

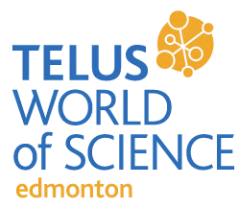
Weaving the Future / Le tissage de l'avenir



## CASC 2007 ACCS

Annual Conference — Conférence Annuelle  
June 7-9 / 7 au 9 juin, 2007, Edmonton, Alberta

Presenters:

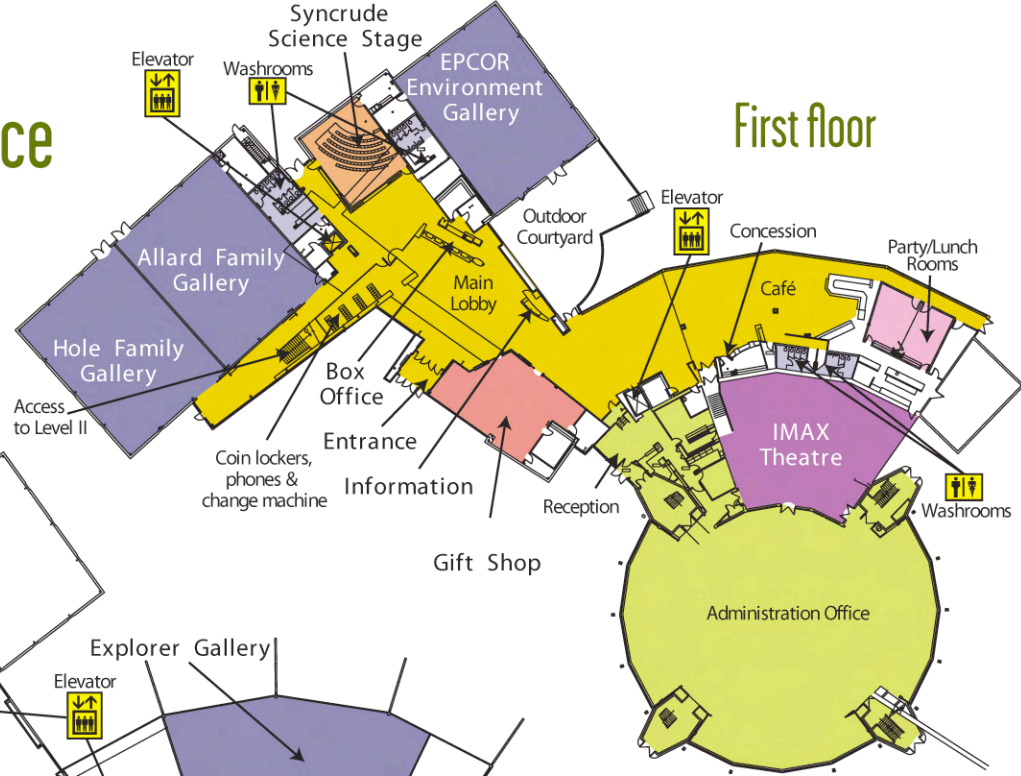


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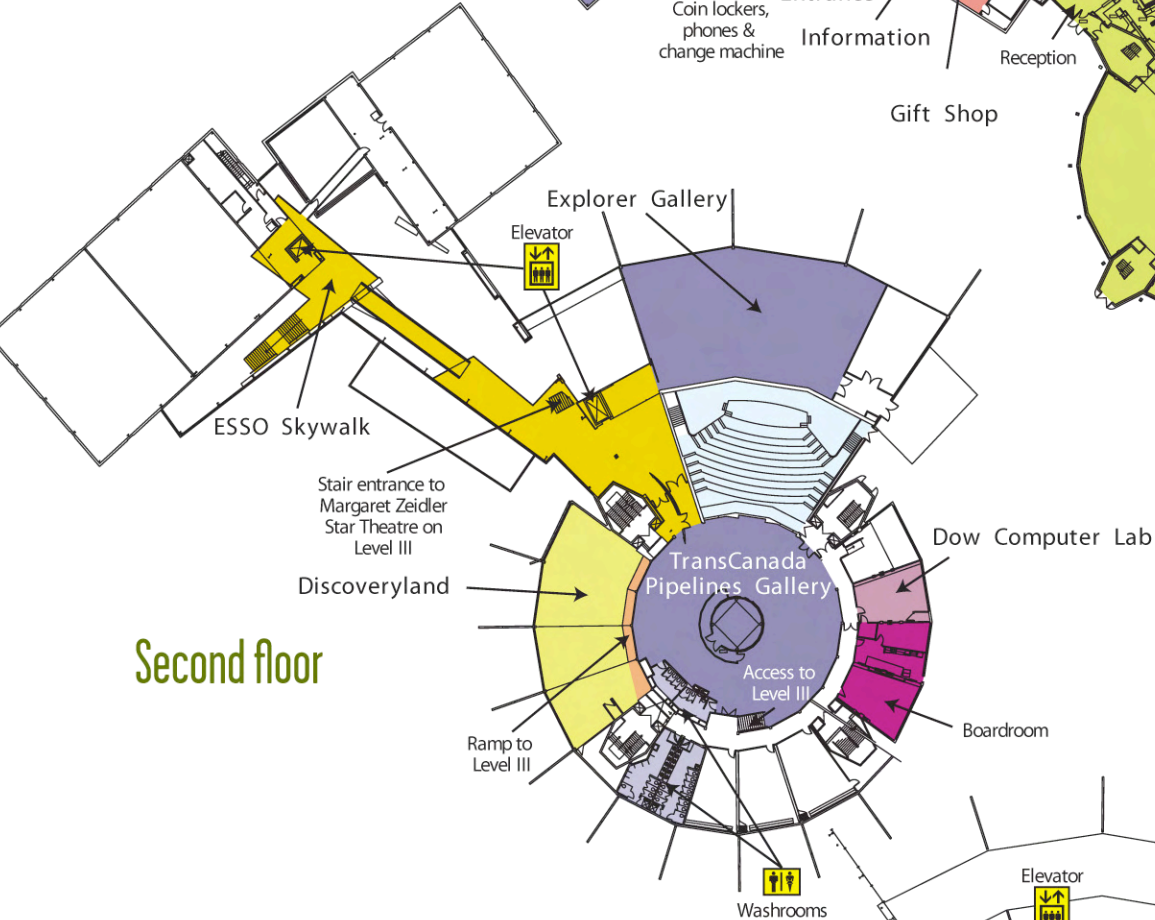


# TELUS World of Science Edmonton

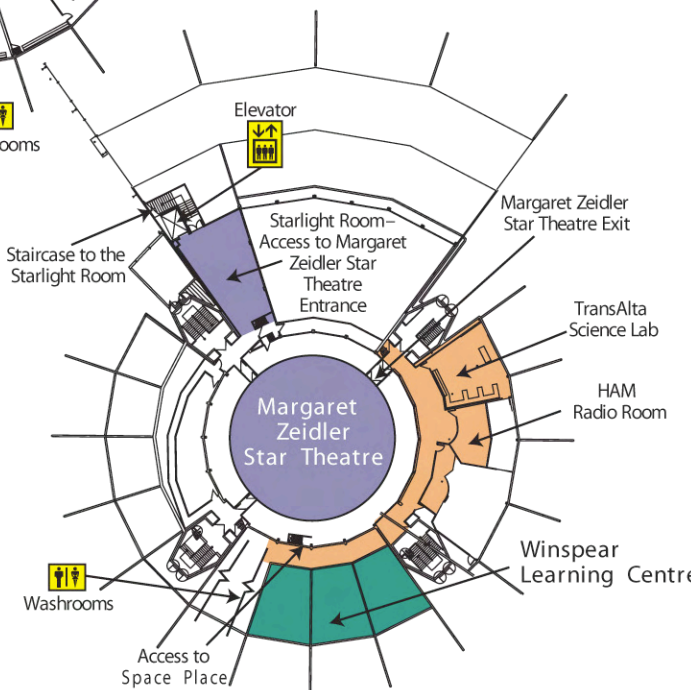
## First floor



## Second floor



## Third floor



## Conference Overview

Science centres everywhere are grappling with the next stage of their evolution: how can we meet the challenges of a future in which audiences are changing and aging; where digital technologies and youth are driving societal shifts; where the boundaries between the arts, sciences and technology are blurring? One thing is clear: we won't find the answers just within our own walls, or by doing the things we've always done.

Whether you are a science centre or museum professional, a visitor, sponsor, artist, partner, volunteer, youth, or work within media, government, the formal education system, industry, we hope you will help us form the fabric of our future. Canada's community of science centres welcomes everyone to our most important annual event!

## Green Conference Statement

This year we are consciously striving to reduce the ecological impact of our conference. All our marketing has been electronic, and we have significantly reduced the material included in your Delegate bags. Please visit the tradeshow booths and sponsor information tables to obtain information of particular interest to you. We encourage you to take our shuttle busses to and from the conference hotel, and we have constructed a schedule we hope will balance energy efficiency with your own need to recharge! We will actively strive to Reduce, Reuse, and Recycle wherever possible throughout the event.

## Concernant la langue

L'ACCS s'efforce de donner autant d'accès que possible dans les deux langues officielles à l'intérieur de ses limites budgétaires. Cette année, nous avons la traduction simultanée de toutes nos plénières comme cela est indiqué dans le programme. Plusieurs de nos conférenciers sont bilingues et pourront répondre aux questions en anglais et en français. Ceci est indiqué par l'astérisque \* à côté de leur nom. Même si la plupart des documents sont en anglais, nous avons produit un sommaire du programme et un formulaire d'évaluation du congrès dans les deux langues. Profitez bien de ce congrès et contactez-nous si jamais vous avez besoin d'aide!



**CASC 2007 ACCS**

Annual Conference – Conférence Annuelle  
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## ***Message from His Worship Mayor Stephen Mandel***



On behalf of City Council and the people of Edmonton, Alberta's Capital City, I extend a warm welcome to all delegates attending the 2007 Canadian Association of Science Centre 2007 Annual Conference.

It's a great honour to host Science Centre professionals from across the country as you meet to learn about emerging technologies, share ideas and discuss relevant issues. With an exceptional collection of speakers and discussion forums, this conference promises to be a venue for innovative and collaborative knowledge-sharing, reinforcing the theme of "Weaving the Future."

Thank you to Telus World of Science, and to everyone involved in hosting this important gathering. As Mayor of this great city, I am keenly aware that the Science and Technology sector is one of the cornerstones of our vibrant economy. I'm very proud that Edmonton was chosen as host city for this prestigious conference.

You have a full agenda ahead of you, but I do hope you'll have opportunities to visit some of Edmonton's highlights. From a stroll through the magnificent North Saskatchewan River Valley or a visit to one of our museums or art galleries, you'll find there's a lot for you to see and do in our beautiful city.

Best wishes for a productive conference and an enjoyable stay in Edmonton!

Yours truly,

A handwritten signature in black ink that reads 'Stephen Mandel'. The signature is written in a cursive, flowing style.

Stephen Mandel  
Mayor

# Message from the CASC President



On behalf of the Board of Directors, I am pleased to welcome you to CASC's 2007 Annual conference. The Conference remains our most important national networking and professional development event, and I look forward to meeting everyone over the next two days.

This year, our conference hosts at the TELUS World of Science-

Edmonton have compiled an excellent series of events, and our Program team has organized a very strong program of sessions and keynote presentations. Many thanks to the organizers, sponsors, exhibitors and delegates of this event.

We can only benefit from sharing our successes and challenges in our common mission to promote the understanding and enjoyment of science and technology in Canada.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Marchbank".

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

# Message from the CASC Conference Host



Welcome! I am thrilled that TELUS World of Science-Edmonton was chosen to host the Canadian Association of Science Centres' fifth Annual conference. Since we first hosted this event in 2004, the profile of the association and its members has clearly grown, and today we welcome several new members and stakeholders into the conference community.

Within our conference theme "Weaving Our Future", conference delegates will examine the diverse relationships and partnerships that are essential to engaging visitors of all ages in unique learning environments to increase science & technology awareness and understanding throughout Canada.

The science centre community is well-known for its collegial atmosphere of learning and sharing, and the success of this annual conference only serves to improve the benefits we can gain from each other's knowledge and experience. I am pleased to be a part of such an outstanding community of organizations, and wish you the very best during your conference experience.

Sincerely,

A handwritten signature in black ink, appearing to read "George Smith".

George Smith  
Chair, CASC 2007 Annual Conference  
President & CEO, TELUS World of Science - Edmonton

# About the Association

More than 7 million people, nearly one-quarter of Canada's entire population, visit the member organizations of the Canadian Association of Science Centres each year. The more than 40 community-based member organizations of CASC include: science centres; technology museums; children's museums; nature centres; planetariums; and outreach organizations.

The Canadian Association of Science Centres is dedicated to improving the capacity of its members to enhance and promote public understanding and enjoyment of science and technology. The CASC was incorporated in 1985 to create synergy among Canada's science centres, to assist in finding solutions to the challenges faced by these important public institutions, and to provide a single voice before government.

**Full** members of the CASC are organizations devoted, at least in part, to the public understanding and appreciation of science and technology and are incorporated as non-profit organizations or similar institutions administered by government or municipal authority, located in Canada and open to the public on a regular schedule.

**Developing** members are organizations that will qualify for full membership but are not yet open to the public.

**Foreign** members are organizations that qualify for full membership but are located outside Canada.

**Affiliate** members are other organizations that agree with, and have a strong interest in, the objectives of the CASC. They may include, but are not limited to, government partners, exhibit designers and fabricators, gift shop suppliers and research consultants.

Visit us on the web at [www.canadiansciencecentres.ca](http://www.canadiansciencecentres.ca)

# Board of Directors 2006 - 07

## **President**

Jim Marchbank, CEO  
Science North, Sudbury, ON  
[www.sciencenorth.ca](http://www.sciencenorth.ca)

## **Vice - President**

Scott Langen, Executive Director  
Saskatchewan Science Centre, Regina, SK  
[www.sasksciencecentre.com](http://www.sasksciencecentre.com)

## **Treasurer**

Claude Benoit, President  
Old Port of Montréal Corporation  
Montréal Science Centre, Montreal, QC  
[www.centredelessciencesdemontreal.com](http://www.centredelessciencesdemontreal.com)

## **Secretary**

Tammy Adkin, Executive Director  
London Regional Children's Museum, London, ON  
[www.londonchildrensmuseum.ca](http://www.londonchildrensmuseum.ca)

## **Past – President**

George Smith, CEO  
TELUS World of Science – Edmonton, AB  
[www.telusworldofscienceedmonton.com](http://www.telusworldofscienceedmonton.com)

Nancy Griffiths, Executive Director  
Newfoundland & Labrador Science Centre  
St. John's, NL  
[www.nlsiencecentre.ca](http://www.nlsiencecentre.ca)

Claudette Leclerc, Executive Director  
The Manitoba Museum, Winnipeg, MB  
[www.manitobamuseum.ca](http://www.manitobamuseum.ca)

Lesley Lewis, CEO  
Ontario Science Centre, Toronto, ON  
[www.ontariosciencecentre.ca](http://www.ontariosciencecentre.ca)

Elizabeth McCrea, Director, Marketing & Communications  
Canadian Museum of Nature, Ottawa, ON  
[www.nature.ca](http://www.nature.ca)

Manon Thébèrge, Directrice générale  
Boîte à Science, Québec, Quebec  
[www.boiteascience.com](http://www.boiteascience.com)

David Desjardins, Executive Director  
Science East, Fredericton, NB  
[www.scienceeast.nb.ca](http://www.scienceeast.nb.ca)

Grant Shea, COO  
TELUS World of Science - Calgary, AB  
[www.calgaryscience.ca](http://www.calgaryscience.ca)

# CASC Conference Program Committee

TELUS World of Science — Edmonton Organizing Committee

## Committee Co-Chairs

George Smith, President & CEO

Nicole Dawes, Executive Assistant to President & CEO

Steve Baker, Director, Fund Development

Diana DeSousa, Visitor Services Manager

Ardith Edwards, Volunteer Resources Manager

Andrea Kuhlmann,  
Director, Marketing & Communications

David Leverton, COO

Howard Pateman, VP Operations

Max Scharfenberger, VP Programs

Kathy Springer, VP Finance & Administration

## Logistics provided by:

TL2 Project and Event Management  
info@TL2.ca

## Audio Visual services provided by:

Madzu Productions  
info@madzu.com

Mediaco – The Presentation Company  
edmonton@mediaco.com

## Exhibition services provided by:

Big Top Rentals  
bigtop@bigtoptentrentals.com

## Evaluation services provided by:

Surveyworks  
bigtop@bigtoptentrentals.com

# Thank You to Our Sponsors!

The Canadian Association of Science Centres and the 2007 CASC Conference Organizing Community would like to thank the following sponsors for their generous support:

## Platinum



Each year, thousands of volunteer and community-based organizations receive financial support from the Alberta Lottery Fund. Although you may not be aware of the Alberta Lottery Fund's positive impact on your community, chances are it directly or indirectly touches your life.

Whether you visit a local library or museum, attend a cultural or athletic event, or participate in a conservation project, lottery fund dollars are often at work behind the scenes.

## Diamond



TELUS (TSX:  
T, T.A; NYSE:  
TU) is a leading

national telecommunications company in Canada, with \$8.7 billion of annual revenue and 10.7 million customer connections including 5.1 million wireless subscribers, 4.5 million wireline network access lines and 1.1 million Internet subscribers. TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video. Committed to being Canada's premier corporate citizen, we give where we live. Since 2000, TELUS and our team members have contributed more than \$91 million to charitable and non-profit organizations and volunteered more than 1.7 million hours of service to local communities. Eight TELUS Community Boards across Canada lead our local philanthropic initiatives. For more information about TELUS, please visit [telus.com](http://telus.com).

## Welcome Reception Sponsor



## Conference Supporter

Canadian Foundation for Innovation  
F & D Scene Changes

## Health Break Sponsors

APEGGA  
London Regional Children's Museum  
Science North

# Program at a Glance

Wednesday, June 6, 2007		
Time	Event	Location/Room
Noon - 8 pm	<b>Registration</b>	Coast Edmonton Plaza Hotel

Thursday, June 7, 2007		
Time	Event	Location/Room
8 am - 3 pm	<b>Registraton</b>	Coast Edmonton Plaza Hotel
10 am - 4 pm	Nanotech Pre Conference Workshop & Tour	Bus pickup at Coast Edmonton Plaza Hotel
10 am - 4 pm	Canadian Petroleum Discovery Centre Open House	Leduc, Alberta
10:30 am - 4 pm	Strategic Planning Session (invitation only)	TWOSE, Starlight Room
1:30 - 3:30 pm	Telephone Historical Open House	
4 - 8 pm	Registration	TWOSE
4 - 6 pm	Trade Show Reception	TWOSE, Explorer Gallery
6 - 9 pm	Opening Reception	TWOSE Exhibit Galleries

Friday, June 8, 2007		
Time	Event	Location/Room
8 am - 5 pm	Registration	TWOSE
8:15 am	Breakfast on your own	
9 - 10 am	Opening Address / Keynote Speaker, Dr. Kevin Keough, President and CEO, Alberta Heritage Foundation for Medical Research	IMAX Theatre
10 - 10:30 am	Health Break	Explorer Gallery
10:30 - 11:45 am	Concurrent Sessions: <ul style="list-style-type: none"> <li>• Interpretive Training Workshop</li> <li>• Towards a Greener Centre</li> <li>• Play DECIDE! (to 12:30)</li> </ul>	Winspear Learning Centre 3 Winspear Learning Centre 1/2 Starlight Room
12 noon - 1:30 pm	Trade Show Luncheon	Explorer Gallery
1:30 - 2:45 pm	Concurrent Sessions: <ul style="list-style-type: none"> <li>• Youth Encounters</li> <li>• School's Out! Afterschool Childcare</li> </ul>	Starlight Room Winspear Learning Centre 1/2
1:30 - 2:45 pm	National Science and Technology Week 2007 – Exploratory Meeting	Winspear Learning Centre 3
2:45 - 3:15 pm	Health Break	Explorer Gallery
<b>continued next page</b>		



## Friday, June 8, 2007 continued

Time	Event	Location/Room
3:15 - 4:15 pm	Concurrent Sessions: <ul style="list-style-type: none"> <li>Reaching Out to Teachers</li> <li>Engaging the Aboriginal Community</li> <li>Small Science Centre session</li> </ul>	Starlight Room Winspear Learning Centre 1/2 Winspear Learning Centre 3
4:30 - 5:30 pm	Demonstration Showcase	TWOSE, Syncrude Science Stage
6 pm	Full Dome Science Visualization Demonstration	Margaret Zeidler Theatre
7 pm	Café Scientifique	Coast Edmonton Plaza Hotel
	Exhibit Galleries open until 9 pm	

## Saturday, June 9, 2007

Time	Event	Location/Room
8 am - 4 pm	Registration	TWOSE
8:15 am	Hot Breakfast	TWOSE
9 - 10 am	Annual General Meeting	IMAX Theatre
10 - 10:30 am	Health Break	Explorer Gallery
10:30 - 11:45 am	Concurrent Sessions: <ul style="list-style-type: none"> <li>New Horizons: Building Your Membership Base</li> <li>Staying on Top of Science News</li> <li>Engaging Early Learners</li> </ul>	Winspear Learning Centre 3 Winspear Learning Centre 1/2 Starlight Room
12 noon - 1:30 pm	BBQ Lunch - Free	Courtyard
12:30 - 1:25 pm	CASC Member Free Open House Day – Exploratory Meeting	Boardroom
1:30 - 2:45 pm	Concurrent Sessions: <ul style="list-style-type: none"> <li>The Fear of God</li> <li>Tapping Your Source: An Exercise in Creativity</li> <li>An Online World of Science Centres</li> </ul>	Starlight Room Winspear Learning Centre 1/2 Dow Computer Lab
1:30 - 2:45 pm	Geologic Journey – Cross-Canada Launch – meeting	Boardroom
2:45 - 3 pm	Health Break	Courtyard
3 - 4 pm	Keynote Speaker David Chalk	IMAX Theatre
4 pm	Shuttles to Coast Edmonton Plaza Hotel	
5:30 pm	Shuttles to TWOSE	
6 pm	Gala Awards Reception	TWOSE, Skywalk
7 pm	Gala Awards Dinner	Explorer Gallery

# Program

Wednesday, June 6, 2007		
Time	Event	Location/Room
Noon - 8:00 pm	<b>Registration</b>	Coast Edmonton Plaza Hotel

Thursday, June 7, 2007		
Time	Event	Location/Room
	Breakfast on your own	
8 am - 3 pm	<b>Registration</b>	Coast Edmonton Plaza Hotel
4 - 8 pm	<b>Registration</b>	TWOSE
10 am - 4 pm Description:	<b>Tour the National Institute for Nanotechnology</b> Bus pickup from Coast Edmonton Plaza Hotel Tour one of the most technically-complex buildings ever built in Canada. The National Institute for Nanotechnology is home to some of the quietest laboratory space in the world and the very latest in electron microscopy. It has been specially designed to foster collaboration across research disciplines and accommodate both academic and industrial research. After the tour we will explore ways that science centres can incorporate this new science into programming and exhibits through a workshop on Nanotechnology in your Centre. Cost: \$35. Maximum 40 participants	
10 am- 4 pm Description	<b>Open House, Canadian Petroleum Discovery Centre</b> Celebrating 60 Years of Leduc #1 Black Gold. February 13th, 1947, on a farm just southwest of Edmonton, Alberta, news of a huge oil strike at Leduc #1 was transmitted around Alberta, Canada and the World. Show your CASC delegate badge at the Canadian Petroleum Discovery Centre and see the initial stages of a \$6.4 million expansion taking place. View the new learning lab, theatre, fossils, artifacts and gift shop during your visit to Edmonton. For more information, contact Leanne Templeton, Executive Director (780) 987-4323. <a href="http://www.leducnumber1.com">www.leducnumber1.com</a> At the junction of the Devon and Nisku Highways (60 & 19), just 10 minutes west of the Edmonton International Airport. Delegates provide own transportation.	Leduc, Alberta
1:30 - 3:30 pm Description:	<b>Tour the Telephone Historical Centre</b> Visit the "Telephone Historical Centre," one of the founding members of CASC. The telephone museum has been Edmonton's "other" science centre for more than 20 years. See and touch the evolution of the telephone as it has progressed from a massive wooden box to today's cell phones. <a href="http://www.telephonehistoricalcentre.com">www.telephonehistoricalcentre.com</a> Call: (780) 433 1010 e-mail : <a href="mailto:bertyeudall@hotmail.com">bertyeudall@hotmail.com</a> Delegates provide own transportation.	The Prince of Wales Armouries Heritage Centre, 10440 – 108 Ave Edmonton.
4 pm - 6 pm	<b>Trade Show Reception</b> Light Hors d'Oeuvres and Cocktails	Explorer Gallery
6 – 9 p.m.	<b>Opening Reception</b>	Exhibit Galleries
7 pm	<b>Official Conference Opening Program</b>	Syncrude Science Stage

# Friday, June 8, 2007

Time	Event	Location/Room
	Breakfast on your own	
8 am - 5 pm	<b>Registration and Information</b>	TWOSE
9 am	<p><b>Opening Address/Keynote Speaker</b>            Dr. Kevin Keough, President and CEO            Alberta Heritage Foundation for Medical Research</p> <p><b>Description:</b>            Dr. Keough was appointed President and CEO of the Alberta Heritage Foundation for Medical Research in July 2004. He was Chief Scientist of Health Canada from 2001 to June 2004. During that period he continued to maintain an active research laboratory at Memorial University, Saint John's, Newfoundland as a Professor of Biochemistry (Department of Biochemistry and Pediatrics). Previously, Dr. Keough was the Vice-President (Research and International Relations) at Memorial. He was a member of the National Task Force that developed the proposal for a Canadian Institutes of Health Research in 1998, and of its interim Governing Council in 1999-2000. He is currently a member of the Governing Council of the Canadian Institutes of Health Research and the Canada Co-Chair of the Canada-European Union S&amp;T Agreement. Dr. Keough is a former Deputy Chair of an expert advisory panel that provides guidance on federal science and technology issues to the Government of Canada. He has been an Executive Member of the Boards of Directors of the Genesis Corporation and of the Canadian Centre for Fisheries Innovation and a member of the Boards of Directors of the Canadian Centre for Marine Communications, the Centre for Cold Ocean Resources Engineering and Operation ONLINE Incorporated. He is a founding and executive member of the Board of Directors of Genome Canada. He is a former Board member of the Newfoundland and Labrador Science Centre.</p> <p>Dr. Keough's remarks will focus on the importance of communicating science to the general public and the important role Canada's Science Centres play in this objective.</p>	IMAX Theatre
10 - 10:30 am	<b>Health Break</b>	Explorer Gallery
10:30 -11:45am	Concurrent sessions	
	<p><b>I. Interpretive Training Workshop</b></p> <p><b>Description:</b>            What skills do interpreters bring to the table? How do we best mentor them into being the best science ambassadors possible? Building on the ASTC RAP session on the same topic, we want to train our interpretive staff by example. How best can we lead our on-the-floor staff by being informative, engaging and fun? And how do we get our interpretive interactions to the next level? Answering questions by teaching about context and suggesting new questions. We want to focus on the interpretive goal and techniques to take interpretation to the next level.</p> <p><b>Session Leader:</b>  <b>Session Presenters:</b></p> <ul style="list-style-type: none"> <li>Albertina Luchko, Public Program Assistant, TELUS World of Science Edmonton</li> <li>John Dolphin, Programme Coordinator, Fort Edmonton Park</li> <li>Curtis Nelson, Head Coach, Women's Basketball, NAIT</li> </ul>	Winspear Learning Centre 3
	<p><b>II. Towards a Greener Centre</b></p> <p><b>Description:</b>            Science Centres often have conservation or environmental themes, but we do not always follow our own advice. How do we push the environmental envelope to become leaders in conservation, and practice what we preach. This session will give an overview of new (and old) materials and processes that are sustainable for our exhibits and buildings. What materials can be used for green exhibits and how easy are they to find? We'll also look at one museum that took sustainability to a new level, taking a historical interpretive centre completely off the power grid and receiving national attention.</p> <p><b>Session Leader:</b>  <b>Session Presenters</b></p> <ul style="list-style-type: none"> <li>John Snell, Director of Exhibits, Saskatchewan Science Centre</li> <li>Jeff Platten, Fort Battleford National Historic Site</li> <li>Donna Clare, Cohos Evamy Partners</li> <li>Max Scharfenberger, TELUS World of Science Edmonton</li> </ul>	Winspear Learning Centre 1/2

## Friday, June 8, 2007 continued

Time	Event	Location/Room
10:30 am - 12:30 pm	<b>III. Play DECIDE! A New Way to Engage with Current Science</b>	Starlight Room
Description:	<p>Extended session goes to 12:30 pm</p> <p>DECIDE is a game for engaging people in meaningful debates about some of the most controversial issues in current science - from stem cell research and genetic testing to nanotechnology. Using simple kits of information and guidelines downloaded from the playdecide.org website, participants discuss, debate and decide positions on issues and upload their results online to join with those from more than 200 events held in 15 countries around the world so far. Could DECIDE work for your science centre or museum? Join DECIDE's international project leader Andrea Bandelli who has come to us from the Netherlands to play a game of DECIDE in this fast-paced, dynamic workshop - and decide for yourself!</p>	
Guest Speaker: Presenters:	<ul style="list-style-type: none"> <li>• Andrea Bandelli, Project Leader, DECIDE (Netherlands)</li> <li>• Patrick Beaudin, Director General, Société pour la promotion de la Science et de la technologie</li> <li>• Kevin von Appen, Associate Director, Daily Experience Operations, Ontario Science Centre</li> </ul> <p>Limited seating: Pre-registration required</p>	
12 noon - 1:30 pm	<b>Trade Show Luncheon</b>	Explorer Gallery
1:30 to 2:45 pm	National Science and Technology Week 2007 – Exploratory Meeting Chair: Erin McDonald	Winspear Learning Centre 3
Description:	<p>National Science and Technology Week is an opportunity to leverage your organisation's activities into a special event. But resources and calendars are always limited; how can we coordinate efforts to make the greatest impact? Natural Resources Canada (NRCan) leads the week from the Federal Government perspective. NRCan representatives will be on hand to join the discussion. In Alberta, the Provincial S+T week is led by Alberta Advanced Education &amp; Technology, and we're pleased to welcome members of this organisation to the discussion.</p>	
1:30 - 2:45 pm	<b>IV. Youth Encounters</b>	Starlight Room
Description:	<p>Want to engage with youth but don't necessarily want a youth group? Join us as we share the success and challenges of the alternate programs we have tried. Time will be set aside to brainstorm new ideas and for you to share ideas for youth engagement that you've always wanted to do but never had the opportunity to try.</p>	
Session Leader: Session Presenters:	<ul style="list-style-type: none"> <li>• Elana Yellen, Program Coordinator, Markham Museum</li> <li>• Vishnu Ramcharan, Ontario Science Centre,</li> <li>• Scott Young, Science Guy, Manitoba Museum</li> </ul>	
1:30 - 2:45 pm	<b>V. Case Study: School's Out! After School Childcare in a Museum Setting</b>	Winspear Learning Centre 1/2
Description:	<p>Extend your services to respond to a community need and include something parents look for every-day quality childcare! This program enables children and museums to grow together more intimately. Museums can provide a unique learning environment that encourages and inspires young minds. Come and have a detailed look at the Fort George Explorers After-School Care Program at The Exploration Place and explore a new niche for your facility.</p>	
Session Leader:	<ul style="list-style-type: none"> <li>• Lisa Haglund, After School Care Coordinator, The Exploration Place, BC</li> </ul>	
2:45 - 3:15 pm	<b>Health Break</b>	Explorer Gallery
3:15 - 4:15 pm	<b>VI. Reaching Out to the Teacher Community –Techniques</b>	Starlight Room
Description:	<p>Science centres that offer school programs are focused on offering a positive student experience. While this is as it should be, the relationship of the science centre to the teacher may need some work. Techniques that enhance the relationship of the science centre with teachers will be offered in an attempt to prove that reaching out to teachers has myriad benefits to the science centre as a whole, not just the school programming group.</p>	
Session Leader:	<ul style="list-style-type: none"> <li>• Richard Klinger, Director, School Programs, TELUS World of Science Edmonton</li> </ul>	
Description:	<p><b>VII. Engaging the Aboriginal Community in Science Centre Programming</b> Winspear Learning Centre 1/2</p> <p>Today, First Nations, Métis and Inuit people are under-represented in many science-related employment sectors. Science centres provide the perfect opportunity to reach a large number of students in our vast provinces with resources that are well-suited to a variety of learning styles. In order to build capacity and maximize learning potential, an understanding of Aboriginal Pedagogy is essential. It involves components such as cultural impact, mentoring and role models including young people and elders, connections to careers, and Traditional Knowledge.</p> <p style="text-align: right;">(continued next page)</p>	

# Friday, June 8, 2007 continued

Time	Event	Location/Room
<p>Session Leader:</p> <p>Session Presenters:</p>	<p>Participants will leave with: an understanding of why Aboriginal-specific programming may be important in their community; Aboriginal population, school science performance and science career demographic information; some ideas on how to build Aboriginal partnerships in their own communities; ideas for programming; and contacts at other Centres who may be able to help.</p> <ul style="list-style-type: none"> <li>• Scott Langen, Executive Director, Saskatchewan Science Centre</li> <li>• Laura Murry &amp; Jan Phillips, Programming Coordinators, Saskatchewan Science Centre</li> <li>• Bob Laidler, General Manager, Oak Hammock Marsh Interpretive Centre, Manitoba</li> </ul>	
<p>Description:</p> <p>Moderator:</p>	<p><b>VIII. Small Science Centre Session</b></p> <p>Back by popular demand! While each science centre struggles with its own unique 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? This session will be of particular interest to science centres with 20 employees or less.</p> <ul style="list-style-type: none"> <li>• David Desjardins, Executive Director, Science East, New Brunswick</li> </ul>	Winspear Learning Centre 3
<p>4:30 - 5:30pm</p> <p>Description:</p> <p>Session Leader:</p>	<p><b>Demonstration Showcase Reception</b></p> <p>One of the most popular parts of any visit to a science centre are 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. Show off their favourite demo, or simply sit back and enjoy the show. Expect lots of discussion, exchange of great ideas, and probably a few explosions along the way too!</p> <ul style="list-style-type: none"> <li>• Laura Milroy, TELUS World of Science Edmonton</li> </ul> <p>Pre-registration required (no additional cost)</p>	Syncrude Science Stage
<p>Evening Options</p>		
<p>6 pm</p> <p>Description:</p>	<p><b>Full-Dome Science Visualization Demonstration</b></p> <p>The Margaret Zeidler Theatre will be used to demonstrate the latest in full-dome 3-D stereo computer-driven science visualization - including "Digital Universe" data base and digital representations of such phenomena as DNA molecules and the new technology of nano tubes. The demo is staged by Steve Savage of Sky-Skan, Inc., Nashua, NH. Other suppliers and manufacturers are invited to present a brief verbal update of developments in their respective companies. There will be a Q+A session and short special demos on request. Following the full-dome demo, those interested in planetariums and full-dome theatres will select a venue for a dutch-treat dinner, starting about 8:00 pm.</p>	Margaret Zeidler Theatre
<p>7 - 9 pm</p> <p>Description:</p> <p>Topic:</p>	<p><b>Evening Social Option:</b> Café Scientifique</p> <p>Café Scientifique is where you can have a drink and learn about the latest ideas and issues in science and technology in an informal setting. It's not a lecture! It's a place for group discussion, and audience involvement is the most important ingredient.</p> <p>The Fear of God. Can we reconcile religious and faith-based philosophies at our facilities? Is there really a way to present scientific arguments without denying theological beliefs? Are science and religion really at odds in the 21st century? This open discussion forum, will offer the opportunity to delve into these issues over a frothy pint of beer.</p> <p>Want to know more? Join Walter Stoddard from the Ontario Science Centre at his Saturday afternoon concurrent session.</p> <p>Open to the public. Pre-registration requested.</p>	Coast Edmonton Plaza Hotel, Malt's Lounge
	<p><b>Free Evening! Shuttles to Whyte Avenue</b></p>	

# Saturday, June 9, 2007

Time	Event	Location/Room
8:15 am	<b>Hot Buffet Breakfast</b>	TWOSE
9 - 10 am Description:	<b>Annual General Meeting</b> It's your association, come out and get involved! At this session we will review CASC's member-led initiative to secure a national program for science centres and provide updates on the Great Canadian Science Adventure and other strategic projects.	IMAX Theatre <b>Traduction simultanée</b>
10 - 10:30 am	<b>Health Break</b>	Explorer Gallery
10:30 am	<b>Trade Show Closes</b>	
10:30 am - 11:45 am	Concurrent sessions	
Description:	<b>IX. New Horizons: Building Your Membership Base</b> We are constantly presented with new challenges as we aim to convert customers to our membership family. With competing membership programs in your local marketplace, science museums/centres must be innovative in retaining existing members and in finding new ones. What strategies for membership acquisition yield the highest return? What membership benefits, events, and offerings deliver on member retention? How do other Science Museums inspire visitors to become members? Are there any side effects of a rapidly growing membership base? These are some of the questions that will be posed and discussed during this collaborative forum on growing your membership base.	Winspear Learning Centre 3
Session Presenters:	<ul style="list-style-type: none"> <li>• Andrea Kuhlmann, Director, Marketing and Communications, TELUS World of Science Edmonton</li> <li>• Jeff Hessel, Director of Marketing, TELUS World of Science Calgary</li> </ul>	
Description:	<b>X. Staying on Top of Science News</b> Science topics make the news on a daily basis, from the effects of certain drugs on the human body to our ever increasing knowledge of the Universe that we live in. How can science centres and other educational facilities keep current, and at times be ahead of the global media, in presenting science developments to the schools and to the public. What are the challenges and risks associated with this strategy and can science centres effectively take on this role.	Winspear Learning Centre 1/2
Session Leader:	<ul style="list-style-type: none"> <li>• Frank Florian, Director, Space Sciences and Special Assistant to the President, TELUS World of Science Edmonton</li> </ul>	
Session Presenters:	<ul style="list-style-type: none"> <li>• Julie Jones, Researcher/Programmer, Ontario Science Centre</li> <li>• Mary Anne Moser, Director, Banff Science Communications Program</li> </ul>	
Description:	<b>XI. Engaging Early Learners in Science by Inspiring Caregivers and Educators</b> Many programs have been developed by science centres for school age children, but what about our earliest learners? The best way to develop an appreciation for science in young children is to empower caregivers, early childhood educators, and primary teachers with the skills and confidence to become a conduit for science in young learners. Join us for a panel discussion focusing on ideas and the implementation of programs and initiatives to engage caregivers, early childhood educators, and primary teachers in science content and inquiry-based approaches. Learn what some science centres have done to promote science involvement at home, in childcare centres and schools to build a foundation for early learning in science. Explore some of the creative ways that science centres can be a place for these special participants to be inspired and educated!	Starlight Room
Session Presenters:	<ul style="list-style-type: none"> <li>• Julie Davidson, Manager, Recreational and Family Learning Experiences, Ontario Science Centre</li> <li>• Laura Zrymiak, Science Educator, Ontario Science Centre</li> </ul>	
12 noon - 1:30 pm	<b>BBQ Lunch - Free</b>	TELUS World of Science Courtyard
12:30 to 1:25 Description	CASC Member Open House Day – Exploratory Meeting Chair: Tammy Adkin Are you interested in raising your organisation's profile and attendance, along with other CASC members, in a Cross-Canada open house day? We have received significant interest from CASC member organizations and potential partners. Join with staff from other organizations to discuss the potentials	Boardroom (teleconferencing available)

# Saturday, June 9, 2007 continued

Time	Event	Location/Room
1:30 to 2:45 pm  Description:	Geologic Journey – Cross-Canada Launch – Meeting Chair: Jim Marchbank  Are you interested in attracting visitors to your centre with a high quality brand-new geology learning experience? We are seeking lead regional science centres and museums to participate in the cross-Canada launch of the Geologic Journey, a new HD production by CBC to be aired on five consecutive Sundays in prime time starting September 9, 2007. Join representatives from NSERC and the CBC to discuss partnership and support available.	Boardroom
1:30 - 2:45 pm Description:  Session Leader:	<b>XII. The Fear of God</b>  Are we, as science and technology centres, afraid of religious and faith-based thinking? Should we be? Is religious diversity a type of diversity we should consider in our exhibits and programs? Or does faith represent a clear and very real threat to scientific thought? This open-ended, roundtable discussion will focus on growing an understanding on how religion practitioners and science practitioners interact, and explore whether or not they even should. Participants will bring their own experiences and ideas, with the required reading offering a starting point from which we will as a group attempt to arrive at, if not the answers, at least the questions we should be asking in developing exhibits, experiences and programs for the communities we serve, in the context of the religion/science divide.  • Walter Stoddard, Researcher - Programmer, Ontario Science Centre	Starlight Room
Description:  Session Leader: Session Presenters:	<b>XIII. Tapping Your Source: An Exercise in Creativity</b>  As science centres grapple with defining the next stage of their evolution, we'll need an unprecedented level of creativity throughout our organizations. How can we as individuals tap into our own creative sources? This highly-visual, interactive combination of panel discussion and workshop will offer insights from seasoned creative professionals, along with activities for participants designed to fan their own creative flames.  • Aylin Ayten Doyle, Exhibition Designer, Ontario Science Centre • John Snell, Director of Exhibits, Saskatchewan Science Centre • Doug Munday, Aldrich Pears Associates • Brigitte Belleville, Project Leader Exhibitions Development, Montreal Science Centre*	Winspear Learning Centre 1/2
Description:  Session Leader: Session Presenters:	<b>XIV. An Online World of Science Centres</b>  Online games draw large numbers of visitors to science centre websites. They also permit us to extend the experience. Often however, budgetary constraints and lack of resources prevent the development of such projects. One solution is to share resources: the development of a flexible project where the base structure could be re-used to add value to the online content by several centres. In this session, the Montreal science centre and CREO hope to explore with participants the development of a collaborative online project, a virtual world and online simulation game that promotes science learning.  • Caroline Julien, President, CREO* • Carol Pauze, Head of Exhibitions, Montreal Science Centre* • Mathieu Lampron, Production Director, CREO*	Dow Lab
2:45 - 3 pm	<b>Health Break</b>	Courtyard
3 - 4 pm Closing Keynote Speaker	<b>Closing Remarks</b> David Chalk  The host of the enormously popular Dave Chalk's Computer Show, Chalk overcame an extreme form of dyslexia and a severe speech impediment to become an internationally renowned technology expert. He is proof positive that there are no limits to what a person can accomplish, especially if a person has three attributes for success: a trust in yourself, the willingness to take risk, and a passion in your vision.  (continued next page)	IMAX Theatre

\* Vous pouvez demander vos questions à nos présentateurs en français ou en anglais.

## Saturday, June 9, 2007

Time	Event	Location/Room
	<p>At the age of 19, Chalk became one of Canada's youngest licensed pilots. Soon after, he bought his first computer (an Apple II), and very soon after that, he started his first business venture, a computer store. The venture grew into a \$150 million superstore chain. He launched his TV show in 1995 and immediately attracted a wide audience by teaching viewers how to feel good about technology.</p> <p>And now Chalk Media Corp., a developer of interactive education technology for companies, has expanded into the United States, setting up a wholly owned subsidiary based in a suburb of Washington. So, when Dave Chalk says that he has a plan that will help you look into the future of technology and in turn, help shape your own future, you should listen.</p> <p style="text-align: right;"><b>Traduction simultanée</b></p>	
4 pm	Shuttles to Coast Edmonton Plaza Hotel	
5:30 pm	Shuttles to TELUS World of Science Edmonton	
6 - 7 pm	<b>Cocktail Reception</b>	Skywalk
7 - 11 pm Description:	<p><b>Awards Gala</b></p> <p>Join us for an elegant celebration of Canada's outstanding achievements in science communication. This memorable event will include a gourmet dinner, special remarks, entertainment, and the awards ceremony in recognition of Canada's best and brightest.</p>	Explorer Gallery

## General information

### Host Hotel

Coast Edmonton Plaza Hotel  
 10155 - 105 Street  
 Edmonton, AB T5J 1E2  
 phone: 780.423.7531  
 fax: 780.425.5882

### E-mail Centre

DOW Computer Lab  
 Thursday 5 - 9:30 p.m.  
 Friday 8:30 am - 6 p.m.  
 Saturday 9 a.m. - Noon

### Host Centre

TELUS World of Science Edmonton  
 11211 - 142 Street  
 Edmonton, AB T5M 4A1  
 phone: 780-452-9100  
 fax: 780-455-5882

### Name Tags

Your nametag will provide you access to all of the exhibit galleries, Margaret Zeidler Star Theatre and IMAX shows. To view IMAX Films, please see the Box Office for complimentary tickets.

### Business Services

Inquire at Registration Desk

### Conference Attire

The conference attire is business casual. For the Gala Dinner the attire is business.

### Information/Message Centre

Level 1, Main lobby



# Ground transportation

## Coast Edmonton Plaza Hotel Shuttles

City Bus Shuttle Service (40 seat charter bus)

Hotel TWOSE Hotel

Mini Shuttle Service (15 passenger van)

Hotel TWOSE Hotel

Service	Thursday, June 7		Friday, June 8		Saturday, June 9	
	Hotel to TWOSE	TWOSE to Hotel	Hotel to TWOSE	TWOSE to Hotel	Hotel to TWOSE	TWOSE to Hotel
City Bus			7:30 a.m.		7:30 a.m.	
City Bus			8:00 a.m.		8:00 a.m.	
City Bus			8:20 a.m.		8:20 a.m.	
City Bus			8:40 a.m.		8:40 a.m.	
Mini Van	9:00a.m.	9:30 a.m.		9:30 a.m.		9:30 a.m.
Mini Van	10:00 a.m.	10:30 a.m.	10:00 a.m.	10:30 a.m.	10:00 a.m.	10:30 a.m.
Mini Van	11:00 a.m.	11:30 a.m.	11:00 a.m.	11:30 a.m.	11:00 a.m.	11:30 a.m.
Mini Van	12:00 p.m.	12:30 p.m.	12:00 p.m.	12:30 p.m.	12:00 p.m.	12:30 p.m.
Mini Van	1:00 p.m.	1:30 p.m.	1:00 p.m.	1:30 p.m.	1:00 p.m.	1:30 p.m.
Mini Van	2:00 p.m.	2:30 p.m.	2:00 p.m.	2:30 p.m.	2:00 p.m.	2:30 p.m.
Mini Van	3:00 p.m.		3:00 p.m.	3:30 p.m.	3:00 p.m.	
Mini Van			4:00 p.m.			
City Bus				5:00 p.m.		4:15 p.m.
City Bus				5:30 p.m.		4:30 p.m.
City Bus				6:00 p.m.		4:45 p.m.
City Bus				6:30 p.m.		

### Thursday Evening Shuttles (Trade Show & Welcome Reception)

3:45 – 9:30 p.m.

Shuttle Buses will be provided every 30 minutes (approx) between TWOSE and the Coast Edmonton Plaza Hotel.

### Friday Evening Shuttle – Coast Edmonton Plaza to Whyte Avenue

6:30 p.m.

Depart hotel for Whyte Avenue

7 p.m.

Depart hotel for Whyte Avenue

10:30 p.m.

Depart Whyte Avenue for hotel

11:30 p.m.

Depart Whyte Avenue for hotel

### Saturday Evening Shuttle (Awards Gala)

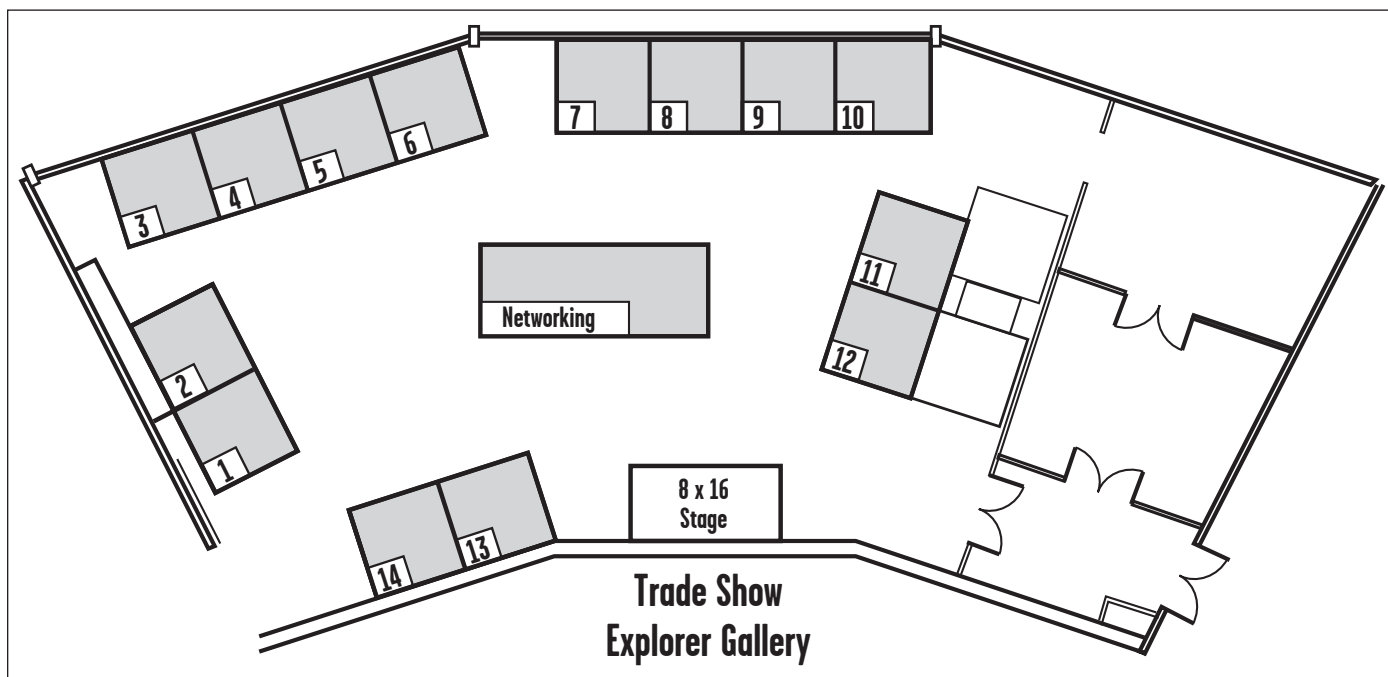
5:45 – 7 p.m.

Shuttle buses will depart every 15 minutes from hotel to TWOSE

10 – 11 p.m.

Shuttle buses will depart every 20 minutes for the hotel

# Trade Show participants



## Participants

Booth Number	Company name	web address
5	Boreal Northwest	<a href="http://www.scholarchemistry.com">www.scholarchemistry.com</a>
11	CREO Inc.	<a href="http://www.creo.ca">www.creo.ca</a>
12	Canadian Institute of Health Research	<a href="http://www.cihr-irsc.gc.ca">www.cihr-irsc.gc.ca</a>
1	Canadian Museum of Nature	<a href="http://www.nature.ca">www.nature.ca</a>
4	ElectroExhibits Inc.	<a href="http://www.electroexhibits.com">www.electroexhibits.com</a>
13	Evans & Sutherland	<a href="http://www.es.com">www.es.com</a>
9	Exhibition Production Center, Museum of Nature & Sciences	<a href="http://www.expoconcept.com">www.expoconcept.com</a>
2	Redengine Inc.	<a href="http://www.redengine.com">www.redengine.com</a>
8	Science North	<a href="http://www.sciencenorth.on.ca">www.sciencenorth.on.ca</a>
10	SEOS	<a href="http://www.seos.com">www.seos.com</a>
14	TELUS World of Science Edmonton	<a href="http://www.telusworldofsciencedmonton.com">www.telusworldofsciencedmonton.com</a>



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