob's Texas**, the "World's Largest Honky-Tonk." This must-see, 10 times named "Club of the Year" by country music organizations, can hold up to 6,000 people and plays host to top country performers. The entire historic district is recognized as much for family entertainment and shopping as for saloons and boot-scootin' dance venues.

WELCOME TO FORT WORTH, THE CITY OF COWBOYS AND CULTURE



Photo courtesy Fort Worth Convention & Visitors Bureau

Billy Bob's Texas

2520 Rodeo Plaza
www.billybobstexas.com

Cowtown Coliseum

121 East Exchange Avenue
www.cowtowncoliseum.com

Fort Worth Herd

131 East Exchange Avenue
www.fortworthgov.org/pacs/theherd

Stockyards National Historic District

Exchange Avenue and Main Street
www.fortworthstockyards.org



The Reata rooftop in Sundance Square
Photo courtesy Fort Worth Convention & Visitors Bureau

Downtown and Sundance Square

Downtown Fort Worth is a success story few cities can boast. By day it is a dynamic business district; by night a broad array of entertainment options abound. Glittering skyscrapers form a ring around **Sundance Square**, Fort Worth's heralded shopping and entertainment district, now restored to its original Victorian beauty and filled with restaurants, theaters, shops, museums and galleries, and hotels and residences. This 35-block area is also the site of the \$67 million **Nancy Lee and Perry R. Bass Performance Hall**, permanent home to the city's professional symphony, opera, and ballet companies, as well as the prestigious Van Cliburn International Piano Competition and the productions of Casa Mañana Theatre. Also located in Sundance Square is the Sid Richardson Museum, a showcase for 39 paintings and bronzes by Western greats Frederic Remington and Charles Russell.

The **Fort Worth Water Gardens** and the **Fort Worth Convention Center** occupy what was once Hell's Half Acre, the rowdy district where cowhands had their last bit of fun before heading out on the Chisholm Trail. On the horizon for Downtown is the ambitious \$400 million+ **Trinity River Vision** project, which will bring a complete transformation to the city's Trinity River. The plan calls for a lively waterfront area to include a town lake and a host of recreational activities, as well as business, retail, and residential development.

Bass Performance Hall

Fourth and Calhoun streets
www.basshall.com

Fort Worth Water Gardens

1502 Commerce Street

Sid Richardson Museum

309 Main Street
www.sidrichardsonmuseum.org

Sundance Square

Downtown Fort Worth
www.sundancesquare.com

ASTC MEMBER MUSEUMS IN NORTH TEXAS

Fort Worth Museum of Science and History

2009 ASTC Annual Conference Host

1600 Gendy Street
www.fortworthmuseum.org



Photos courtesy Fort Worth Museum of Science and History

Designed by acclaimed architectural firm Legorreta + Legorreta, the new Fort Worth Museum of Science and History will open to the public in late 2009. The 166,000-square-foot campus, distinguished by its iconic, 76-foot "Urban Lantern," shares a broad new plaza in Fort Worth's famed Cultural District with the National Cowgirl Museum and Hall of Fame. Delegates to the 2009 ASTC Annual Conference will be among the first to experience the museum's new facility, including the state-of-the-art, 3-D digital Noble Planetarium and upgraded Omni IMAX Dome Theater.

More space means not only increased opportunities for traveling exhibitions, more room to display the museum's 175,000-item science and history collection, and a larger facility for the respected Museum School. It also allows for some exciting innovations. Interactive learning studios will house technology programs for teens, educator workshops, a distance learning program, and the award-winning *ExploraZone* hands-on exhibits. New galleries include the revamped Cattle Raisers Museum, where interactive exhibits immerse visitors in the dynamic history and science of Texas' cattle and ranching industry; *Energy Blast!*, where guests can explore the history, science, and technology of a key regional industry; the Fort Worth History Gallery; and the Fort Worth Children's Museum, an expansion of the previous KIDSPACE exploration gallery.

The new Fort Worth Museum of Science and History is designed for everyone, young and old alike, to enjoy. We are pleased to welcome ASTC 2009 to our wonderful new facility!

The following institutions are located within a 150-mile radius of Fort Worth, Texas.

Cook Education Center

3100 West Collin Avenue
Corsicana, TX 75110
www.cookcenter.us

The Discovery Science Place

308 North Broadway
Tyler, TX 75702
www.discoveryscienceplace.org

Heard Natural Science Museum & Wildlife Sanctuary

One Nature Place
McKinney, TX 75069
www.heardmuseum.org

Mayborn Planetarium & Space Theater

Central Texas College Main Campus
6200 West Central Texas Expressway
Killeen, TX 76540
www.maybornplanetarium.com

Museum of Nature & Science

(at two locations in Dallas's Fair Park)
3535 Grand Avenue
1318 South Second Avenue
Dallas, TX 75210
www.natureandscience.org

Sci-Tech Discovery Center

3000 North Dallas Parkway
Frisco, TX 75034
www.mindstretchingfun.org

CONFERENCE TIPS AND INFORMATION

Highlights of the 2009 ASTC Conference. . .

- First-time conference delegates' orientation—the place to learn more about the conference and meet other first-timers
- *Fort Worth Welcomes You!* receptions on Friday night—a chance for colleagues to gather in informal settings before the conference
- Internationally known keynoter and speakers
- More than 100 conference sessions and workshops
- ASTC Resource Center and Job Bank
- Meet and Greet Breakfast—a chance for discussion with others who share similar responsibilities or interests
- Exhibit Hall—featuring a wide range of products and services
- Demonstration Hour—see the latest demonstration techniques
- ASTC MeetingPlace in Exhibit Hall on Saturday and Sunday
- Sunday Night at the Fort Worth Museum of Science and History—fun, food, and socializing at the new science center, our 2009 host site
- Open House at the Fort Worth Museum of Science and History—informal sessions and exploration on Monday afternoon at our host science center
- Big Screen Day—preview the latest large-format films on Monday afternoon
- Green Booth contest for exhibitors
- Bring Your Own Water Bottle and Coffee Cup raffle (entries at Registration Desk) for attendees. Plus—new this year—a Bring Your Oldest ASTC Bag raffle (see details, page 15)
- Timely Topics Conversations—informal lunchtime discussions facilitated by fellow conference attendees on hot topics in the field.

Conference Location

The 2009 ASTC Annual Conference will be held at the Fort Worth Convention Center, the Fort Worth Sheraton Hotel & Spa (headquarters hotel), and this year's host museum, the Fort Worth Museum of Science and History.

Conference registration opens on **Friday, October 30**, at 7:00am, on the lower level (outside Exhibit Hall A, in the 13th Street Lobby) of the **Fort Worth Convention Center**, 1201 Houston Street, only a few blocks from the downtown Sundance Square.

The Meet and Greet Breakfast, Saturday keynote address and Sunday plenary session, conference sessions, Saturday evening banquet, and two-day Exhibit Hall will be held at the **Fort Worth Convention Center**.

The **Fort Worth Museum of Science and History**, located at 1600 Gendy Street, is host to the gala party on Sunday, November 1, and the Big Screen Day and Open House afternoon sessions on Monday, November 2.

Early-morning interest group meetings and selected sessions will be held at the **Fort Worth Sheraton & Spa**, 1701 Commerce Street.

Fall Back!

This year your registration includes an extra hour at no additional charge. Daylight Saving Time comes to an end at 2:00am on Sunday morning, November 1. Don't forget to turn your clocks and watches back one hour before going to bed on Saturday night. Otherwise you may arrive too early for your morning breakfast meeting!

Shuttle Transportation

For Sunday and Monday events taking place at the host museum, the Fort Worth Museum of Science and History, complimentary shuttle service will be provided as follows:

Sunday, November 1

Fort Worth Fandango at the Museum of Science and History

7:00pm–8:30pm

Pick up at the Fort Worth Convention Center (13th and Houston Streets) to the Fort Worth Museum of Science and History approximately every 15 minutes.

9:00pm–11:30pm

Return to ASTC conference hotels from the Fort Worth Museum of Science and History, shuttling approximately every 15 minutes

Monday, November 2

Open House and Big Screen Day

11:30am–2:00pm

Complimentary shuttle service will be provided from the Fort Worth Convention Center (13th and Houston Streets) to the Fort Worth Museum of Science and History, leaving approximately every 15 minutes.

2:00pm–6:30pm

Shuttles will run between the Fort Worth Museum of Science and History and ASTC conference hotels.

CONFERENCE TIPS AND INFORMATION

ASTC Diversity and Leadership Development Fellows Program

The Diversity and Leadership Development Fellows Program, a component of ASTC's Equity and Diversity Initiative, makes the professional development experiences of ASTC's Annual Conference more accessible to science center professionals from minority groups. Through preconference workshops and career development activities, the program seeks to

- increase the diversity of voices and perspectives represented in all phases of the ASTC Annual Conference
- encourage the retention of professionals from underrepresented groups in the field
- provide support to member institutions committed to enhancing and sustaining the diversity of their staffs.

This year marks the 10th year of the program, which has supported nearly 100 diverse science center professionals. The 2009 Diversity and Leadership Development Fellows Program is supported in part by contributions from donors and by generous gifts from the Arizona Science Center and the Science Museum of Minnesota. Conference attendees are encouraged to contribute to the 2009 Fellowship Program by buying a ticket to the Fiesta after the Feast dance party on Saturday night (see page 60).

E-mail Stations

A bank of computers will be available in the Registration Area for conference attendees to check their e-mail during conference hours.

Session Recordings

Many of the 2009 ASTC Annual Conference sessions will be recorded and available on CD (look for the  logo throughout the program). You can purchase individual session CDs at the Convention Recording International table at the registration counter. A complete set of recorded conference sessions in MP3 format on CD-ROMs can be ordered on site for \$99. (The postconference price for the set will be \$149.) To order online, visit www.conventionrecordings.com.

Information/Message Center

Messages for conference delegates may be posted on bulletin boards at the Information/Message Center in the registration lobby of the Fort Worth Convention Center. Volunteers staffing this area can also provide general information about the attractions of the city of Fort Worth. The Message Center telephone number for incoming calls is 817-698-4400 (available during conference registration hours only).

Lost and Found

Please contact the Information/Message Center in registration lobby of the Fort Worth Convention Center to inquire about lost or found items.

Job Bank

The ASTC Annual Conference Job Bank offers current listings of positions available at member institutions. Members may post their job openings free of charge. Job Bank hours are 9:00am to 5:00pm daily from Saturday, October 31, through Monday, November 2, and 9:00am to 11:00am on Tuesday, November 3.

Networking Opportunities

Networking opportunities are built into the program on all days of the ASTC Annual Conference. At registration, you can select one or more colored dots corresponding to the kind of work you do—orange for Programs, for example—to affix to your name badge. Watch for same-colored dots to help you find counterparts from other institutions.

ASTC MeetingPlace

Looking for a comfortable place to sit down and talk with colleagues? Want to continue a postsession discussion, plan a collaborative project, or trade information about successful strategies? The ASTC MeetingPlace is a group of tables and chairs within Exhibit Hall A-B that will be available to attendees during Exhibit Hall hours: 10:30am–6:15pm, Saturday, October 31, and 10:30am–6:15pm, Sunday, November 1. The location is convenient to the concession facilities, if you want to purchase some refreshments. No reservations are required—just grab a seat and keep the conversation going!

New for 2009! Timely Topics Conversations

During lunch concession hours on Saturday and Sunday, conference attendees are invited to participate in informal, facilitated discussions on issues of current interest to the field. See pages 50 and 62 for topics and leaders. Bring your lunch, and look for the specially marked tables at the ASTC MeetingPlace, Exhibit Hall A-B.

ENVIRONMENTALLY RESPONSIBLE PRACTICES AT ASTC 2009

ASTC recognizes the important role that museums must play in educating the public about environmental challenges, solving these problems, and achieving a sustainable future. For the 2009 ASTC Annual Conference, ASTC is partnering with the Fort Worth Convention Center to take advantage of eco-friendly practices available on-site, and we are also taking the environment into account in our promotion of the conference.

Environmentally responsible practices at the Fort Worth Convention Center include

- Waste reduction through recycling of paper, aluminum, glass, plastic containers, and metals

Environmentally responsible practices arranged by the Fort Worth Museum of Science and History

- Paperless, laptop-compatible version of the ASTC Annual Conference program to allow for instant access and last-minute updates to the meeting schedule
- Conference signage made of recycled paper products
- Reduction of waste through recycling of paper, aluminum, glass, plastic containers, and metals at Fort Worth Museum of Science and History
- Use of biodegradable materials at the concession area for Big Screen Day.

Practices from previous ASTC Annual Conferences that will continue:

- Preliminary and final programs printed on recycled paper, using environmentally friendly inks
- Preliminary program available online
- Exhibitor service kit delivered electronically
- "Green" plastic wares used for breakfast and coffee breaks
- Water coolers, instead of bottled water, provided in Fort Worth Convention Center
- Reduced signage: use of projected visuals and eco-friendly substitutes, replacing foam-core board
- Preregistration attendees' list e-mailed to registrants as pdf file in advance of conference (*Printed list will be available for reference at registration desk*)
- E-mailed "Program Highlights for Senior Leaders," replacing printed brochure
- Recycling of conference badges (look for specially marked boxes in the registration area at the end of the conference)
- Reuse of hotel bed linens and towels at guest's request
- Donation of unserved food from Fort Worth Convention Center to Victory Outreach Church
- "Bring Your Own Water Bottle and Coffee Cup" raffle; show both at the Registration Desk to enter a raffle for a \$25 gift card. Deadline for entry is Sunday, November 1. Winner will be announced at the Sunday night Fort Worth Fandango party.
- "Greenest Booth" contest for exhibitors.



New for 2009! Introducing the ASTC Digital Tote Bag

- As part of our ongoing greening efforts, there will be no conference bag in 2009. Instead, attendees will receive a USB flash drive with the final conference program. Insert that drive into your computer to gain access to everything you'll need for the conference, including exhibitor list, sponsor information, handouts, attendee list, and the schedule-at-a-glance.
- If you brought a previous ASTC Annual Conference tote bag to Fort Worth, show it at the Registration Desk for entry in an "Oldest ASTC Conference Bag" raffle for a \$25 gift card. Deadline for entry is Sunday, November 1. Winner will be announced at the Sunday night Fort Worth Fandango party.

Sponsored by Superior Exhibits & Design, Inc.

Thank you for your support!

ASTC 21st CENTURY FUND AND ROY L. SHAFER ENDOWMENT FUND 2008–2009 Honor Roll of Donors

(as of August 19, 2009)

The Association of Science-Technology Centers wishes to thank the organizations and individual donors who made contributions to the ASTC 21st Century Fund in 2008-2009. These contributions support our mission, the ASTC Diversity and Leadership Development Fellows Program, the Lee Kimche McGrath Worldwide Endowment Fund, and the Roy L. Shafer Endowment Fund. For more information, please visit the ASTC 21st Century Fund web page at www.astc.org/about/21st_fund/index.htm.

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(\$1,000 to \$2,500)

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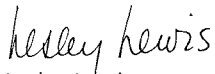


Photos by Stuart Watson

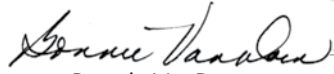
*2009 21st Century Fund contributor

2009 ASTC ANNUAL CONFERENCE SPONSORS


ASTC and the Fort Worth Museum of Science and History wish to thank the sponsors who have generously supported ASTC 2009.



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Fort Worth Museum of Science and History Sponsor

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ASTC Governing Member Directors Appreciation Reception



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Graffiti Wall



KONICA MINOLTA

Noble Planetarium Open House

CONFERENCE SPONSORS

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MACGILLIVRAY FREEMAN FILMS

Big Screen Day: Van Gogh: Brush with Genius

SK Films

Big Screen Day: Molecules to the Max

BIG SCREEN DAY PARTNERS

Giant Screen Films
Evanston, Illinois

K2 Communications
El Segundo, California

National Geographic Entertainment
Washington, D.C.

RPG Productions
Burbank, California

FULLDOME VIDEO SHOWCASE VI PARTNERS

Adler Planetarium
Chicago, Illinois

Clark Planetarium Productions
Salt Lake City, Utah

Sky-Skan, Inc.
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American Museum of Natural History
New York, New York

Mirage 3-D
The Hague, Netherlands

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Orlando, Florida

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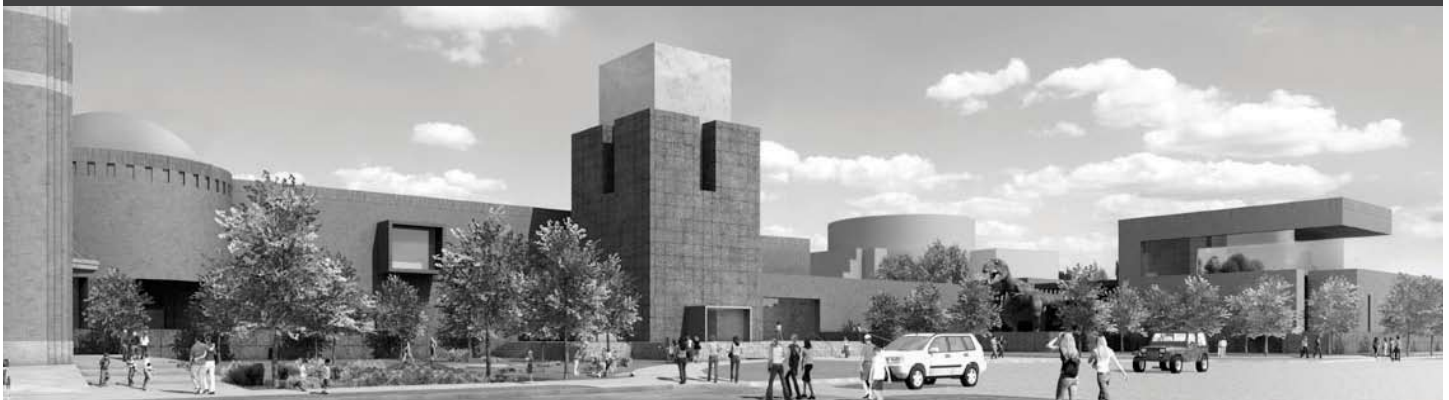
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It was an honor making history
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ASTC 2009 ANNUAL CONFERENCE SPONSORS

(As of September 15, 2009)

The Association of Science-Technology Centers (ASTC) and the Fort Worth Museum of Science and History would like to thank the following Partners and Sponsors who have generously pledged their support for the 2009 ASTC Annual Conference

Ansel Associates, Inc.

Point Richmond, California
www.anselinc.com

From first concept to full operation, Ansel Associates, Inc. guides and supports clients in creating innovative, exhibition-based institutions. AAI plans, designs, manages, and installs.

Aramark

Detroit, Michigan
www.aramark.com

Innovative Food, Retail and Facility Services solutions: Every day, we strive to enhance your visitors' experiences through our in-house experts who bring their talents, experience and inspiration to every location we manage, allowing our clients to focus on providing experiences that engage the visitor and encourage a lifelong passion for learning.

City of Fort Worth

Fort Worth, Texas
www.fortworthgov.org

Evans & Sutherland and Spitz, Inc.**

Chadds Ford, Pennsylvania
www.es.com

Exhibit Consortium, LLC**

Beverly Hills, California
www.exhibitconsortium.com

Hands On! Inc.

St. Petersburg, Florida
www.hofl.org

Hands On! Inc. is an award-winning firm that master plans, designs and fabricates extraordinary exhibitions. We develop your vision with creativity in process and product, find new ways to help people learn, and support the sustainability of your organization through thoughtful design and outstanding craftsmanship.

Imagine Exhibitions**

Atlanta, Georgia
www.imagineexhibitions.com

Konica Minolta Planetarium Co.**

Orlando, Florida
www.konicaminolta.com/planetarium

Lexington Design + Fabrication

Los Angeles, California
www.lex-usa.com

Lexington, a full-service design and fabrication company, has been creating exhibits and attractions for museum visitors of all ages for over 25 years. We excel in design/build collaborative relationships that create award-winning exhibits, prototypes, interactives, touring exhibitions, and themed-based environments. Recent projects include Science Storms for the Museum of Science and Industry, Chicago.

Lockheed Martin

Fort Worth, Texas
www.lockheedmartin.com

The Lukens Company

Arlington, Virginia
www.thelukenscompany.com

The Lukens Company is a full-service direct response marketing agency specializing in fundraising and membership development for non-profit organizations, including museums, performing arts centers, science centers and aquariums. Our multichannel solutions focus on cost-effective creative and data driven results that help our clients realize their goals.

MacGillivray Freeman Films

Laguna Beach, California
www.macfreefilms.com

MacGillivray Freeman Films produces giant screen, IMAX® Theatre films that aim to inspire, inform and entertain people of all ages with positive, enriching motion picture experiences set in the most extraordinary and remote corners on Earth. We are proud to feature *VAN GOGH: Brush With Genius* at this year's ASTC Big Screen Day event.

Randi Korn & Associates

Alexandria, Virginia
www.randikorn.com

Randi Korn & Associates, Inc. is a full-service museum planning, evaluation, and research firm based in Alexandria, Virginia with offices in New York and California. Our evaluation and research services include audience research, educational research, exhibition evaluation, and program evaluation; while our planning services help to develop stronger, impact-driven organizations.

SK Films

Toronto, Ontario, Canada
www.skfilms.ca

SK is an award-winning producer and distributor of giant screen films such as *Journey To Mecca: In the Footsteps of Ibn Battuta*, *Bugs!* and *Molecules to the MAX*. An industry leader, SK was founded by veteran feature film, television, and giant screen executive Jonathan Barker and IMAX Corporation co-founder Robert Kerr. SK Films is participating in ASTC's Big Screen Day showing *Molecules to the MAX*.

ASTC 2009 ANNUAL CONFERENCE SPONSORS

(As of September 15, 2009)

Sodexo Leisure Service

Gaithersburg, Maryland

www.sodexousa.com

Sodexo provides creative, customized dining and facilities management solutions, guaranteed to enhance visitor experience and financial performance, to public attractions throughout the world.

Superior Exhibits & Design, Inc.

Elk Grove Village, Illinois

www.info@superiorexhibits.com

Superior fabrication services include engineering, prototyping, cabinetry, metal work, graphic design/production, scenic work/sculpture, AV/electronics, and installation.

West Office Exhibition Design**

Oakland, California

www.woed.com

White Oak Associates

Marblehead, Massachusetts

www.whiteoakassoc.com

Dedicated to high-quality planning services for museums, White Oak's mission is to collaborate with museums to create sustainable institutions and compelling learning experiences.

***See company description in Exhibitors listings, page 24*

ASTC ANNUAL CONFERENCE EXHIBIT HALL

October 31–November 1, 2009
Fort Worth Convention Center, Halls A-B

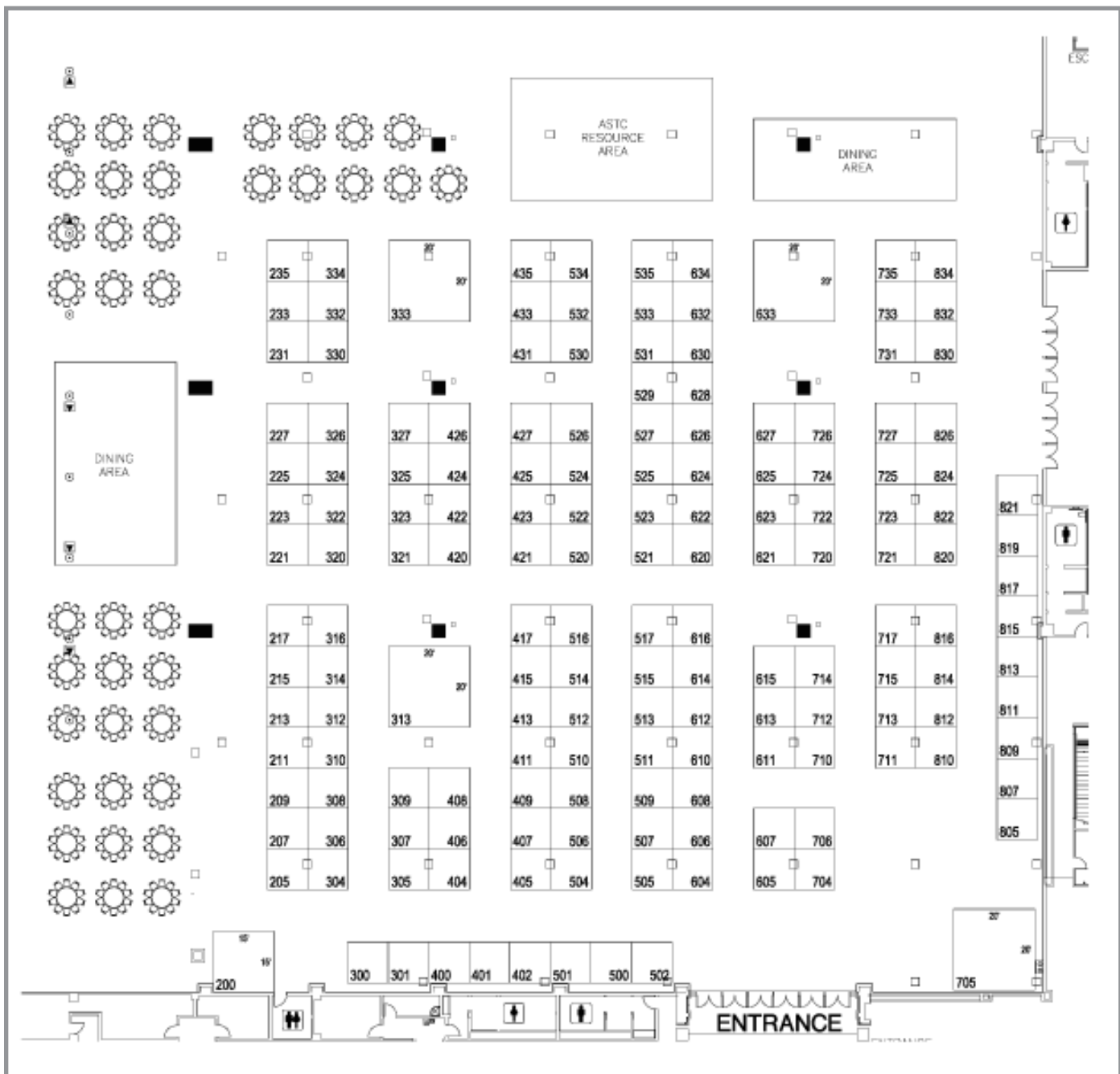
Exhibit Hall Show Hours

Saturday, October 31, 10:30am–6:15pm

Refreshment Break and Prize Drawing, 3:15pm–4:00pm
Exhibit Hall Welcoming Reception, 5:15pm–6:15pm

Sunday, November 1, 10:30am–6:15pm

Exhibitors and Sponsors Appreciation Breakfast, 10:00am–10:30am
Refreshment Break and Prize Drawing, 2:00pm–4:00pm
Exhibit Hall Closing Reception, 5:15pm–6:15pm



2009 ASTC ANNUAL CONFERENCE EXHIBITORS

(As of September 1, 2009)

Action Moving Services, Inc. (435)

Burnsville, Minnesota
www.actionmoving.com

Action Moving Services, agents for Atlas Van Lines, is an award-winning transporter of traveling museum exhibits and permanent installations, crated or pad wrapped, worldwide.

Adirondack Studios (423)

Argyle, New York
www.adkstudios.com

Adirondack Studios is poised to participate in all phases of design, fabrication, and installation. From permanent display to touring exhibitions, Adirondack Studios is your museum source!

American Association of Museums (735)

Washington, D.C.
www.aam-us.org

Stop by AAM's booth for the latest in standards and best practices, research, and our advocacy work. Learn about professional development and networking opportunities.

American Exhibitions, Inc. (421)

Boca Raton, Florida
www.americanexhibitions.com

American Exhibitions develops, finances, and produces, in partnership with museums and science centers, museum-quality touring exhibitions that optimize ticket sales and fuel capital campaigns.

American Museum of Natural History (523, 525)

New York, New York
www.amnh.org

AMNH is a worldwide leader in providing state-of-the-art traveling exhibitions, planetarium shows, HD science programming, customizable intellectual property, and fully fabricated exhibition components to museums around the globe.

Arkansas Discovery Network/Museum of Discovery ☺ (506)

Little Rock, Arkansas
www.arkansasdiscoverynetwork.org

The Arkansas Discovery Network is a consortium of seven museums committed to igniting a love for learning through exhibits, programs, and teacher-training opportunities.

Audubon Nature Institute (326)

New Orleans, Louisiana
www.auduboninstitute.org

Audubon Studios is the design and exhibitory team of the Audubon Nature Institute in New Orleans and the driving design force behind three successful living museums.

benee's Inc. (627)

Farmington, Missouri
www.benees.com

Benee's Inc. manufactures high-quality, affordable childhood furniture (primarily wood and foam). We also manufacture unique specialty items for children's museums and science centers.

Billings Productions, Inc. ☺ (332, 334)

McKinney, Texas
www.billingsproductions.com

Bishop Museum (610)

Honolulu, Hawaii
www.bishopmuseum.org

The Bishop Museum is the host of the 2010 ASTC Annual Conference.

Black Hills Institute of Geological Research, Inc. (731, 733)

Hill City, South Dakota
www.bhigr.com

The world's leading supplier of highest-quality dinosaur and other original fossils and casts for over 35 years. Consultation, custom preparation, molding, casting, and mounting services.

Blackbaud (706)

Charleston, South Carolina
www.blackbaud.com

Blackbaud is the leading provider of software and services designed specifically for nonprofit organizations.

Blue Telescope (531)

New York, New York
www.blue-telescope.com

Blue Telescope creates interactive media experiences that educate and communicate. We use rich media to dynamically illustrate complex concepts and data; to create fun, engaging experiences out of challenging content; and to immerse audiences in compelling stories and environments.

BODY WORLDS (608)

Heidelberg, Germany
www.bodyworlds.com

Gunther von Hagens' BODY WORLDS: The Original Exhibition of Real Human Bodies has been seen by over 27 million visitors and is the only public anatomical exhibition that relies on the generosity of body donors.

☺ = First time exhibitor for 2009

2009 ASTC ANNUAL CONFERENCE EXHIBITORS

(As of September 1, 2009)

Bone Clones, Inc. ☺ (715, 717)

Canoga Park, California
www.boneclones.com

Bone Clones® are outstanding osteological reproductions of human, fossil, and animal skeletal structures that are widely used as alternatives to natural bone in educational settings.

Boss Display Corporation (628)

Columbus, Ohio
www.bossdisplay.com

Boss Display is a full-service design and fabrication firm that for over 30 years has specialized in creating highly interactive exhibits for science centers across the United States and around the world.

Brad Larson Media, Inc. (704)

Canton, Massachusetts
www.bradlarson.com

Developer of StoryKiosk™, the program to add visitors' stories to exhibits, upload to YouTube, and e-mail stories home for post-visit learning.

Budd Wentz Productions (502)

Oakland, California
www.wentzscope.com

WENTZSCOPE Easy-View Microscopes, featuring a giant view lens and battle-zone construction for hands-on exhibits. A solid reputation spanning two decades. Earth-friendly, using only 4 watts of electricity.

California Science Center (530)

Los Angeles, California
www.californiasciencecenter.org

Find out how *Goose Bumps! The Science of Fear* can help you scare up visitors. Then check out our other engaging exhibits for rent or for sale.

Canadian Museum of Nature (405)

Ottawa, Ontario, Canada
www.cinemuse.com

In partnership with CineMuse, we offer hundreds of top-quality HD programs (nature/science, family, and more) to help you meet your mission and add value to your visitor's experience.

Catawba Science Center (307)

Hickory, North Carolina
www.catawbascience.org

Catawba Science Center rents immersive and interactive traveling exhibitions, including *Spin: The Science of Rotation*, *Body Carnival*, *Maze Mania*, and *Dinosaurs*. Great exhibits at affordable prices!

Chedd-Angier-Lewis Production Co. (425)

Watertown, Massachusetts
www.chedd-angier-lewis.com

The Children's Museum of Indianapolis (524)

Indianapolis, Indiana
www.childrensmuseum.org

Provider of world-class traveling exhibitions: *Bob the Builder™—Project Build It*, *National Geographic MAPS: Tools for Adventure*, *LEGO® Castle Adventure*.

Cincinnati Museum Center (516)

Cincinnati, Ohio
www.cincymuseum.org/travelingexhibits

Traveling exhibits of extraordinary value: *Art for Nature's Sake* (new!), *Thoreau's Walden*, *In the Dark*, and more. Exceptional talents and expert fabrication and installation take exhibits from concept to design.

Cornell Lab of Ornithology (427)

Ithaca, New York
www.birds.cornell.edu

Cortina Productions (727)

McLean, Virginia
www.cortinaproductions.com

Cortina Productions specializes in designing and producing media experiences that inform and entertain—from single to multi-screen films, animation, interactives and kiosks, and web design.

COSI Columbus (515)

Columbus, Ohio
www.cosi.org

COSI is your "Zula Patrol" headquarters for museum offerings that complement the animated TV series: traveling exhibitions, portable science stations, museum programs, fund-raising, and more!

Detroit Science Center ☺ (422, 424)

Detroit, Michigan
www.detroitsciencecenter.org

Learn about traveling exhibitions on diabetes and *The Accidental Mummies of Guanajuato*, produced by DSC's exhibit company, a premier designer and fabricator of exhibition projects.

Digitalis Education Solutions, Inc. (633)

Bremerton, Washington
www.DigitalisEducation.com

Digitalium® digital planetarium systems for portable or fixed domes and Digitalis inflatable domes. Capable, cost effective, and engaging. Best value on the market.

2009 ASTC ANNUAL CONFERENCE EXHIBITORS

(As of September 1, 2009)

Dinosaurs Unearthed (313)

Richmond, British Columbia, Canada

www.dinosaursunearthed.com

Dinosaurs Unearthed takes the lead in developing story-driven, entertaining, educational dinosaur exhibitions.

Highlights include some of the world's largest and most advanced animatronic dinosaurs, along with full-sized skeletons and fossils.

Don Harrington Discovery Center ☺ (512)

Amarillo, Texas

www.dhdc.org

DHDC sells Geometry on a Roll exhibits, designed and built by Dick Falkard. Process skills for preschoolers, math for middle schoolers, and fun for families.

Engineered Arts Ltd. (517)

Penryn, Cornwall, U.K.

www.engineeredarts.co.uk

Art and engineering combine in mixed media installations that bring challenging subjects to life in a unique, accessible, and highly entertaining way.

Enta Ticketing Solutions (713)

Baton Rouge, Louisiana

www.entausa.com

Enta Ticketing Solutions provides venue and organization managers a powerful business tool to meet today's demanding ticketing requirements in a stand-alone or managed solution.

Entech Creative Industries (316)

Orlando, Florida

www.entechcreative.com

EnTCo's The Rideworks (511)

Southampton, Pennsylvania

www.therideworks.com

EnTCo's The Rideworks creates interactive themed attractions and simulators for zoos, museums, science centers, FECs, and theme parks. *Deep Ocean Safari* will be featured.

Eureka Exhibits, LLC—Be the Dinosaur (612, 614)

Greer, South Carolina

www.eurekaexhibits.com

Eureka Exhibits is an exhibit design and interactive software development firm. Our current project "Be the Dinosaur" is on display at ASTC booths 612 and 614. Components are available for rental and purchase.

Evergreen Exhibitions (527, 529)

San Antonio, Texas

www.evergreenexhibitions.com

Evergreen Exhibitions creates educational touring science, natural history, art, and object exhibitions, delivering immersive experiences to museums throughout the world for more than 16 years.

Exhibit Consortium ☺ (605, 607)

Marietta, Georgia

www.exhibitconsortium.com

Exhibit Consortium meets the demand from museums and commercial venues for compelling traveling exhibitions incorporating fresh ideas and new content.

Exhibit Engineering (327)

Pensacola, Florida

www.exhibitengineering.com

I-Viewer is a new interactive concept designed to attract, engage, and inform your audience. Simply slide the IV's interactive monitor along its rails.

Exploratorium (508)

San Francisco, California

www.exploratorium.edu

Join us, and our many partners, to celebrate Exploratorium's 40th year of discovering new ways of learning, plus the 10th anniversary of our ExNet partnership.

Evans & Sutherland and Spitz, Inc. (705)

Chadds Ford, Pennsylvania

www.es.com

Evans & Sutherland Digital Theater and its subsidiary, Spitz, Inc., provide cutting-edge, full-dome digital entertainment, laser video production, and Digistar, the world's leading digital planetarium system. Spitz specializes in educational planetarium solutions, including the SciDome full-dome display system.

The Field Museum (526)

Chicago, Illinois

www.fieldmuseum.org/exhibits/traveling_exhibits.htm

The Field Museum combines the groundbreaking research of its world-renowned scientific staff with award-winning design expertise to create and deliver high-quality traveling exhibitions that offer an exceptional level of service and support.

Fort Worth Museum of Science and History (513)

Fort Worth, Texas

www.fortworthmuseum.org

☺ = First time exhibitor for 2009

2009 ASTC ANNUAL CONFERENCE EXHIBITORS

(As of September 1, 2009)

The Franklin Institute (532)

Philadelphia, Pennsylvania

www.fi.edu

A leader in the development of interactive science exhibitions, we are experts in making science clear to the public. Our consulting services, programs, and exhibits are available; visit www.fi.edu/exhibitservices.

Funnel Design Group ☺ (426)

Oklahoma City, Oklahoma

www.funneldesigngroup.com

Funnel Design Group pairs new technologies with world-class design to meet your company's branding and marketing goals. We create experiences and innovate your message.

Gateway Ticketing Systems, Inc. (505)

Boyertown, Pennsylvania

www.gatewayticketing.com

Gateway Ticketing Systems, Inc. is the world leader in high-speed admission control, revenue management, and ticketing software for the museum, attraction, amusement, and intercity bus transportation industries. We provide sales, service, and support for point of sale and ticketing systems throughout North America and worldwide.

Genghis Khan Great Wall of China (409, 411)

Media, Pennsylvania

www.dinodon.com

Visit Booth 409 to learn about *Treasures of the Great Wall of China*, a gala new exclusive exhibition from Exhibitsrex.com and the People's Republic of China. Booth 411 features *Genghis Khan—His Treasures, His Legacy*. Discover the truth about the greatest civilizer in this blockbuster interactive exhibition from Exhibits Rex, Inc., Mongolia, and Hermitage.

Global Imagination (611)

Los Gatos, California

www.globalimagination.com

Global Imagination® makes the Magic Planet® digital video globe—the digital display with a sphere-shaped screen. We also supply software, content, and services that enable you to present global information and promotional media in the most compelling and interactive way possible.

Global Immersion ☺ (415)

Haywards Heath, West Sussex, U.K.

www.globalimmersion.com

Global Immersion is an award-winning, full-service, immersive theater design and installation organization—exploring, developing, and promoting full-dome, 3-D, 4-D, and large-format cinema as effective and advanced forms of education and entertainment.

Guide by Cell (616)

San Francisco, California

www.guidebycell.com

Guide by Cell services 500 organizations throughout the United States, Canada, and Europe. Our hosted software enables museum visitors to access tours by calling a phone number or reading text messages. We make video tours available through an iTunes download onto smartphones and even offer a way for visitors to donate using texting.

Hawaii Visitors and Convention Bureau (207)

www.gohawaii.com

Health Museum, The (431)

Houston, Texas

www.thehealthmuseum.org

The Health Museum is a provider of exhibit design services, media design and production, traveling exhibitions, and high-quality digital 3-D and HD film content.

Heureka Overseas Productions Ltd. (634)

Vantaa, Finland

www.heureka.fi

Heureka, the Finnish Science Centre, has long experience in planning, designing, building, marketing, and touring interactive exhibitions worldwide.

Imagine Exhibitions ☺ (604)

Atlanta, Georgia

www.imagineexhibitions.com

Imagine Exhibitions creates, produces, and represents blockbuster traveling exhibitions worldwide. Imagine is currently touring *Da Vinci the Genius* and *Planet Shark*, with other exciting exhibitions to be announced soon.

Institute of Museum and Library Services (221)

Washington, D.C.

www.ims.gov

The Institute of Museum and Library Services is the primary source of U.S. federal support for the nation's 123,000 libraries and 17,500 museums. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development.

2008 Green Booth Winner



Jack Rouse Associates (507, 509)

Cincinnati, Ohio

www.jackrouse.com

Jack Rouse Associates is a group of planners, designers, writers, and producers offering a wide variety of planning, design and project management services for cultural facilities around the world.

2009 ASTC ANNUAL CONFERENCE EXHIBITORS

(As of September 1, 2009)

Jacobson Consulting Applications, Inc. (613)

New York, New York

www.jcainc.com

Over 700 nonprofit organizations have turned to JCA as a strategic consulting partner to make fund-raising, ticketing, membership, and related technologies work for people. We implement and integrate software, improve processes, and manage the cultural impact so staff can work more effectively and organizations can spend more time on mission-critical work.

Jet Propulsion Laboratory (200)

Pasadena, California

<http://climate.nasa.gov>

K'NEX Brands (726)

Hatfield, Pennsylvania

www.knexexhibits.com

Our *K'NEX: Building Thrill Rides* traveling exhibit contains 15 large, fully functioning thrill rides, including a 6-foot Ferris Wheel and 10-foot Roller Coaster, that will captivate children and adults alike while demonstrating the math, science, and technology concepts behind hair-raising amusement park rides.

Konica Minolta/AVI (309)

Orlando, Florida

www.av-imagineering.com

Konica Minolta Planetarium Co. is introducing the new Super Mediaglobe II, the only single lamp, hi-res digital planetarium projector for domes up to 60 feet.

Kramer Design & Production (624)

Cincinnati, Ohio

www.kd-p.com

Master planning, conceptual design, schematic design, and design development of museum exhibitions, theme parks, and entertainment venues. Coordination and planning through fabrication and installation.

Lee H. Skolnick Architecture + Design Partnership (407)

New York, New York

www.skolnich.com

Our award-winning architectural and exhibit design firm has specialized in creating highly interactive, immersive environments for science centers.

LEGO Education (622)

Pittsburg, Kansas

www.legoeducation.com

LSC Experience Services, Liberty Science Center (420)

Jersey City, New Jersey

www.lsc.org/exhibits

Creating engaging learning opportunities in science, technology, and society for museums and science centers worldwide—including, but not limited to, museum planning, exhibition development and design, traveling exhibitions, operational planning, and educational programming.

Mad Systems (300, 301)

Orange, California

www.madsystems.com

Mad Systems specializes in solutions to many challenges of audiovisual (A/V) presentations for museums, attractions, and the industry that supports them. From interactive computer systems to video display solutions, we design, build, integrate, install, and commission basic and complex systems.

Maltbie Inc. (805, 807)

Mt. Laurel, New Jersey

www.maltbie.com

For more than 47 years, Maltbie has focused on developing its ability to produce industry-leading permanent museum exhibitions.

Manask & Associates (404)

Burbank, California

www.manask.com

Increase earned income with America's #1 consultant for food service and retail. Experts on operations and financial considerations in all areas that can contribute earned income.

Math Midway ☺ (817)

New York, New York

www.mathmidway.org

The *Math Factory* is a nonprofit organization dedicated to creating America's only hands-on, interactive museum of mathematics. The Math Midway traveling exhibition launches the museum's mission.

Midwest Studios ☺ (821)

Indianapolis, Indiana

www.midwestmodel.com

Minotaur Mazes (504)

Seattle, Washington

www.minotaurmazes.com

Minotaur Mazes creates immersive traveling exhibitions built on the powerful appeal of walk-through mazes. Our exhibitions empower visitors to translate education and information into action.

☺ = First time exhibitor for 2009

2009 ASTC ANNUAL CONFERENCE EXHIBITORS

(As of September 1, 2009)

National Aeronautics and Space Administration (NASA) (304, 306, 308)

www.nasa.gov

During the last five decades, NASA has participated in an amazing journey of innovation and discovery. Join us as we continue to push the envelope of aeronautics and prepare to launch a new space vehicle, return to the moon, better understand our home planet, continue to explore our neighboring planets, and look to the far reaches of the universe.

National Center for Research Resources, NIH, DHHS (205)

Bethesda, Maryland

www.ncrr.nih.gov

Science Education Partnership Awards (SEPA) are designed to improve life science literacy across the United States. These grants bring together biomedical and behavioral researchers, educators, community groups, and other organizations in partnerships to create and disseminate programs that help K-12 students and teachers and the general public to better understand life sciences.

The Natural History Museum (534)

London, England, U.K.

www.nhm.ac.uk

The Natural History Museum draws on its research, collections, and experience as a major visitor attraction to provide blockbuster touring exhibitions that travel the world, as well as a consultancy service offering interpretation and design skills.

NOAA (305)

Washington, D.C.

www.noaa.gov

NOAA is committed to using technology to promote environmental literacy. NOAA Education has funded the installation and content development of spherical display systems and manages the network of Science On a Sphere (SOS)® users.

NRG! Exhibits (413)

Kirkland, Washington

www.nrg-exhibits.com

NRG! Exhibits produces exciting and engaging traveling exhibits like *Adventures of Riley: Biome Trek and Treasure!* Experience the energy of our interactive and high-quality experiences.

nWave Pictures (714)

Palmdale, California

www.nwave.com

nWave's library of 3-D film and digital content, including *African Adventure*, *Pandavision*, *Monsters of the Deep*, *Fly Me To The Moon*, and 2009's *Turtlevision*, is tailored for the institutional market.

ONE DROP Foundation ☺ (433)

Montreal, Quebec, Canada

www.onedrop.org

Dive into AQUA and discover water in all its forms. AQUA is created by the ONE DROP Foundation, an initiative of Guy Laliberté, founder of Cirque du Soleil.

Ontario Science Centre (520, 522)

Toronto, Ontario, Canada

www.ontariosciencecentre.ca

The Ontario Science Centre designs and fabricates innovative experiences using science as the lens to inspire and actively engage people in new ways of seeing, understanding, and thinking.

OptiMusic and LaserHarps (211)

London, U.K., and Phoenix, Oregon,

www.optimusic.com; www.laserharps.com

Interactive-light-beam/laser systems. Ultimate musical-educational-fun experience through interaction with lasers and beams of light. A science-art fusion, where users trigger audio-visual events in real time.

Oregon Museum of Science and Industry (533)

Portland, Oregon

www.oms.edu

OMSI is known internationally for innovative, educational, highly interactive science exhibits. OMSI provides traveling exhibits, exhibit sales, customized exhibits, exhibit development, design, evaluation and fabrication.

Orpheo Audio Tour Solutions (408)

New York, New York

www.orpheo-usa.com

ORPHEO-USA specializes in audio guides and information systems for museums, parks, zoos, and cultural sites. As designer and manufacturer, we provide complete audio guide solutions.

Prime Play by Whitewater ☺ (321)

Delta, British Columbia, Canada

www.primeplay.com

World-leading designer, manufacturer, and installer of indoor and outdoor themed soft modular play systems. Creative play systems that are fun for the entire family.

2009 ASTC ANNUAL CONFERENCE EXHIBITORS

(As of September 1, 2009)

Quatrefoil Associates (620)

Laurel, Maryland
www.quatrefoil.com

Providing exhibit planning and design, content development, interactives development, specialty fabrication, prototyping, graphics, A/V and multimedia production, and project-management services for museums since 1989.

Roto Studio (710, 712)

Dublin, Ohio
www.rotostudio.com

A leading exhibit design and production firm, offering planning consultation and full design-build services, Roto is known for its design innovation, prototyping capacity, cost effectiveness, and museum operations experience.

Science Museum of Minnesota (521)

St. Paul, Minnesota
www.smm.org

The Science Museum of Minnesota offers the highest-quality traveling exhibitions, as well as development, design, and fabrication services for your exhibition projects.

Science North (535)

Sudbury, Ontario, Canada
www.sciencenorth.ca

Creators of award-winning traveling exhibits and experiential multimedia object theaters for educational and entertainment venues worldwide. The Science North team features highly trained scientists and producers who specialize in informal learning, with a passion for communicating science.

Sciencenter (711)

Ithaca, New York
www.sciencenterexhibits.org

The Sciencenter creates and tours interactive traveling exhibitions, including *Too Small to See*, *From Here to There*, *TreeHouses*, and *Attack of the Bloodsuckers!*

SCVNGR Exhibit ☺ (406)

Boston, Massachusetts
www.scvngr.com

SCVNGR is an intuitive software platform for developing, managing, and deploying interactive mobile tours and games that can be played from any mobile device on the market!

Seiler Instrument/Zeiss ☺ (632)

St. Louis, Missouri
www.zeiss.de

Seiler Instrument is the exclusive North American representative for Carl Zeiss planetarium technology. Carl Zeiss offers the world's finest fiber-optic classical star projectors, as well as full-dome digital projection systems.

Siriusware, Inc. (615)

Taos, New Mexico
www.siriusware.com

Siriusware software provides customizable, integrated member management solutions. Our products include admissions, memberships, reservations, group scheduling, retail, food service, access control, kiosks, e-commerce, and more.

Sky-Skan, Inc. (401, 402)

Nashua, New Hampshire
www.skyskan.com

Leading the world in digital planetariums, Sky-Skan's Definiti theaters and custom exhibits utilize advanced hardware and software to educate and entertain audiences worldwide.

Space Science Institute (312, 314)

Boulder, Colorado
www.spacescience.org

We're a national leader in developing space-themed exhibitions and interactive web sites. Our education and public outreach programs also include award-winning educational films, videos, and multimedia; hands-on teaching resources and activities; and educator workshops.

Space Telescope Science Institute (310)

Baltimore, Maryland
www.hubblesource.stsci.edu

Space Telescope Science Institute, home of the Hubble Space Telescope, offers ViewSpace, a constantly Internet-updated exhibit of inspiring astronomy and earth science presentations. See <http://hubblesource.stsci.edu/exhibits/self-update/viewspace/>!

Sparks ☺ (417)

Philadelphia, Pennsylvania
www.sparksmuseums.com

Sparks has been exceeding expectations and creating extraordinary experiences for nearly a century. We deliver quality fabrication, creative problem solving, and durability... every time.

Staab Studios, Inc. (630)

Kearney, Missouri
www.staabstudios.com

Stepping Stones Museum for Children ☺ (510)

Norwalk, Connecticut
www.steppingstonesmuseum.org

Presenting *Conservation QuestSM*—a new traveling exhibition and maze that explores energy, conservation and environmental health. Future traveling exhibitions include *Healthyville*, *Rainforest Adventure*, and *Build It*.

☺ = First time exhibitor for 2009

2009 ASTC ANNUAL CONFERENCE EXHIBITORS

(As of September 1, 2009)

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| STEPS Project/Space Science ☺ (320) Boulder, Colorado www.spacescience.org With STEPS (Science Theater Education Programming System), large and small museums can combine live performance with multimedia to inspire audiences with the drama of science. | MediaMation ☺ (720) Torrance, California www.mediamat.com |
| Tessitura Software (622) Dallas, Texas www.tessituranetwork.com Tessitura Software® is used by nearly 300 nonprofit arts and cultural organizations for admissions, fund-raising/ memberships, CRM, online transactions, and more. Tessitura Network, Inc., is a nonprofit, member-owned company providing support, development, and services. | Prismatic Magic Laser Programs ☺ (810) Fort Worth, Texas www.prismaticmagic.com |
| Twin Cities Public Television (514) St. Paul, Minnesota www.tpt.org TPT provides great PBS science series: DragonflyTV Nano, SciGirls, SciGirls en Espanòl, and Make TV. Come by for free copies of our award-winning educational materials. | Rice Space Institute (333) Houston, Texas http://earth.rice.edu |
| Universal Services Associates, Inc. (500) Colwyn, Pennsylvania www.usainc.com USA is a committed partner of the museum community, providing quality hands-on interactive exhibits, including museum, tradeshow, and corporate displays; themed environments; models; and prototypes. | C3 Communicating Climate Change ☺ (217) Washington, D.C. http://astc.org/iglo/c3/ |
| West Office Exhibition Design (721) Oakland, California www.woed.com | Cyber-Anatomy ☺ (809) Iowa City, Iowa www.cyber-anatomy.com |
| Whitaker Center for Science and the Arts (330) Harrisburg, Pennsylvania www.whitakercenter.org | Wonderworx ☺ (324) Aspen, Colorado www.wonderworx.net |
| Full Dimensional Entertainment ☺ (623) Buenos Aires, Argentina www.fulldimensional.com | |
| Kaller's America Gallery ☺ (621) Allenhurst, New Jersey www.searchofouterspace.com | |
| iZone ☺ (626) Temple, Texas www.izoneimaging.com | |

Note: Participation in the ASTC Exhibit Hall does not constitute ASTC endorsement of an exhibitor or its products or services.

2009 CONFERENCE STRANDS AND TRACKS

The 2009 ASTC Annual Conference is exploring ways that the blending of art and science can engage people of all cultures and provide powerful learning experiences. In addition, the conference features a second theme linked to ASTC's newly adopted Strategic Direction, namely how science centers can become valuable and essential partners in addressing key local, national, and global societal issues. The four ASTC Strategic Priorities are Science and Society Leadership; Impact and Communications; Alliances and Partnerships; and Professional Development.

Related strands address some of the following questions:

- **Creativity:** How can science centers nurture creativity—a human trait that crosses all ages and cultures—and use it as an entry point into science, mathematics, engineering, and technology learning?
- **Community:** How does your organization tap into the rich artistic, cultural, and creative resources of your community and apply them to your learning environments?
- **Impact:** The Toronto Declaration of 2008 (<http://www.5scwc.org/TheTorontoDeclaration/tabid/133/Default.aspx>) marks the first time that science centers globally have endorsed a shared statement of beliefs. How do we ensure that the broader community shares our vision of the important role we play in the world? How can science centers transition from being seen as nice to being seen as necessary in our communities?
- **Leadership:** What role(s) can ASTC and its individual members play in addressing key societal issues for which science understanding and public engagement are essential? What priority issues should we address and how can we develop strategies for future action?
- **Learning Theory:** What are we learning about how individuals learn, how families learn, and how different cultures learn?
- **Partnerships:** How can ASTC and its individual members strengthen and build alliances with those within our field and elsewhere that share our interests in local, national, and global science-linked issues?
- **Sustainable Diversity:** How are science centers addressing changes in community demographics, as well as the challenges of reflecting these changes in our audiences, staffing, board leadership, and programs?



Sessions that explore how the blending of art and science can engage people of all cultures and provide powerful learning experiences are indicated by the conference theme symbol above and listed on page 90.



Sessions that address one or more of ASTC's Strategic Priorities are indicated by the ASTC logo and listed on page 90.

Additional categories of conference session indicated by logos include the following:



The Equity/Diversity/Access

To keep us moving toward a sustainable diversity, sessions in this strand address practical issues and present strategies for creating environments that utilize the experiences and perspectives of diverse groups.



The Science Center Basics

If you are new to the conference and the science center field, look for this icon throughout the program. These sessions provide a basic understanding of a range of topics.



This symbol indicates sessions and activities of particular interest to CEOs (chief executive officers) and trustees. Others are welcome to attend.



This symbol indicates sessions and activities of particular interest to vice presidents and deputy directors. Others are welcome to attend.