



# Breaking through

Charting new territory for Science Centres  
CASC 2006 Annual Conference

May 25 – 27 Ottawa, ON

## Conference Program



Presented by:



Main Conference Co-Sponsors





The Premier of Ontario and  
Minister of Research and  
Innovation

Legislative Building  
Queen's Park  
Toronto, Ontario  
M7A 1A1

Le Premier ministre  
et ministre de la Recherche  
et de l'Innovation

Édifice de l'Assemblée législative  
Queen's Park  
Toronto (Ontario)  
M7A 1A1



May 25 – 27, 2006

### **A PERSONAL MESSAGE FROM THE PREMIER**

As Premier of Ontario and Minister of Research and Innovation, I am delighted to extend warm greetings to everyone attending the fourth annual Canadian Association of Science Centres (CASC) Conference. This event — one I am confident will inspire future generations of researchers — marks a true commitment to enhancing Canadians' understanding of science.

My colleagues and I believe that research and innovation are key to Ontario's prosperity. We support the CASC's important efforts to give young Ontarians the tools they need to succeed and unlock the creative potential that turns dreams into reality. They are tomorrow's leaders — our future.

By deepening our understanding of science and technology and by encouraging our youth to pursue careers in these vital sectors, we will ensure that our province is home to the most rewarding jobs, a strong economy and the best quality of life. I commend the CASC for its dedication and commitment to fostering an environment that supports and rewards innovation.

I offer my best wishes to all the organizers, participants and partners of the CASC 2006 Annual Conference for an enriching and successful event.

A handwritten signature in black ink, appearing to read "Dalton McGuinty".

**Dalton McGuinty**  
**Premier and Minister of Research and Innovation**



Government of Canada  
Privy Council Office  
Ottawa Canada  
K1A 0A3

Gouvernement du Canada  
Bureau du Conseil privé

Dr. Arthur J. Carty  
National Science Advisor

May 25-27, 2006

MESSAGE OF GREETINGS FROM THE NATIONAL SCIENCE ADVISOR

I am very pleased indeed to extend warm greetings to everyone who has gathered for the 4<sup>th</sup> Annual Canadian Association of Science Centres (CASC) Conference.

We live in important and exciting times for science and technology - stunning achievements, complex challenges, and inspired innovations that will enhance our quality of life and that of future generations.

As National Science Advisor, one of my priorities is to build and enhance horizontal collaborations and partnerships that contribute to a stronger science culture in Canada. Through a stronger science culture, that encourages and enhances science and math literacy amongst Canadians, we will produce more inspired science teachers and a new generation of brilliant young minds to lead Canada to the pinnacle of achievement in science and technology in the years ahead.

I support the many partnerships which the CASC and its members have established to further the public understanding and enjoyment of science and technology. The diversity of exhibitions and programs, festivals and events offered by your organizations contribute to a rich science culture and provide enhanced learning experiences for millions of Canadians every year.

I offer my best wishes to the organizers, participants and partners of the Canadian Association of Science Centres 2006 Annual Conference for a rewarding and successful event.

Sincerely,

Dr. Arthur Carty  
National Science Advisor

Canada

## Message from the CASC President



On behalf of the Board of Directors, I am pleased to present the Conference program and to open registration for CASC's 2006 Annual Conference. As the CASC continues to expand and offer support for members, the Conference remains one of the most important opportunities for colleagues to celebrate our successes, face our challenges and move forward with collaborations. This year in particular, I look forward to involving our broad community of stakeholders from the media, industry, and government. Our conference hosts, the Canada Science and Technology Museum and the Canadian Museum of Nature, have organized an outstanding program, which is sure to help us to raise the profile of science communication in our nation's capital.

I look forward to meeting you, and many thanks to the organizers, delegates and partners of this Conference. We can only benefit from incorporating the participation of the entire field of science communication in Canada.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jim Marchbank'. The signature is fluid and cursive, with a long horizontal stroke at the end.



Jim Marchbank  
President, Canadian Association of Science Centres  
CEO, Science North

## Message from the Mayor of Ottawa



On behalf of my colleagues on City Council and the 859,000 residents of Ottawa, it gives me great pleasure to extend a very warm welcome to all those participating in the **Annual Conference** of the **Canadian Association of Science Centres**, hosted by the **Canada Science and Technology Museum** and the **Canadian Museum of Nature**, and taking place in our nation's capital from **May 25<sup>th</sup> to 27<sup>th</sup>, 2006**.

As Mayor of the City of Ottawa, I would like to lend my support to the collaborative efforts of the CASC and the host museums to provide a forum for creating a synergy among Canada's science centres, to help find solutions to the challenges they face, and to present a single voice to governments.

Allow me to congratulate the Conference organizers, volunteers and all those who have dedicated their time, energy, talents and resources to the successful co-ordination of this important meeting of national scope.

Please accept my best wishes for a very productive and rewarding assembly.

Sincerely,

A handwritten signature in black ink that reads "Bob Chiarelli". The signature is written in a cursive style.

Bob Chiarelli  
Mayor  
City of Ottawa



## Message from the Conference Hosts



We are delighted to be hosting the 2006 conference and look forward to welcoming you to the nation's capital. It's an ideal setting in which to explore the latest advances in science and technology research and education, and to discuss the issues that influence our organizations and our work.

What is the experience we create today that will shape the future of science learning across Canada? The need for an understanding of science and technology amongst Canadians has never been greater, and new options for obtaining information have arisen while the time and energy available for free-choice learning remains limited. Thus our community of science centres and museums is driven, continuously, to find new and innovative modes of science communication and informal learning.

It is with this in mind that we invite you, during the fourth annual conference of the Canadian Association of Science Centres, to consider the theme of *Breaking Through: Charting New Territory for Science Centres*.

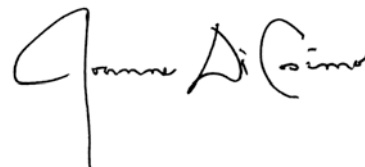
We are thrilled that we have been able to attract distinguished speakers to this event, and that more than 40 members of the informal science learning community have lent their experience to more than 20 sessions over the three-day conference. We thank all our presenters, partners and participants, whose contributions will surely make this conference a resounding success.

See you in Ottawa!

Sincerely,



Claude Faubert  
Director General  
Canada Science and Technology Museum



Joanne DiCosimo  
President  
Canadian Museum of Nature



## **Board of Directors 2005-06**

**Jim Marchbank (President)**

Science North, *Sudbury, ON*

**George Smith (Past-President)**

TELUS World of Science - Edmonton, *Edmonton, AB*

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**Tammy Adkin**

London Regional Children's Museum, *London, ON*

**David Desjardins**

Science East, *Fredericton, NB*

**Claudette Leclerc**

The Manitoba Museum, *Winnipeg, MB*

**Lesley Lewis**

Ontario Science Centre, *Toronto, ON*

**Elizabeth McCrea**

Canadian Museum of Nature, *Ottawa, ON*

**Grant Shea**

TELUS World of Science - Calgary, *Calgary, AB*

**Manon Théberge**

Boîte à science, *Quebec, QC*



# Conference Planning Teams 2005-06

## PROGRAM

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### Mikhela Jason and Jesse Alboim

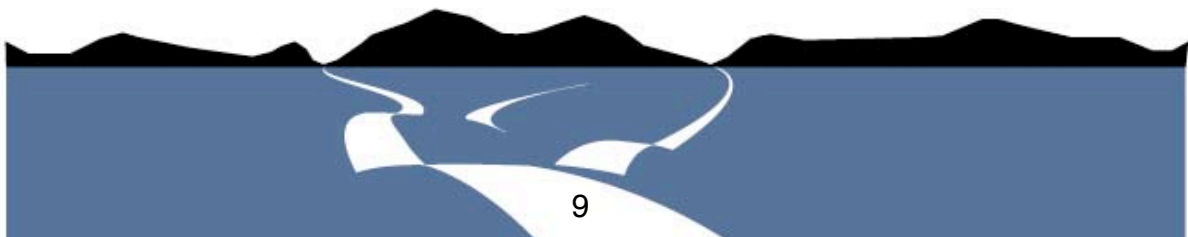
Event Planners

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Email: [mikhela@rogers.com](mailto:mikhela@rogers.com) /

[jessea@rogers.com](mailto:jessea@rogers.com)



# Many thanks to all our Conference Sponsors

## Diamond Sponsors



## Awards Gala Dinner Sponsor



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Canada

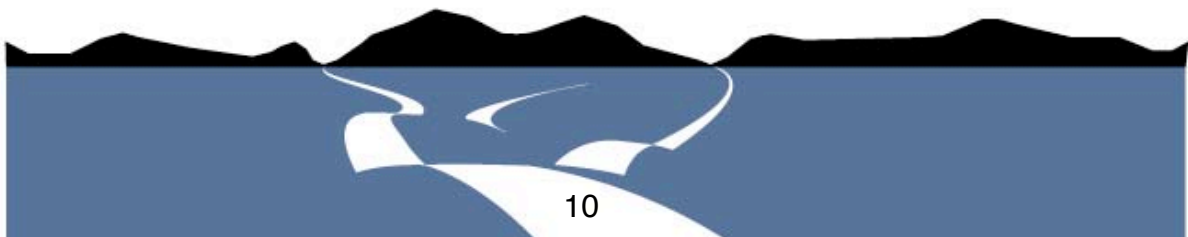
Ressources naturelles  
Canada

Canada

## Platinum Sponsors



Delegate Bag / Conference Gift Sponsor



# Many thanks to all our Conference Sponsors

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Conference Evaluation Survey



Awards Trophies

## **Many thanks to all our Tradeshow Exhibitors**

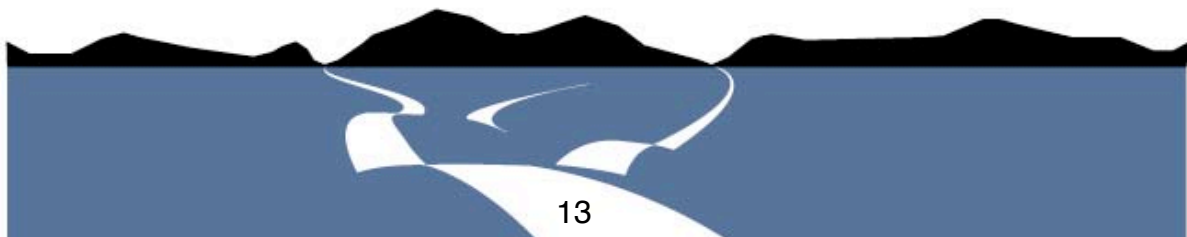
**AdVisia**  
**Canada Agriculture Museum**  
**Canadian Heritage Information Network (CHIN)**  
**Canadian Museum of Nature**  
**Canadian Space Agency**  
**CREO**  
**Evans & Sutherland**  
**Exhibition Production Center / Centre de production scientifique**  
**Flick Software / Cinerio**  
**Government of Ontario**  
**I-CUBE X**  
**Multiversions Inc.**  
**National Research Council Canada**  
**Natural Resources Canada**  
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## Conference Overview

The CASC 2006 Annual Conference is being hosted by the Canada Science and Technology Museum and the Canadian Museum of Nature. The conference theme is *Breaking Through: Charting New Territory for Science Centres*. What is the experience we create today, that will shape the future of science learning in our centres? What are we doing now that will be relevant in 2016? Emphasizing concrete examples of breaking new ground, and even breaking the rules, this conference will explore how science centres will attract and affect visitors in the future. Without losing sight of practical solutions to the challenges facing both small and large science centres today, what is out there that will take us beyond the hands-on tradition?

The event-filled conference program features an exciting selection of pre-conference activities, a superb selection of keynote and concurrent sessions, the Trade Show, many networking and discussion opportunities, and a wealth of social events. The Café Scientifique Pub Nite, Welcome Reception at the Canadian Museum of Nature, Dinner on Elgin Street, health breaks, lunches, Demonstration Showcase Reception, and the Awards Gala will all provide plenty of opportunities for additional interaction with other attendees and speakers. For added convenience, throughout the conference there will be return shuttle service to the Canada Science and Technology Museum and the various social events from conference hotel locations. A new feature this year: a documentation table, where CASC members can showcase their brochures, annual reports, and details on successful initiatives. Also, keep an eye out for the “Wall of Ideas”, where delegates can write down their thoughts and impressions – very helpful in shaping the 2007 conference. To end the conference on a high note, delegates are invited to purchase \$10 raffle tickets for the magnificent Conference Grand Prize – a seven-night stay for two in Aruba, with return airfare, courtesy of the Aruba Tourism Authority.



# Program

**Wednesday, May 24, 2006**

## **Pre-Registration**

12:00 pm onwards

Best Western Victoria Park Suites (Headquarters Hotel)

## **Café Scientifique Pub Nite**

*The Death of Genius: Could Today's Fast-paced Society Produce Einsteins?*

Come and take part in a lively conversation at one of downtown Ottawa's most popular pubs! Over a drink or a cup of coffee, help shape the discussion with your own ideas and opinions on science, technology, and society. Open to the public.

7:00 pm – 9:00 pm

The Black Rose (Irish Village), ByWard Market

Pre-registration required (pay-as-you-go)

*Sponsored by: Canadian Foundation for Innovation*

**Thursday, May 25, 2006**

## **Breakfast on your own**

Continental breakfast is included the room rates at our partner hotels.

## **Registration**

8:00 am – 5:00 pm

Best Western Victoria Park Suites (Headquarters Hotel)

## **Pre-Conference Tours**

Hint: walking shoes are recommended

Note: sweater or jacket recommended for visit to Natural Heritage Building (Tour B).



## **Program Thursday, May 25, 2006**

### **TOUR A: *Technology and Testing: Communication and Exploration***

8:30 a.m. Departure – Lobby, Best Western Victoria Suites Hotel

4:00 p.m. Return – Lobby, Best Western Victoria Suites Hotel

Cost: \$35 (includes light lunch and shuttle service)

Maximum: 40 participants

Pre-registration required (because of the David Florida Laboratory visit, please also indicate your citizenship on the conference registration form)

### **Communications Research Centre Canada (CRC)**

MusicGrid Program : One of CRC's most successful demonstration projects over the past few years has brought together students from across the country to learn music and share their experiences using broadband technology.

Advanced Television Evaluation Laboratory (ATEL): The CRC is involved in television broadcasting. Visitors will be shown stereoscopic material using different 3D display methods, and a brief description of our 3D research involving video coding and human visual research.

### **David Florida Lab**

The David Florida Laboratory (DFL) is Canada's world-class spacecraft assembly, integration and testing centre, maintained and operated by the Canadian Space Agency. The laboratory is one of only a few facilities of its kind in the world, capable of simulating the enormous stresses and temperature extremes associated with rocket launch and space flight.

### **Telesat**

Created in 1969, Telesat made history with the launch of Anik A1 in 1972 – the world's first commercial domestic communications satellite placed in geostationary orbit. The research facility is a 4,000 square-foot area dedicated to satellite-based broadband trials and demonstrations. The R&D lab hosts active computing platforms that are networked over satellite and linked by a common theme of connecting Canada and Canadians. The lab is designed to provide both a development environment and an educational and demonstration area.





## **Program Thursday, May 25, 2006**

### **TOUR B: *Nature and the Environment: Treasures from the National Collection***

8:30 a.m. Departure: Lobby, Best Western Victoria Suites Hotel

4:00 p.m. Return: Lobby, Best Western Victoria Suites Hotel

Cost: \$35 (includes light lunch and shuttle service)

Maximum: 40 participants

Pre-registration required

### **Natural Heritage Building, Canadian Museum of Nature**

The Natural Heritage Building in Gatineau, Quebec, is the Canadian Museum of Nature's science and administration centre. The building is home to 24 major science collections of more than 10 million specimens, covering four billion years of Earth history. You'll go behind the scenes and see various collections representing ancient and modern life on our planet, hear about the Museum's mandate and role as Canada's national natural history museum, and meet and talk to some of the Museum's research and collections experts. You will also visit the Arius 3D Imaging Centre and discover how it is being used for programming in the Museum's new permanent fossil gallery.

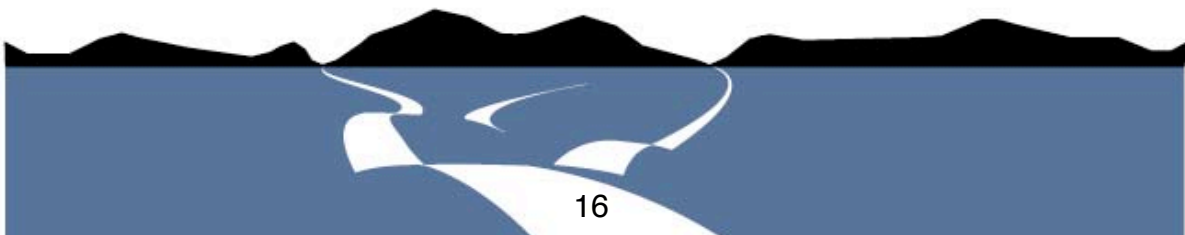
### **Eastern Cereal and Oilseed Research Centre (ECORC)**

#### **Agriculture Canada**

The Eastern Cereal and Oilseed Research Centre (ECORC) is one of the 19 research centres of Agriculture and Agri-Food Canada that focus on strategic and specialized research of national importance. The Research Centre holds the second largest entomological collection in North America, after the Smithsonian, with sixteen million pinned and labeled specimens. The collection is maintained as part of numerous research studies involving systematics, biodiversity and sustainability of Canada's agricultural resources. The Centre also houses the largest vascular plant and fungi collections in Canada, which serve scientists in many disciplines including agriculture, forestry, medicine, private industry and biotechnology.

### **Natural Resources Canada**

Explore new content ideas and cutting edge research with the scientists at Natural Resources Canada. The Booth Street complex houses more than 3,000 Natural Resources Canada employees. You'll visit the Sensitive High-Resolution Ion Micro Probe Lab, the only SHRIMP, second generation, in North America, and the Geochronology Lab. You'll also tour Logan Hall and discover the Geological Survey of Canada from its beginnings with historical artefacts to the present day with the Geoscape poster project.



## Program Thursday, May 25, 2006

### Pre-Conference Workshop

#### ***RIG it then Blitz it! – High Speed Prototyping Workshop***

Join this high-energy, high-speed session where you'll generate ideas around a theme through the Rapid Idea Generation (RIG) process, then design, develop and build an experience for visitors based on those ideas - all in the space of a half-day. You'll work in teams to discover how new kinds of engagements with visitors can begin with new ways of thinking and working.

Facilitators: Kevin von Appen, Ontario Science Centre,  
Julie Bowen, Ontario Science Centre

Canada Science and Technology Museum

8:30 a.m. Departure: Lobby, Best Western Victoria Suites Hotel

1:30 p.m. Return: Lobby, Best Western Victoria Suites Hotel

Cost: \$20 (includes light lunch and shuttle service)

Maximum: 15 participants , Pre-registration required

### Strategic Planning Session

Best Western Victoria Park Suites Hotel (Conference Headquarters)

12:00 pm – 4:00 pm By invitation (includes light lunch)

### Independent Special Interest Visits

**Ottawa Health Research Institute (OHRI): 2:30 pm – 4:00 pm**

The Ottawa Health Research Institute (OHRI) is the research arm of The Ottawa Hospital and a major part of the University of Ottawa Faculties of Medicine and Health Sciences. With more than 1100 researchers and staff and \$70 million in funding, the OHRI is one of the fastest growing and most respected hospital-based research institutes in Canada. A behind-the-scenes visit of the soon-to-be-opened (July 2006) Centre for Stem Cell and Gene Therapy, which will be the new home of the headquarters of Canada's Stem Cell Network, may also be included. Pre-registration required (no additional cost, but participants are responsible for their own transportation)

**Canadian Geographic: 2:30 pm – 4:00 pm**

Canadian Geographic was founded in 1930 by The Royal Canadian Geographical Society and has become one of the largest circulation-driven magazines in Canada. Published six times a year, it has a paid circulation of 220,000 and a readership of more than 4 million. The magazine is produced at The Society's offices in Ottawa by an 11-member editorial and production staff, which includes text editors, a photo editor, a creative director, a production manager and the only full-time magazine cartographer in Canada. Current projects include a poster-map of the new Gulf Islands National Park, an editorial package on the David Thompson Bicentennial and a multi-story project on International Polar Year.

Pre-registration required (no additional cost, but participants are responsible for their own transportation)



## **Program Thursday, May 25, 2006**

### **Special Interest Group Meeting**

#### ***International Polar Year: Projects and Opportunities for Collaboration***

Best Western Victoria Suites Hotel

4:30 pm – 5:30 pm

Pre-registration required (no additional cost)

Join this roundtable meeting with colleagues on events and programs on the occasion of the International Polar Year, March 2007 to March 2009. Share current plans, hear new ideas, hatch ideas for collaborative projects.

Facilitator: Jennifer Pink, Science North

### **Welcome Reception**

6:00 pm – 7:30 pm

Canadian Museum of Nature

Kick off the conference in style! Explore a diversity of elaborate courting rituals while you mingle with colleagues and fellow delegates during this welcoming cocktail reception. *Fatal Attraction*, an interactive exhibition about the language of love in the animal kingdom, will provide the backdrop for this pre-dinner event at the Canadian Museum of Nature, featuring drinks and finger foods, seductive activities and entertainment by the museum's very own band, *The Exhibitionists*.

### **Dinner at the National Arts Centre**

8:00 pm onwards

Welcome to the best of Ottawa's dining scene – join us for an informal group dinner for registered delegates at the National Arts Centre on Elgin Street. Enjoy inventive cuisine and warm service in a casually chic setting. One of the highlights of the evening will be the Silent Auction to benefit CASC and our members. There will be a number of exciting items from around the world on the auction block, including creative gifts from our members.

After dinner, you will find plenty of choices nearby where you can sit back, relax, and chat with other delegates – or grab some colleagues and visit some of the city's latest must-visit hot spots.



# Program – Friday, May 26, 2006

Unless otherwise noted, all events take place at the Canada Science and Technology Museum

## Breakfast on your own

(Continental breakfast is included the room rates at our partner hotels; a list of nearby restaurants will also be provided in the welcome package).

## Small Science Centre Forum (informal roundtable discussion)

7:00 am – 8:00 am

Best Western Victoria Park Suites (Headquarters Hotel)

Pre-registration required (no additional cost)

Capitalize on this valuable early morning session. While each centre struggles with its own unique financial issues, there are some common areas for collaboration. This forum is directed to sharing experiences, problems, and solutions common to small science centres. Questions for consideration include: What is the best funding model? How can we best position ourselves to government? What programs should we offer?

Moderator: David Desjardins, Science East

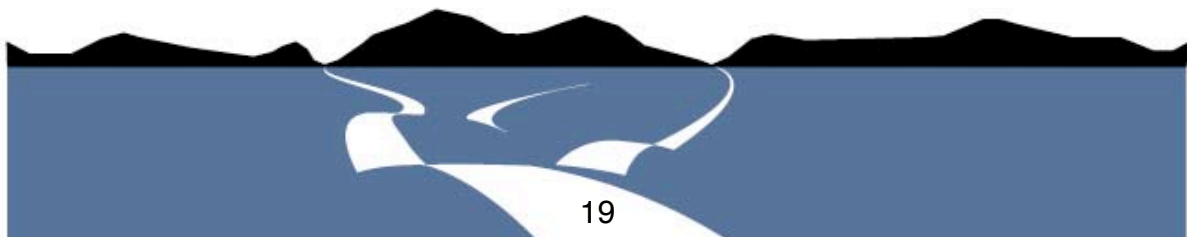
## Shuttle Service to Canada Science and Technology Museum

Shuttle service will be available between Conference hotels and the Canada Science and Technology Museum. Check for the schedule at the Registration Table.

## Registration

8:30 am onwards

Canada Science and Technology Museum



## Program Friday, May 26, 2006

### Opening Keynote Address

9:00 am – 10:00 am

Simultaneous translation available



#### Dr. Suzanne Fortier, PhD

President, Natural Sciences and Engineering Research Council of Canada (NSERC)

Dr. Suzanne Fortier was born in St-Timothée, Québec, Canada, in 1949. She attended McGill University where she received a B.Sc. (1972) and Ph.D. (1976). She joined the Natural Sciences and Engineering Research Council of Canada (NSERC) as its President in January, 2006. Prior to her arrival at NSERC, Dr. Fortier held administrative and academic positions at Queen's University, where she was full professor in both the departments of Chemistry and Computing. She was Vice-Principal (Academic), 2000-2005 after serving as Vice-Principal (Research), 1995-2000, Acting Vice-Principal (Research) and Dean of Graduate Studies and Research, 1994-95, and Associate Dean, School of Graduate Studies and Research, 1991-1994.

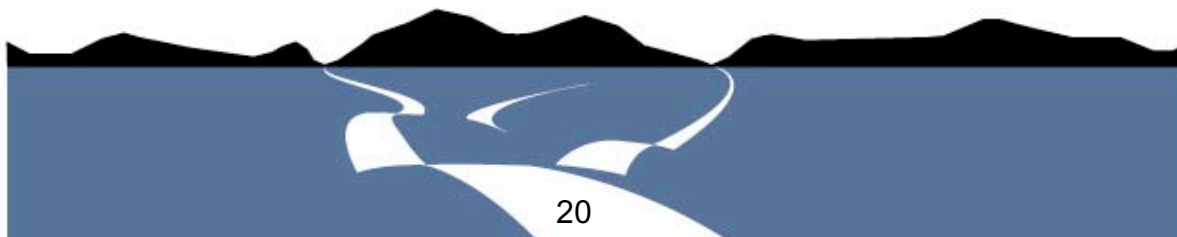
Dr. Fortier is a crystallographer by training. Her research is concerned with the development of mathematical and artificial intelligence methodologies for protein structure determination and crystallographic data mining.

Dr. Fortier has had many administrative and collegial posts. She sat on the Board of Governors of the Royal Military College of Canada and was a member of the Board of Directors of the Ontario Centres of Excellence, Inc. She is currently a member of the Task Force on Competitiveness, Productivity and Economic Progress. She was a Council member of the Natural Sciences and Engineering Research Council of Canada (NSERC) from 1996 to 2005 and served as its Vice-President from 1997 to 2002. She was also a member of the Council of Science and Technology Advisors (CSTA) from 1998 to 2005.

### Trade Show Opens / Morning Health Break

10:00 am – 10:30 am

Chat with exhibitors over coffee and refreshments and explore the latest products and services in the science and technology industry. Start working on your prize draw ballot – you will need to visit every booth for a chance to win!



# Program Friday, May 26, 2006

## Concurrent Sessions

### **#1 - US Perspective on Funding Science Learning**

10:30 am – 11:45 am

Geared towards: CEOs, Executives & Trustees

Location: Auditorium

**Simultaneous translation available**

Governments around the world are recognizing the growing importance of public engagement with science and technology. Guest speaker Sean Smith, Director, Government and Public Relations of the Washington-based Association of Science-Technology Centers, will describe the scope of commitment in the United States, including an overview of funding programs by the National Science Foundation, NASA, and others. This session will provide essential perspective for anyone interested in building support for science promotion and learning programs in Canada.

Moderator: Jim Marchbank, Science North

Guest Speaker: Sean Smith, Association of Science-Technology Centers, Washington DC

### **#2 – The Ins and Outs of Café Scientifique**

10:30 am – 11:45 am

Geared towards: Exhibit and Program Directors & Designers

Location: Classroom 5 & 6

Café Scientifiques are popping up all over the world as a place where, over a cup of coffee or pint of beer, anyone can participate in a discussion about science and technology issues. Find out how to hold your own café, what the experience has been of those who have, why we need cafes happening across the country, and why science centres need to be involved.

Speakers: Julie Jones, Ontario Science Centre

Allison Sekuler, McMaster University



## Program Friday, May 26, 2006

### **#3 - Partnerships in Fundraising: Shared Responsibility, Shared Success**

10:30 am – 11:45 am

Geared towards: Marketing & Business Funding Development

Location: Classroom 1

Outstanding partnerships are created through mutual respect, clearly defined expectations and responsibilities, and a desire to achieve mutual benefit. Learn what sponsors are looking for, how to balance sponsor and science centre needs, and how best manage a partnership for the benefit of all.

Moderator: Tammy Adkin, London Regional Children's Museum,  
Panelists: Steve Baker, TELUS *World of Science - Edmonton*  
Mike Marta, Canadian Science and Technology Museum

### **#4 - Rapid Networking**

10:30 am – 11:45 am

Location: Classroom 3

As professionals working in our own fast-paced environments, we often miss out on the amazing ideas and resources our colleagues can provide us. This cooperative learning session is based on the popular "speed dating" format, and is a fun and exciting way to share innovations, find solutions to mutual challenges, and forge new cooperative relationships.

Facilitators: Brad Tucker, Discovery Centre,  
Nikki Mitchell, Ontario Science Centre,

### **Trade Show Luncheon**

11:45 am – 1:15 pm

A superb lunch, the valuable opportunity to discover new products and services, exciting prize draws, and other entertainment will make the action-packed Trade Show the place to be!





# Program Friday, May 26, 2006

## Concurrent Sessions

### **#5 - Digital Immersive Theatres... "The Next Big Thing?"**

1:15 pm – 2:15 pm

Geared towards: CEOs, Executives & Trustees

Location: Classroom 5 & 6

New technologies are offering bold opportunities for science, space and multi-disciplinary learning. CEOs across the country are looking at the options, the costs, and the benefit to the visitor. Find out (and compare) how colleagues are weighing their options, and where this rejuvenated medium is heading.

Moderator: George Smith, TELUS *World of Science* - Edmonton,

Participants: Bill Chomik, Architect, Julie La Roche, Montreal Science Centre , David Leverton, Science Alive!, Ian McLennan, Consultant, Laura Misajet (Seiler Instruments/ representing Zeiss), Ian C. McLennan, Consultant, Bill Peters, TELUS World of Science – Calgary

### **#6 - Using Media to Develop Partnerships**

1:15 pm – 2:15 pm

Geared towards: Exhibit and Program Directors & Designers

Location: Classroom 3

We are always concerned with how to engage our audience: visitors, sponsors and partners. This session will explore tools and strategies. Participants will emerge with a broader view of how to engage stakeholders.

Speaker: Kathy Nicholaichuk, Ontario Science Centre,

### **#7 – Interactivity in School Programs - Challenges and Rewards**

1:15 pm – 2:15 pm

Geared towards: Exhibit and Program Directors & Designers

Location: Classroom 1

While we can all recognize success in our interpretive programs, there are always ways to make them better. From a strategic effort begun three years ago, we will share what we learned, what we would and wouldn't do again, and invite discussion from attendees on best practices in developing and delivering school programs. Topics will include program examples (hands-on testing!), teacher responses, sample budgets, and evaluation techniques.

Speaker: Jennifer Walsh, TELUS *World of Science* - Edmonton,



# Program Friday, May 26, 2006

## **#8 - Evaluation Master Class: Hot New Trends in Assessing Visitor Learning**

1:15 pm – 2:15 pm

**Simultaneous translation available**

Location: Auditorium

Science centre professionals all over the world are making great strides in assessing and better understanding the personal impact of a science centre visit. In this session presenters will introduce some new “breakthrough” models in visitor research, and participants will gain exposure to some leading-edge trends and the methods and technologies that can bring evaluation to the next level at their institutions.

Moderator: Stacy Wakeford, Canada Science and Technology Museum, Speakers:  
Sue Allen, Exploratorium  
Chantal Barriault, Science North

## **Trade Show / Afternoon Health Break**

2:15 pm – 2:45 pm

Take advantage of this opportunity to be on top of the latest products and services available in the industry. Enjoy refreshments while you mingle with delegates and exhibitors.

## **Concurrent Sessions**

### **#9 - Digital Immersive Theatres... "Making the Most of the Next Big Thing"**

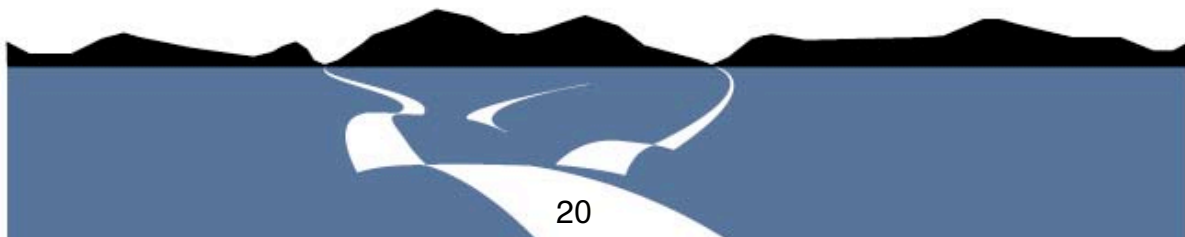
2:45 pm – 4:15 pm

Geared towards: Exhibit and Program Directors & Designers

Location: Classroom 3

Whizz-bang technologies don't make any difference if they aren't connecting with audience. How can we blend technology with content to ensure that the public is well served? Is the answer in shared content and more collaboration? Joint planning and production coordination? Technical interoperability? Is a Pan-Canadian approach or standard possible? Join the hands-on experts for a shirt-sleeves session as they investigate and discuss the new options available.

Moderator: Donna Livingstone, H.R. Macmillan Space Centre,  
Participants: Bill Chomik, Architect, Julie La Roche, Montreal Science Centre (Vieux-Port de Montréal), Ian McLennan, Consultant, Laura Misajet, Zeiss/ Seiler Instruments, Scott Niskach, Evans & Sutherland, Inc., Joyce Towne, Spitz, Inc., Steve Savage, Sky-Skan, Inc



## Program Friday, May 26, 2006

### **#10 - Divergent Markets – Analagous Constraints: A Global Perspective**

2:45 pm – 4:15 pm

Geared towards: Marketing & Business Funding Development

Location: Auditorium

**Simultaneous translation available**

Busy focusing on our everyday battles with mission vs margin, its easy to miss what's going on in the rest of the world. Join our panel for an intimate discussion on what's happening 'out there'. From British Columbia to Britain, from New Zealand to Portland, Oregon, from Brussels to Bristol and get the real dirt on global operating environments, central government support, declining visitor stats and international collaborations.

Speakers: Valerie Collins, At-Bristol,  
David Leverton, Science Alive! The New Zealand Science Centre

### **#11 - A Matter of Process - Case Studies on Exhibit Development**

2:45 pm – 4:15 pm

Geared towards: Exhibit and Program Directors & Designers

Location: Classroom 1

What is the process of creating an exhibit? How is an exhibit theme chosen, how is it researched, how is it prototyped, what are the timelines and how is it fabricated? These will be some of the questions answered in this session as we look at the pain and joy of exhibit birth, what was done right and what could have been done differently. Ultimately we will examine if there is a common thread in the process of exhibit development that can be used for all exhibits, big or small, rich or poor.

Speakers: John Snell, Saskatchewan Science Centre,  
Stacy Wakeford, Canada Science and Technology Museum  
George Phillips, Markham Museum



## Program Friday, May 26, 2006

### **#12 - Podcasting 101**

2:45 pm – 4:15 pm

Geared towards: Exhibit and Program Directors & Designers

Location: Classroom 5 & 6

Podcasting is an emerging trend that has seen tremendous growth in 2005. This session will show participants how to record, edit and mix a podcast and actually list it so that others can find it. By the end of the workshop the only thing left for participants to figure out is the topic of their own podcast!

Speaker: Ken Dickson, Ontario Science Centre

### **#13 - Evaluation Overview: Making Evaluation Work for You**

2:45 pm – 4:15 pm

Geared towards: CEOs, Executives & Trustees

Location: Classroom 2

Evaluation is a central preoccupation for science centres and museums, and we may take for granted that our staff understand and accept evaluation as part of our exhibition and program development. But many questions persist: what are the different types of evaluation, and when and how should we use them? How do we get our development teams to take evaluation seriously? How do we know if our results are any good? Dr. Sue Allen, Director of Research and Evaluation at the Exploratorium, and author of many comprehensive articles on learning from science centre exhibits, will present a brief primer on evaluation. Other panelists will be invited to share case studies and address issues identified in CASC's pre-conference national poll. Participants will come away with an evaluation toolkit that will inspire and assist them in their evaluation activities.

Moderator: Gabrielle Trépanier, Canada Science and Technology Museum

Speakers: Sue Allen, Exploratorium  
Chantal Barriault, Science North

*Sponsored by: Science North Enterprises*



# Program Friday, May 26, 2006

## Trade Show Closing Reception

4:15 – 5:00

Join exhibitors and other delegates for your last chance to discover the latest innovations in products and services available to science centers and museums. Refreshments, entertainment, and terrific prize draw will close the Trade Show with a flourish!

*Sponsored by: Système Huntingdon Inc.*

## Demonstration Showcase Reception

5:30 pm onwards

Canada Aviation Museum

Pre-registration required (no additional cost)

Fasten your seat belt... the Canada Aviation Museum, Canada's premier aeronautical museum and among the best in the world, offers a prestigious setting for this special event. Mingle amongst the vintage aircraft while you enjoy drinks and food stations. One of the highlights of the evening will be the Silent Auction to benefit CASC and our members.

And... back by popular demand, experience the ever-popular Demonstration Showcase. One of the most popular parts of any visit to a science centre is the science shows. Keeping shows fresh and new can sometimes be difficult. Fortunately there is a wealth of knowledge and ideas within the Canadian Association of Science Centres just waiting to be shared. Here is your chance to get up and show off your favourite demo, or you can simply sit back and enjoy the show. Expect lots of discussion, exchange of great ideas, and probably a few explosions along the way!

Session Leader: Michael Edwards, Science East



# Program Saturday, May 27, 2006

## Breakfast on your own

(Continental breakfast is included the room rates at our partner hotels; a list of nearby restaurants will also be provided in the welcome package).

## Keynote Session

8:30 am – 9:45 am

Canada Science and Technology Museum



### Jay Ingram

Co-Host and Producer, *Daily Planet*

**Simultaneous translation available**

Renowned science broadcaster and writer Jay Ingram is co-host and producer of Discovery Channel's award-winning *Daily Planet*, television's first daily science news magazine. He joined Discovery in November 1994 and was instrumental in helping shape the program format.

Prior to joining Discovery, Ingram hosted CBC Radio's science program *Quirks And Quarks*, from September 1979 to January 1992. During that time, he earned two ACTRA Awards, including one for "Best Host". The program also garnered a number of "Canadian Science Writers' Awards". In 1993, Ingram hosted *The Talk Show*, a CBC Radio series about language, which also won a "Science in Society Journalism Award". Following that, Ingram presented items on the brain for the CBC TV's *The Health Show* and contributed regular weekly science features for CBC Newsworld's *Canada Live* (1993-94).

In 1984, he was awarded the "Sandford Fleming Medal" from the Royal Canadian Institute for his work popularizing science. He also earned the 1997 Royal Society of Canada "McNeil Medal for the Public Awareness of Science". In 2000, Jay was awarded a "Michael Smith Award for Science Promotion" by the Natural Science and Engineering Research Council of Canada. He has received two honorary doctorate degrees, from Carleton University and McGill University.

Jay has written eight books (three for children), three of which have won "Canadian Science Writers' Awards". He writes a weekly science column for the *Toronto Star*.

## Networking Break

9:45 am – 10:00 am



# Program Saturday, May 27, 2006

## Concurrent Sessions

### **#14 - Program Development Maximized and Multiplied**

10:00 am – 12:00 pm

Geared towards: Exhibit and Program Directors & Designers

Location: Classroom 1

Program development is an ongoing challenge for every science centre. Whether your challenge is creating new programs to keep visitors coming back, finding ways to keep existing program fresh for your staff, or retaining the integrity of programs as they are passed on from one person to the next, a well structured program development process can be a huge asset. In this session participants will be provided a step-by- step process which has proven highly successful in creating programs that hit the ground running and can be delivered successfully by different staff members or volunteers. Participants will get to try out some of the key steps in the process and will be given the opportunity to join the new CASC program cooperative, allowing them to tap into a pool of program scripts cleared for use in their own institutions.

Speaker: Brad Tucker, Discovery Centre

### **#15 - Future Science Centres: Fresh Ideas, New Directions**

10:00 am – 12:00 pm

Geared towards: CEOs, Executives & Trustee

Location: Auditorium

**Simultaneous translation available**

What will the next generation science centre be like? How will it engage with visitors? What role will it play in society? Join this session for an exciting overview of recent developments across the country that offer some answers.

Moderator: Michèl Groulx, Centre des Sciences de Montreal,

Panelists: Jennifer Martin, Ontario Science Centre

Benoît Legaré, Centre des Sciences de Montreal

Lorne Perry, TELUS World of Science - Calgary

Claude Faubert, Canada Science and Technology Museum

Nancy Griffiths, Newfoundland and Labrador Science Centre

*Sponsored by: White Oaks Associates*





## Program Saturday, May 27, 2006

### **#16 - Explore the Possibilities: Leading Edge Canadian Science**

10:00 am – 12:00 pm

In a lively manner, representatives from the federal community of science will explain what they do, what resources are available, and what are the leading edge topics in their field. Great source of ideas for exhibits and programs at your facility.

Moderator: Darren King, TELUS World of Science – Calgary,

### **#17 - Imagining the Possibilities: Building New Connections for Science Communication**

10:00 am – 12:00 pm

Geared towards: Exhibit and Program Directors & Designers

Location: Classroom 5 & 6

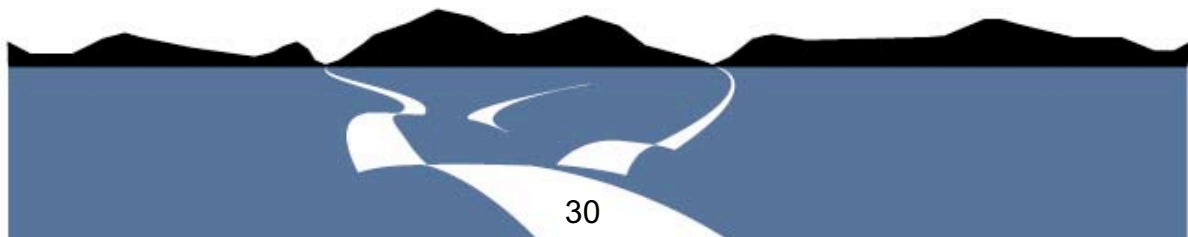
How can science centres forge new relationships with science research and communications organizations, to foster better public awareness and understanding of science? Join our panelists in a journey into imagination and a discussion of exciting possibilities.

Moderator: Dr. David Pearson, Laurentian University,  
Panelists: Dr. Peter Nicholson, President, Council of Canadian Academies  
Jim Handman, Senior Producer of Quirks & Quarks  
Rick Boychuk, Editor, Canadian Geographic Magazine  
Tim Lougheed, President, Canadian Science Writers Association

### **Lunch**

12:00 pm – 1:00 pm

Take advantage of this great opportunity to relax, share conference experiences and ideas with other delegates, and network. Also, the Conference Grand Prize Draw (trip to Aruba) will be held at the end of lunch!



# Program Saturday, May 27, 2006

## Annual General Meeting

1:00 pm to 2:00 pm

Pre-registration by member representatives required (no additional cost)

Location : Auditorium

Each voting member (Full and Developing Members) of the association is asked to have a designated representative at the AGM..

## Concurrent Sessions

### **#18 – Universities: Challenges and Opportunities**

2:00 pm – 3:15 pm

Location: Auditorium

**Simultaneous translation available**

Working together, science centres and institutions of higher learning can contribute to the development of scientific knowledge and to a greater understanding of science in our communities. Science East is currently partnering with the University of New Brunswick on the Centre for Research in Youth, Science Teaching and Learning (CRYSTAL), a five-year research program funded by NSERC. TELUS *World of Science - Edmonton* has developed formal and informal partnerships with their local learning institutions. Participants will learn about the opportunities which arise and the challenges presented by such partnerships.

Speakers: Max Scharfenberger, TELUS World of Science Edmonton,  
David Desjardins, Science East

### **#19 - Show Me Yours, I'll Show You Mine**

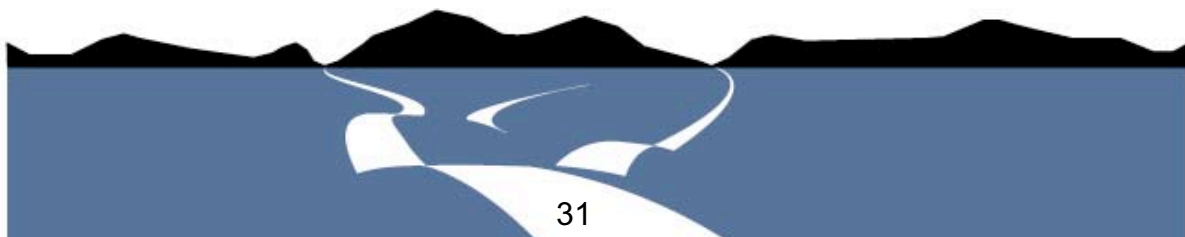
2:00 pm – 3:15 pm

Geared towards: CEOs, Executives & Trustees

Location: Classrooms 5 & 6

Science centres, regardless of size, like all organizations rely on reporting structures, delegation of work, definition of responsibilities and accountabilities. We use charts and diagrams to attempt to communicate these activities and lines of authority both to our staff, each other, and sometimes our partners. Is there a magic structure for all science centres? Presentation and discussion will focus on different methods of organizing work, the pros and cons, and what we can learn from each others' experiments in this area

Speaker: Jennifer Martin, Ontario Science Centre



## Program Saturday, May 27, 2006

### **#20 – Roots & Shoots: How to Create a Conference for Schools that Leads to Positive Community Change**

2:00 pm – 3:15 pm

Geared towards: Exhibit and Program Directors & Designers

Location: Classroom 1

Science Educators strive and hope that the education they deliver to students will some day create a positive change in their own lives and at best empower them to create a positive change in the world they live in. This session will reveal how you can organize a conference for elementary and secondary students whose primary aim is to inspire participants and move them into creating change in their own lives. Participants in this workshop will learn what Roots & Shoots is about, how to organize a conference, collaborate with the Jane Goodall Institute and how to seek connections in their own communities.

Moderator: Franco Mariotti, Science North

Speaker: Monica Guzkowska, Jane Goodall Institute

*Sponsored by: Science North Enterprises*



# 2006 Awards Gala

## Cocktail Reception and Activities

5:30 pm – 7:00 pm

Canada Science and Technology Museum

Enjoy a stylish cocktail reception, with drinks and hors d'oeuvres, entertainment, and fun activities, in a unique environment that honours Canadian ingenuity.

## Awards Gala

7:00 pm – 11:00 pm

Pre-registration required (no additional cost)

Join us for an elegant celebration of Canada's outstanding achievements in science communication. Set against a stunning, themed backdrop, the memorable event will include a cocktail reception with activities, gourmet dinner, special remarks, entertainment, a dessert buffet networking reception, and the awards ceremony in recognition of Canada's best and brightest.

*Awards Dinner Sponsored by : Natural Resources Canada*

### ABOUT THE CASC AWARDS

#### The Artist

Karen Henderson is a Scottish/Canadian artist based in Toronto. She works with photography, video, film, and installation. Her work has been shown in Europe and North America, including The Art Gallery of Ontario, The Power Plant, Optica and Hallwalls. She has degrees from Camberwell School of Art, in London, England, and from the University of Victoria, British Columbia. Karen Henderson is a recent recipient of a Canada Council for the Arts grant to Visual Artists, as well as the Duke and Duchess of York Prize in Photography, 2005.

*In-kind sponsor of the CASC Awards:  
Groupe Molior*

#### The Trophies

The work she has made for the CASC trophies consists of eleven images of a supernova, which were specially provided by the Canada-France-Hawaii Telescope, through the Toronto Supernova Group and the Supernova Legacy Survey. The consecutive images, captured over a five-month period, show the supernova in different stages of its evolution after explosion. All eleven images are inverted, so that the star is dark and the deep space surrounding it is clear. Printed onto clear acrylic sheets and stacked together, the sheets form a solid block, inside which the protracted time-lapse sequence of images takes on a 3 dimensional form.



## Many thanks to our Conference Hosts!



### Canada Science and Technology Museum

Address: 1867 St Laurent Blvd. (approximately 10 minutes southeast of downtown), Ottawa

Phone: (613) 991-3044, Website: [www.sciencetech.technomuses.ca](http://www.sciencetech.technomuses.ca)

The Canada Science and Technology Museum, the only comprehensive science and technology museum in Canada, is the forum in which we explore, with all Canadians, the rich connections between science, technology, society and culture – an essential step in our understanding of ourselves and the world.

Since 1967, the Museum has housed a world-class collection of some 950 000 artifacts, about 5% of which are displayed in interactive and changing exhibitions. The collection continues to grow, particularly in the areas of communication, transportation, physical sciences, energy, and new technologies. The Museum's exceptional library and photographic archive includes remarkable trade literature holdings and the outstanding Canadian National railway photograph collection.



### Canadian Museum of Nature

Address: 240 McLeod Street (Victoria Memorial Museum Building at the corner of Metcalf and McLeod, in the heart of downtown), Ottawa

Phone: (613) 566-4700, Website: [www.nature.ca](http://www.nature.ca)

The Canadian Museum of Nature (CMN) is Canada's national natural history museum with a mandate to promote respect, knowledge and appreciation of the natural world. A Crown corporation, the CMN provides national service through traveling exhibitions, educational programmes, scientific research, a 10-million-specimen collection and a comprehensive Web site, [www.nature.ca](http://www.nature.ca). Permanent exhibitions are displayed at the historic Victoria Memorial Museum Building in Ottawa. Research and collections management are conducted at the CMN's Natural Heritage Building in Gatineau, Québec.



# ARUBA

*Where happiness lives.™*

[www.aruba.com](http://www.aruba.com)

Enter to win the spectacular Conference Grand Prize – a seven-night stay for two in Aruba, with return airfare from any major city in Canada, accommodation at the 4 star deluxe Renaissance Aruba Resort & Casino, dinner for two every night at a different restaurant on the island, sunset cruise, island tour, and one round of golf, courtesy of the Aruba Tourism Authority.

## ARUBA: An Island That's Easy To Love



ORANJESTAD, Aruba -- Some postcards from Aruba show the divi-divi tree, permanently bent at a 45-degree angle by constant trade winds, springing from a stretch of pure white Caribbean sand. Others are photos of a 19th century windmill-turned- restaurant, symbol of the island's Dutch heritage. Still others star happy vacationers, showing off new tans during lazy afternoon sails or big nights at the casino. One of the island's greatest assets, however, is its people, whose warm, welcoming smiles greet visitors at every turn. The island has so much to offer you. So

relax, have fun and let all those worries behind, because on Aruba, happiness is all what matters.



For more information on Aruba, please visit [www.aruba.com](http://www.aruba.com)



## The all-new Renaissance Aruba Resort & Casino

Featuring 559 superb, recently renovated rooms and suites, this stunning 4-star paradise offers a unique private island, featuring Aruba's only private beaches, a variety of watersports, tropical pools, kids club, spa, and two fitness centers, plus Aruba's best shopping, dining, casinos, cinemas, shows and nightlife – all without ever leaving the resort.



For more information on the Renaissance Aruba Resort & Casino, please visit

[www.marriott.com/property/propertypage/AUABR](http://www.marriott.com/property/propertypage/AUABR)









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CASC 2006 Annual Conference

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