

# ASTC 2009 TOURS

## Fort Worth Stockyards and Trail Ride

Friday, October 30

9:00 a.m.–4:00 p.m.



Fort Worth Stock Yards

Photo courtesy Fort Worth Convention & Visitors Bureau

Step back into the Old West and experience Fort Worth as it was in the heyday of cowboys and cattle drives as you visit the Stockyards National Historic District. The entire historic district looks much like it did 100 years ago but with the addition of unique shops, fun attractions, and a variety of restaurants to go with its rustic saloons, authentic cowboys, and Western charm. Tour the Texas Cowboy Hall of Fame and Sterquell Wagon Collection; then have some fun winding your way through the Cowtown Cattlepen Maze.

Once you're out, boot-scoot on over to Billy Bob's Texas, the world's largest honky-tonk. Grab some grub at Stockyards Station, and saddle up for a one-hour horseback ride along the Trinity River. (No riding experience necessary.) Don't miss the daily Fort Worth Herd cattle drive, when a team of cowhands drives a herd of longhorns down Exchange Avenue.

*Preregistration required.* Coach departs from the Fort Worth Convention Center (13th and Houston Streets) at 9:00 a.m. (boarding will begin at 8:45 a.m.) and returns at approximately 4:00 p.m. Minimum participation is 30, maximum 35.

*Tour fee:* \$75; includes transportation, trail ride, admission to Texas Cowboy Hall of Fame, Billy Bob's, and Cowtown Cattlepen Maze, Fort Worth Herd demonstration, and walking tour map. Lunch not included.

## An Afternoon at the Museum of Nature & Science in Dallas's Fair Park

Tuesday, November 3

Noon–5:00 p.m.



The Museum of Nature & Science in Dallas

Photo courtesy Museum of Nature & Science

Grab a boxed lunch and spend the afternoon in "Big D" to discover three cultural institutions in one in the newly formed Museum of Nature & Science. Founded in 2006, the museum resulted from the merging of three popular attractions: the Dallas Museum of Natural History, The Science Place, and the Dallas Children's Museum. Today the collective museum is one of the most popular year-round destinations in historic Fair Park, itself a popular and storied attraction in Dallas.

The museum occupies three landmark structures in the park. In the Nature Building, you'll view a sampling of a 100,000-item collection spanning 1.7 billion years of Earth's history. In the Science Building, you can get your hands on more than 200 permanent exhibits on physics, astronomy, health, and nature, and explore the undercover world of spying in the special traveling exhibition *The Science of Spying*. The Science Building also houses the TI Founders IMAX Theater. A third building, the Planetarium, offers continually updated programs on astronomy and space exploration.

Save some time at the end to explore the art deco structures in Fair Park, along with some of its other diverse museums, including the Museum of the American Railroad, the African American Museum, and The Women's Museum.

*Preregistration required.* Coach departs from the Fort Worth Convention Center at noon (boarding will begin at 11:45 a.m.) and returns at approximately 5:00 p.m.

*Tour fee:* \$28; includes transportation and boxed lunch. Does not include entry to the Museum of American Railroad, African American Museum, Women's Museum, or other Fair Park attractions. Minimum participation is 30, maximum 35.

# EVENTS ORGANIZED AND SPONSORED IN COLLABORATION WITH THE FORT WORTH MUSEUM OF SCIENCE AND HISTORY

## Fort Worth Welcomes You! Receptions

**Friday, October 30**

**5:00pm–7:00pm**

Get to know downtown Fort Worth and your fellow ASTC delegates before the conference kicks off. Museum of Science and History hosts will be on hand at each location to welcome you and show you some good old-fashioned Texas hospitality. All venues are in Sundance Square, within walking distance of the Convention Center and the headquarters hotel.

Each location will offer its own happy hour beverage and food specials.

- **Reata** 310 Houston Street

Enjoy the sights and sounds of Sundance Square from Reata's rooftop bar, home of cowboy-chic food and drink.

- **Billy Miner's Saloon** 150 West 3rd Street

Belly up to the bar or enjoy a Texas-sized hamburger in Fort Worth's favorite down-home bar and grill.

- **Grace** 777 Main Street

Sample seasonal cocktails, a wide selection of wines, and modern American classic fare in a comfortable, elegant setting that reflects the city's energy.

- **Library Bar** 611 Houston Street

Relax and enjoy great drinks and good food with colleagues from the Nanoscale Informal Science Education Network.

- **8.0 Restaurant and Bar** 111 East 3rd Street

Join us at 8.0 for the annual Gay, Bisexual, Lesbian, and Transgender Welcome Reception. Eclectic murals indoors and the best outdoor patio in town make this the perfect place for starting off the conference.

## Fort Worth Fandango at the Museum of Science and History

**Sunday, November 1**

**7:30pm–11:00pm**

Get out your boots and jeans and get ready to party, Fort Worth-style, in the newest science center in the West—the soon-to-open Fort Worth Museum of Science and History! Upon arrival, you'll be greeted by some of the city's most famous "hoofers" in front of the museum's iconic tower entrance, the "Urban Lantern." Enjoy some warm Western hospitality and a cold brew, and then venture inside to see what's in store for future museum guests. With installation still in progress, you'll be among the first to explore the 166,000-square foot museum. Consider yourself part of the preopening evaluation team!

Exploring the nearly completed galleries and exhibits is bound to make you hungry. Fortunately, Texas fare is known for sticking to your ribs. Sample spicy Tex-Mex, tangy brisket, and—of course—a bowl o' red while you reconnect with friends old and new. After you chow down, two-step back outside for a Texas-sized, foot-stomping performance by special guests They Might Be Giants! Looking for more "culture" than "cowboy"? Enjoy smooth strings from the Fort Worth Youth Orchestra, or relax inside the lively National Cowgirl Museum and Hall of Fame, the museum's sister facility right next door.

So boot, scoot, and boogie on down to the Fort Worth Museum of Science and History for the biggest Fandango this side of the Rio Grande! Shuttles will run all evening between the museum and the Sheraton, Hilton, Blackstone, and Park Central hotels.

*Sponsored by Sodexo*

### Shuttle schedule

**7:00pm–8:30pm**

Coach 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

*Open to all registered delegates. ASTC badge must be displayed for admittance.*

# EVENTS ORGANIZED AND SPONSORED IN COLLABORATION WITH THE FORT WORTH MUSEUM OF SCIENCE AND HISTORY

## Open House and Big Screen Day at the Fort Worth Museum of Science and History and Omni Theater

**Monday, November 2**

**Noon–6:00pm**

Open House Day will offer ASTC delegates an exclusive preview of the newest science center in the world—before it opens to the public! Don't miss your chance to explore the galleries, guest amenities, and architectural features of this world-class, 166,000-square-foot center for learning while installation is still in process.

Have fun in “Tinkering” in the Innovation Studios. Check out the interactive courtyards in the Fort Worth Children’s Museum and Museum School. Dig deep into the *DinoDig* and *DinoLabs* galleries; then see what sparks your curiosity in the *Energy Blast* gallery and 4-D Theater. You’re on the case in the museum’s award-winning traveling exhibition, *CSI: The Experience*, where you’ll play the role of forensic investigator, assisted by the cast of the hit TV series and their real-life counterparts. Mosey into the Cattle Raisers Museum, our museum within a museum, to learn about the cattle and ranching industry in the Southwest; then hop aboard the trolley in the *Fort Worth History* gallery. Preview our state-of-the-art Noble Planetarium, featuring a Zeiss Spacegate full-dome digital projection system.

View the latest giant-screen films now available (or soon to be) in the Omni Theater, the oldest and largest IMAX dome theater in the Southwest. During construction, the Omni was renovated with a new, state-of-the-art sound system and enhanced LED lighting. See Big Screen Day schedule, page 78.

### Shuttle schedule:

**11:30am–2:00pm**

Coach 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.

**2:00pm–6:30pm**

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

## Noble Planetarium Open House

**Monday, November 2**

**3:00pm–5:00pm**

Come see the bells and whistles in the Fort Worth Museum of Science and History’s brand-new Noble Planetarium. Originally scheduled for completion after the ASTC conference, planetarium construction was finalized just in time—but too late to set a schedule for this printed program. Check signs at the museum for full details.

*Contributing sponsor, Konica Minolta*

## Cultural District Tours

Open House Day on Monday, November 2, will also feature free admission and tours at several Cultural District neighbors of the Museum of Science and History. The Amon Carter Museum, the Kimbell Art Museum, the Modern Art Museum of Fort Worth, and the National Cowgirl Museum and Hall of Fame will be open to ASTC delegates from 1 to 4 p.m. Additionally, each museum will feature a special tour for a limited number of participants at the following times:

- Amon Carter Museum, 2:30pm–3:30pm
- The Kimbell Art Museum, 1:30pm and 2:00pm
- Modern Art Museum of Fort Worth, 2:00pm
- National Cowgirl Museum and Hall of Fame, 2:30pm–3:30pm

Tickets for these tours are limited and will be available at the ASTC Information/Message Center at the Fort Worth Convention Center on a first-come, first-served basis. Although all of the museums are within easy walking distance of one another, shuttle service will be available throughout the afternoon. Shuttles will depart from in front of the Fort Worth Museum of Science and History, 1600 Gendy Street.

# PRECONFERENCE WORKSHOPS AND EVENTS

## THURSDAY, OCTOBER 29

4:30pm–9:00pm

### ASTC Diversity and Leadership Development Fellows Program Opening Session and Dinner

Sheraton Fort Worth/Dry Comal Creek Room

For preregistered 2009 Fellows, alumni, and invited guests

## FRIDAY, OCTOBER 30

7:00am–5:00pm

### Conference Registration

Convention Center/13th Street Lobby

Sponsored by White Oak Associates

8:00am–4:00pm

### NEON (National Education Outreach Network)

Convention Center/Room 103AB



F1

Outreach programs are among the most popular, innovative, and diverse programs offered by science centers. NEON provides an opportunity for outreach professionals around the world to network and share a wealth of knowledge. Attendees at this whole-day session, which includes both presentations and discussion groups, will exchange ideas on the nuts and bolts of running an outreach program and learn about content and presentation from representatives of a variety of programs.

*Session leaders:* Jonah Cohen, Programs Manager, Outreach and Public, The Children's Museum, West Hartford, Connecticut, and Randall Fastabend, Director, Outreach, OMSI, Portland, Oregon

*Presenters:* Kevin Seymour, Director, COSI on Wheels, COSI, Columbus, Ohio; Karen Hays, Manager, School Programs, Denver Museum of Nature & Science, Colorado; and Paul Taylor, Manager, Traveling Science Show/Community Outreach, The Franklin Institute, Philadelphia, Pennsylvania

*Preregistration required.*

8:00am–5:00pm

### ASTC Diversity and Leadership Development Fellows Program Workshop

Sheraton Fort Worth/Sister Creek Room

Open to 2009 Fellows and invited guests only

8:00am–6:00pm

### Exhibitor Installation

Convention Center/Exhibit Hall A-B

*Exhibitors only*

9:00am–noon

### Youth Program Network Workshop

Convention Center/Room 101



F2

Through youth involvement, youth programs become a strong link between museums/science centers and their local communities. The Youth Program Network Workshop will give youth program professionals the opportunity to gain support from other professionals in the field by exploring the latest research and best practices in youth development.

*Session leader:* Damon Gibbs, Manager, Youth Program, Connecticut Science Center, Hartford

*Presenters:* Don Wittrock, Manager, Youth Program, New Jersey Academy for Aquatic Sciences, Camden; Jenna Sigman, Supervisor, Teen Programs, New England Aquarium, Boston, Massachusetts; Monica Ballon, Manager, Teen Programs, Santa Barbara Museum of Natural History, Santa Barbara, California; Jamie Alonzo, Coordinator, Education Special Projects, Peabody Museum of Natural History, Yale University, New Haven, Connecticut; and Eric Godoy, Manager, Careers in Science, California Academy of Sciences, San Francisco

9:00am–noon

### VP Dialogue

Convention Center/Room 202A



F3

If you are a deputy, vice president, or other senior-level manager, join us for a half-day workshop on the role of senior leadership and management in the museum field. Discussion topics may range from life as a VP to current issues facing the field to the challenge of realizing your visions while maintaining the delicate balance of leadership. This facilitated free-form session, lengthened this year by request, is intended to serve your needs as a leader.

*Session leader:* Heather Gibbons, Director, Outreach and Community Engagement, Pacific Science Center, Seattle, Washington

*Presenters:* Kevin von Appen, Associate Director, Daily Experience Operations, Ontario Science Centre, Toronto, Ontario, Canada, and Mat Sinclair, Vice President, Education, Oregon Museum of Science and Industry, Portland

# PRECONFERENCE WORKSHOPS AND EVENTS

9:00am–noon

## Portal to the Public: Innovative Professional Development for Scientists



F4

Convention Center/Room 202B

Have you ever watched a scientist volunteer give a painfully dry lecture to a museum audience? The Portal to the Public collaborative has developed a menu of professional development experiences that can help prepare scientists to engage effectively with the public face-to-face. Come reflect on how these strategies and approaches could apply to your institution. Participants will earn effective strategies and practices for engaging scientists in professional development workshops and in other experiences that can help them be more effective communicators with public audiences

*Session leader:* Dennis Schatz, Senior Vice President, Strategic Programs, Pacific Science Center, Seattle, Washington

*Presenters:* Lauren Russell, Project Manager, Portal to the Public, Pacific Science Center, Seattle, Washington; Kristin Leigh, Director, Educational Services, Explora, Albuquerque, New Mexico; Jim Ringlein, Curator, Science, North Museum of Natural History and Science, Lancaster, Pennsylvania; Paul Tatter, Associate Director, Explora, Albuquerque, New Mexico; Margie Marino, Executive Director, North Museum of Natural History and Science, Lancaster, Pennsylvania; and Lauren Burman, Coordinator, Portal to the Public, Pacific Science Center, Seattle, Washington

*Preregistration required.*

9:00am–noon

## Scratch: Part 1, Getting Started



F5

Sheraton Fort Worth/Fall Creek Room

Scratch is a powerful yet accessible programming environment developed by the MIT Media Lab. Downloadable free at <http://scratch.mit.edu>, it is being used by youth and educators worldwide to create games, animations, interactive stories, and art. During the morning session of this preconference workshop, participants will learn the basics of creating projects with Scratch and hear how the Science Museum of Minnesota is using Scratch in its own programs and with partners in libraries and schools. This session is for people new to Scratch or those who have dabbled with it. Participants are encouraged to bring their own laptops.

*Session leader:* Keith Braafladt, Senior Manager, Research and Development, Science Museum of Minnesota, St. Paul

*Presenters:* Natalie Rusk, Researcher and Developer, MIT Media Lab, Cambridge, Massachusetts; Asia Ward, Program Coordinator, Science Museum of Minnesota, St. Paul; Kristen Murray, Interim Director, Learning Technologies Center, Science Museum of Minnesota, St. Paul; and Robbie Berg, Professor, Wellesley College, Massachusetts

*Seating limited to 20 people; first come, first served.*

9:00am–4:00pm

## Fort Worth Stockyards and Trail Ride Tour

(See details, page 33.)

*Preregistration required.* Coach departs from the Fort Worth Convention Center at 9:00am (boarding will begin at 8:45am) and returns at approximately 4:00pm.

10:00am–4:00pm

## Expanding Informal Science for Latinos II



F6

Convention Center/Room 102

This all-day workshop will include forum sessions on three topics fundamental to expanding informal science opportunities for Latinos: conducting culturally appropriate evaluation, planning events and programs for Latino families, and developing partnerships with Latino organizations. At the end of the day, breakout planning groups will explore ideas for new initiatives aimed at increasing Latino participation in informal science.

*Session leader:* Robert Russell, Director, Science and Health Programs, Self-Reliance Foundation, Washington, D.C.

*Presenters:* Steve Yalowitz, Senior Research Associate, Institute for Learning Innovation, Annapolis, Maryland; Ismael Calderon, Director, Science, Newark Museum, New Jersey; Rita Bell, Manager, Education Program, Monterey Bay Aquarium, California; Maite Arce, Senior Director, Programs and Policy, Self Reliance Foundation, Washington, D.C.; Malu Jimenez, Senior Director, Programs, Self Reliance Foundation, Washington, D.C.; and Maddie Zeigler, Consultant, Celebra la Ciencia, Albuquerque, New Mexico

*Preregistration required.*

# PRECONFERENCE WORKSHOPS AND EVENTS

10:00am–4:00pm

## Network for Leaders of Interpreters, Facilitators, and Explainers (Net LIFE)

Convention Center/Room 201AB



F7

This preconference workshop designed for leaders of interpretive floor staff is concerned with issues of recruitment, training, retention, and advocating for floor staff's playing a key role in visitor experiences. Participants will discuss current practices and strategies, ruminate on key issues, and join a team to create a short position paper.

*Session leader:* Preeti Gupta, Senior Vice President, Education and Public Programs, New York Hall of Science, Queens

*Presenters:* Andrea Motto, Manager, explainer Development, New York Hall of Science, Queens; Paola Rodari, Leader, The Group, Sissa Medialab, Trieste, Italy; Erik Smith, Manager, Exhibits, Reuben H. Fleet Science Center, San Diego, California; Andy Aichele, Business Strategist and Director, COSI University, COSI, Columbus, Ohio; and Anne Richardson, Manager, School Field Trips and Member Education Programs, Exploratorium, San Francisco, California

*Registration required.*

1:00pm–4:00pm

## Building on Research to Improve Practice: Applying What We Know about Learning Science in Informal Environments

Convention Center/Room 202B



F8

This preconference workshop offers an opportunity to discuss the themes in *Surrounded by Science: Learning Science in Informal Environments*, a 2009 publication by the National Research Council on what research tells us about learning science in informal environments. We will engage in activities that highlight some of the themes from the publication and discuss ways we might apply them to professional development for staff members in our institutions.

*Session leader:* Dennis Schatz, Senior Vice President, Strategic Programs, Pacific Science Center, Seattle, Washington

*Presenters:* Sue Allen, The Exploratorium, San Francisco, California; Natalie Rusk, Researcher and Developer, MIT Media Lab, Cambridge, Massachusetts; and Tom Keller, National Research Council, Washington, D.C.

*Preregistration required.*

1:00pm–4:00pm

## Scratch: Part 2, Getting Physical

Sheraton Fort Worth/Fall Creek Room



F9

Continuing the Scratch workshop (see "Scratch: Part 1, Getting Started," page 22) in this afternoon session, we'll connect the virtual world to the physical world using the PICO Board and design and build a handheld game pad to play a game that we program in Scratch. This session is for people who have prior experience with Scratch or who attended the morning Scratch session. Participants are encouraged to bring their own laptops.

*Session leader:* Keith Braafladt, Senior Manager, Research and Development, Science Museum of Minnesota, St. Paul

*Presenters:* Asia Ward, Program Coordinator, Science Museum of Minnesota, St. Paul; Kristen Murray, Interim Director, Learning Technologies Center, Science Museum of Minnesota, St. Paul; and Robbie Berg, Professor, Wellesley College, Massachusetts

*Seating limited to 20 people; first come, first served.*

1:00pm–4:30pm

## An Afternoon with Aristotle's Physics

Convention Center/Room 101

F10

Spend an afternoon with St. John's College tutor emeritus Tom Simpson in a close reading and discussion of a few selected passages from Aristotle's *Physics*. Discuss the definitions of "time," "chance," "place," and "nature" itself. Aristotle paints the picture of a cosmos coherent, whole, and true—possibly even tenable today.

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

*Presenter:* Tom Simpson, Tutor Emeritus, St. John's College, Santa Fe, Saratoga Springs, New York

4:30pm–5:30pm

## Orientation for First-Time Conference Delegates

Convention Center/Room 201C

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

Preregistration requested.

# PRECONFERENCE WORKSHOPS AND EVENTS

5:00pm–6:30pm

## **ExhibitFiles Happy Hour**

Sheraton Fort Worth/Shula's Bar

Come mingle and celebrate the success of ExhibitFiles.org at Shula's Bar, located in lobby of the Sheraton Fort Worth Hotel & Spa. Visit ExhibitFiles.org to find out more about what we have planned!

5:00pm–7:00pm

## **Fort Worth Welcomes You! Receptions**

Informal gatherings at various downtown Fort Worth venues. See page 34 for details.

6:00pm–9:00pm

## **Teacher Educator Network (TEN) Reception/ Dinner**

Sheraton Fort Worth/Spice Wood Room

Begin the 2009 ASTC Conference by networking with colleagues interested in science centers' work with teacher education. Join us for the upbeat TEN reception/dinner in Fort Worth. Reconnect with familiar colleagues, and initiate new relationships. While we enjoy the food and camaraderie, we will informally share current issues and ideas influencing our work.

*Your hosts:*

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

Cathy Barthelemy, Director, Professional Development and Community Programs, Fort Worth Museum of Science and History, Fort Worth, Texas

Colleen Blair, Executive Vice President, Innovation, Fort Worth Museum of Science and History, Fort Worth, Texas

Anne Herndon, Director, School and Group Programs, Fort Worth Museum of Science and History, Fort Worth, Texas

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

Dennis Schatz, Senior Vice President, Strategic Programs, Pacific Science Center, Seattle, Washington

Terri Stern, Science Educator/Curriculum Specialist, Yale Peabody Museum of Natural History, New Haven, Connecticut

*Preregistration required.*

7:00pm–9:00pm

## **ASTC Board of Directors Reception**

*By invitation only.*

*Sponsored by Imagine Exhibitions, Inc., and Exhibit Consortium, LLC*

# ASTC COMMITTEE MEETINGS

## ***THURSDAY, OCTOBER 29***

4:00pm–9:00pm

### **ASTC Conference Program Planning and Leadership and Professional Development Committees**

Sheraton Fort Worth/Grape Creek Room

*Members only*

## ***FRIDAY, OCTOBER 30***

9:00am–5:00pm

### **ASTC Board Meeting**

Sheraton Fort Worth/Flat Creek Room

*Board members only*

## ***SUNDAY, NOVEMBER 1***

7:15am–8:45am

### **ASTC Development Committee Meeting**

Sheraton Fort Worth/Sister Creek Room

*Members only*