

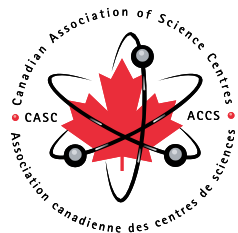
# *i*nspired minds

**CASC 2009**  
**Annual Conference**



*June 4 – 6, 2009*

*REGINA, SASKATCHEWAN*



**SASKATCHEWAN  
SCIENCE CENTRE**

*Real science. Real fun!*



**Ministry of  
Tourism, Parks  
Culture and Sport**

# Thank You to Our Sponsors

## Pioneer Sponsor



**Ministry of  
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The Ministry of Tourism, Parks, Culture and Sport (TPCS) supports, celebrates and builds pride in Saskatchewan. The ministry's strategic focus is on tourism enhancement, quality of life and economic growth. The ministry works with diverse groups and communities to enhance Saskatchewan's cultural, artistic, recreational, sport and social life. TPCS creates positive, synergistic relationships with other ministries and stakeholders to create opportunities for growth in tourism, parks, arts, culture, heritage, recreation and sport. It supports and promotes Saskatchewan tourism, manages and enhances Saskatchewan's provincial parks system, conserves park ecosystems and provincial cultural resources, and provides recreational and interpretive opportunities for park visitors.

## Voyager Sponsor



Canada Foundation for Innovation  
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The Canada Foundation for Innovation (CFI) is an independent corporation created by the Government of Canada to fund research infrastructure. The CFI's mandate is to strengthen the capacity of Canadian universities, colleges, research hospitals, and non-profit research institutions to carry out world-class research and technology development that benefits Canadians. Since its creation in 1997, the CFI has committed almost \$4.5 billion in support of 6,200 projects at 129 research institutions in 64 municipalities across Canada.



The Canadian Museum of Nature is more than a natural history museum that creates and develops exhibitions for public viewing. Behind our public face is a vibrant, multi-layered, multi-faceted organization composed of research scientists, collection specialists, education and multimedia specialists and innovators.

[www.nature.ca](http://www.nature.ca)



Enterprise Saskatchewan is a bold and innovative approach to creating sustainable economic growth in Saskatchewan. It is a special agency for co-ordinating the province's growth agenda, led by key economic development and community stakeholders with one ultimate goal: to ensure Saskatchewan has a competitive environment that will attract investment at every level.

[www.enterprisesaskatchewan.ca](http://www.enterprisesaskatchewan.ca)

Natural Resources Canada champions innovation and expertise in earth sciences, forestry, energy and minerals and metals to ensure the responsible and sustainable development of our nation's natural resources.

[www.nrcan-rncan.gc.ca](http://www.nrcan-rncan.gc.ca)



Established in 1989, the Canadian Space Agency (CSA) coordinates all civil space-related policies and programs on behalf of the Government of Canada. The CSA directs its resources and activities through four key thrusts: Earth Observation, Space Science and Exploration, Satellite Communications, and Space Awareness and Learning. By leveraging international cooperation, the CSA generates world-class scientific research and industrial development for the benefit of humanity.

[www.asc-csa.gc.ca](http://www.asc-csa.gc.ca)

## Explorer Sponsor

### University of Regina, Faculty of Science

The Faculty of Science represents one of the strongest academic areas at the University of Regina. With the need for scientific and technical skills in the 21<sup>st</sup> century, students will find that the strengths of the Faculty make it an attractive one in which to further their education.

The Faculty of Science is committed to sustain excellence in the creation and dissemination of knowledge by research, scholarly publication and teaching in both basic and applied sciences.

## Traveler Sponsor

### Science North

**Canada Science and Technology Museum Corporation: Canada Science and Technology Museum, Canada Aviation Museum and Canada Agriculture Museum**

**LEGO Canada**

## Conference Overview

As we reach the end of the first decade of the twenty-first century, we are witnessing exciting new innovations in science and technology. Our children are being challenged with advanced concepts, and what was once science fiction has now become reality. As science centres and science educators, we are perfectly placed to engage people of all ages in this explosion of knowledge and information: we can make it fun, educate the diverse Canadian public and use it as a conduit to inspire the minds of today for the future! We invite you join us at the 2009 Canadian Association of Science Centres' Conference to inspire your own mind and ignite inspiration in others.

### *Conference Profile*

This year, the CASC annual conference will be hosted by the Saskatchewan Science Centre. The conference includes a pre-conference behind-the-scenes tour, two inspiring keynote speakers, two days of concurrent sessions and workshops, plus a tradeshow and our National Awards Gala. All events are geared towards facilitating practical innovations in the development, delivery, and support of science engagement activities. Individuals from science centres and museums, planetariums and children's museums, outreach organisations, governments, private sector, and schools are all welcome to join us.

## 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 packages. Please visit the tradeshow booths to obtain information of particular interest to you. Look for signage to guide you to events and concurrent sessions. Help us to Reduce, Reuse, and Recycle wherever possible as you enjoy your CASC 2009 conference experience!

## Langue d'usage

L'ACCS se fait un devoir d'offrir toute la documentation nécessaire dans les deux langues officielles. Cependant, bien que la conférence annuelle se tiendra principalement en anglais, le programme électronique de la conférence est également offert en français. Il est à noter que plusieurs présentateurs sont bilingues et pourront répondre à vos questions autant en français qu'en anglais.

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*A Message from the Minister  
of  
Tourism, Parks, Culture and Sport*

It is my great pleasure to bring greetings to the Canadian Association of Science Centres' Annual Conference on behalf of the Government of Saskatchewan.

Our province is a hot-spot for scientific activity. We are the home of the Canada Light Source Synchrotron, leaders in carbon sequestration research and, of course, the "birth place" of Scotty the T. Rex.

Science centres play a vital role in the knowledge infrastructure of our nation. They act as mediators, bringing the scientific inquiry of our research institutions to public attention in a way that is both educational and fun. They capture the imaginations of youth and keep them coming back to see new exhibits and learn more.

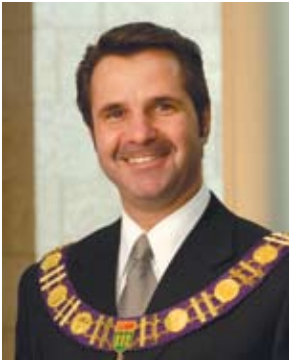
The Saskatchewan Science Centre, currently in its twentieth anniversary year, has been exceptionally good at this. We are proud to point to this award-winning centre as one of the most popular tourist attractions in our province.

During your visit to our capital city, I also encourage you to discover the vibrant cultural scene Saskatchewan has to offer. Whether your interests extend to music, drama, visual arts, heritage centres, or sports ñ Saskatchewan has it all!

Once again, welcome to our province. I have no doubt you will be glad you came.

Enjoy your conference! Passez une bonne conférence!

Dustin Duncan  
Minister of Tourism, Parks, Culture and Sport



OFFICE OF THE MAYOR  
CITY OF REGINA

### MESSAGE FROM THE MAYOR

On behalf of my colleagues on City Council and the citizens of Regina, it is an honour to welcome you to Regina for the Canadian Association of Science Centre's annual conference.

The Science Centre is a big part of our community for educating our children or just for a fun filled day for all of us who are "kids at heart". I commend and thank the volunteers and organizers and all those involved with the Science Centre's annual conference for giving their time and energy to ensure it is a great experience for everyone attending.

While you are in town, I encourage you to experience some of our many attractions – the Casino Regina, the Saskatchewan Sports Hall of Fame and Museum, the RCMP Heritage Centre and any one of our interesting attractions. There are also many unique restaurants and fabulous shops for you to discover.

Best wishes for a great conference, an enjoyable stay and a safe journey home.

Sincerely,

Pat Fiacco  
Mayor

## Message from the CASC President



On behalf of the Board of Directors, I am pleased to welcome you to CASC's 2009 Annual conference. The Annual Conference remains our most important national networking and professional development event, and we are delighted that you have joined us this year.

Our conference hosts at the Saskatchewan Science Centre have done a tremendous job of planning local hospitality and in leading the Conference Program Team to shape an amazing array of conference sessions. Many thanks to all the organizers, the sponsors, exhibitors and delegates to this event.

We all benefit from sharing our successes and challenges in our common mission to inspire a creative and prosperous Canada through science and technology engagement. I look forward to spending the next couple of days with you discussing how we can inspire minds, and in the process, being inspired ourselves.

Sincerely,

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

Tammy Adkin  
President, Canadian Association of Science Centres  
Executive Director,  
London Regional Children's Museum

## Message from the CASC Conference Host



What a thrill to be hosting the Canadian Association of Science Centres conference as one of my first official tasks as the new Executive Director of the Saskatchewan Science Centre. As part of our 20<sup>th</sup> anniversary celebrations we are delighted to play host to Canada's science centres, museums, nature centres, planetariums and outreach organizations. This event provides us with a tremendous opportunity to showcase our accomplishments and innovations.

On behalf of the Saskatchewan Science Centre Board of Directors, staff and planning team I welcome you to the 2009 CASC conference. We hope you enjoy your visit to the Science Centre, the city and the province.

The 2009 CASC conference theme is "Inspiring Minds". It is our expectation that the exciting array of sessions and engaging speakers we have lined up will do just that. A special thank you goes to the program team for planning such an invigorating program. Thanks also to CASC Executive Director, Tracy Ross for her energy, enthusiasm and guidance throughout the planning of this conference. We couldn't have done it without her. We'd also like to thank the CASC Board of Directors for their support.

A conference like this could not be possible without the generosity of a number of sponsors, the participation of trade show exhibitors, the speakers and you, the delegates. We thank you all and wish you an inspirational CASC 2009 conference.

Enjoy your stay and have fun!

Best wishes,

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

Sandy Baumgartner

## About the Association

More than 8 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 builds capacity for its members to inspire a creative and prosperous Canada through science and technology engagement. 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 primarily a science or technology centre or museum, or a planetarium, or a similar organization 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 of Canada.

**Affiliate member's** organizations or corporations outside the museum profession that agree with and have a strong interest in the objectives of the CASC.

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

## Board of Directors 2008-09

### President

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

### Vice-President

Dov Bercovici, President and CEO  
Discovery Centre  
[www.discoverycentre.ns.ca](http://www.discoverycentre.ns.ca)

### Treasurer

Catherine Paisley, Director, Science Education  
Ontario Science Centre  
[www.ontariosciencecentre.ca](http://www.ontariosciencecentre.ca)

### Secretary

Josée Duhaime, Director, Cultural and Educational Activities  
Montréal Science Centre  
[www.montrealsciencecentre.com](http://www.montrealsciencecentre.com)

### Past-President

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

Tracy Calogheros, Executive Director  
The Exploration Place  
[www.theexplorationplace.com](http://www.theexplorationplace.com)

David Desjardins, CEO  
Science East  
[www.scienceeast.nb.ca](http://www.scienceeast.nb.ca)

Claude Faubert, Director General  
Canada Science and Technology Museum  
[www.technomuses.ca](http://www.technomuses.ca)

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

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

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

## Conference Program Team

John Snell (Chair)  
Director of Exhibits and Programming  
Saskatchewan Science Centre

Jennifer Jacobs  
Environmental Education Coordinator  
Saskatchewan Science Centre

Josée Duhaime  
Director, Cultural and Educational Activities  
Montréal Science Centre

Sabrina Greupner  
Manager, Weston Family Innovation Centre  
Ontario Science Centre

Meggin Helm  
Education Programs Manager  
London Regional Children's Museum

Cynthia Iburg  
Senior Educator  
Canadian Museum of Nature

Ian C. McLennan  
Consultant

Lisa Polley  
Youth Programs Coordinator  
TELUS World of Science-Calgary

Mia Boiridy  
Director of Dynamic Earth  
Science North

## CASC Awards

The CASC Awards, known as the CASCADES, recognize outstanding Canadian achievement in science engagement by both organisations and individuals. Nominations are invited on an annual basis. Visit [www.canadiansciencecentres.ca/awards.htm](http://www.canadiansciencecentres.ca/awards.htm) for more information. Don't miss the big reveal at this year's National Awards Gala!

## Conference Planning Team

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Rose Flaman-Trehas  
Email: [rtrehas@sasktel.net](mailto:rtrehas@sasktel.net)

Special thanks to the following staff at the Saskatchewan Science Centre for their assistance in planning this conference: John Snell, Todd Sandin, Jennifer Jacobs, Travis Garlock, Todd McCauley, Julie Fisowich, Stacey Vedress, Kim Mack and Myrna Jones.

## Suppliers

Wilkins Media  
[greg@wilkinsmedia.ca](mailto:greg@wilkinsmedia.ca)

GES Canada  
(306) 347-8280

Evolution Presentation Technologies  
[brc@evolutionav.ca](mailto:brc@evolutionav.ca)



# Program at a Glance

**Thursday, June 4, 2009**

Time	Event	Location/Room
8:00am - 4:00pm	<b>Registration</b>	Delta Regina Campania B
1:00pm - 4:00pm	<b>(#1) Pre-conference Tour</b> (pre-registration is required)	Delta Regina Campania A
9:00am - 12:30pm (a working lunch is included)	<b>(#2) CASC Stakeholder Summit</b>	IMAX Boardroom, Saskatchewan Science Centre (transportation will be provided)
1:00pm - 4:00pm	<b>(#3) CASC Strategic Planning Session</b> (members only session)	IMAX Boardroom, Saskatchewan Science Centre (transportation will be provided)
5:00pm - 9:00pm	<b>(#4) <i>Mysteries of the Great Lakes</i> IMAX Movie and Welcome Reception</b>	Saskatchewan Science Centre

**Friday, June 5, 2009**

All events take place at the Delta Regina unless otherwise specified.

8:00am - 4:00pm	<b>Registration</b>	Delta Regina Campania B
8:00am - 8:45am	<b>Breakfast to Open the Trade Show</b>	Trade Show Area
8:45am - 10:00am	<b>Opening Remarks and Keynote Address</b>	Umbria
10:00am - 10:30am	<b>Health Break</b>	Trade Show Area
10:30am - 12:00noon	<b>Concurrent Sessions</b>  <b>(#5) GPS and Geocaching</b>  <b>(#6) New Ways to Kick it Old School – Tapping into the Educational Market</b>  <b>(#7) Working with Sponsors from an Educator’s Perspective</b>	Tuscany B  Lombardy A & B  Campania A
12:00pm - 1:30pm	<b>Trade Show Luncheon</b>	Umbria

1:30pm - 3:00pm	<b>Concurrent Sessions</b> (#8) <b>Keeping Staff for the Long Term</b> (#9) <b>Bringing Sustainable Development to your Operation workshop</b> (#10) <b>Pitching it Perfectly – Reaching Your Audiences through Digital Storytelling</b>	Tuscany B Tuscany C Lombardy A & B
3:00pm - 3:30pm	<b>Health Break</b>	Trade Show Area
3:30pm - 4:45pm	<b>Concurrent Sessions</b> (#12) <b>New Thinking on School Workshops</b> (#13) <b>Partnerships with your Local Science Research Facility</b>	Saskatchewan Science Centre (IMAX Boardroom) Lombardy A & B
4:45pm - 6:00pm	<b>Last Chance to Visit the Trade Show</b>	Trade Show Area
6:30pm - 8:30pm	<b>(#16) Café Scientifique: Whose Science is it Anyway? Redefining Science Literacy within a Multicultural Context</b>	Crave Kitchen & Wine Bar 1925 Victoria Ave

## Saturday, June 6, 2009

All events take place at the Delta Regina unless otherwise specified.

8:00am - 4:00pm	<b>Registration</b>	Delta Regina
8:00am - 8:45am	<b>(#17) Breakfast and Rapid-Fire Update Roundtable</b>	Campania A
9:00am - 10:00am	<b>(#18) CASC Annual General Meeting</b>	Campania A
10:00am - 10:30am	<b>Health Break</b>	
10:30am - 12:00 noon	<b>Keynote Address: Buffy Sainte-Marie</b>	Umbria
12:00pm - 1:30pm	<b>A Special Anniversary Luncheon</b>	Umbria
1:30pm - 2:45pm	<b>Concurrent sessions</b> (#19) <b>Making Science Relevant for All</b> (#20) <b>The Future of Multimedia in Exhibit Design</b> (#21) <b>Science and Sales Workout – High Quality Science Interactions Across the Visitor Experience</b>	Tuscany C Tuscany B Lombardy A & B

2:45pm - 3:15pm	<b>Health Break</b>	
3:15pm - 4:30pm	<b>Concurrent Sessions</b>  (#22) <b>Educating without the Micro-chip</b>  (#23) <b>Moving from Awareness to Action –The AUCCA Model</b>  (#24) <b>Listen Up! What the Youth Audience Is Saying</b>	Tuscany C  Tuscany B  Lombardy A & B
6:00pm	<b>Reception (cash bar)</b>	Campania A & B
7:00 pm	(#25) <b>National Awards Gala</b>	Campania A & B

## Program – Detailed

**Thursday, June 4, 2009**

<b>Time</b>	<b>Event</b>	<b>Location/Room</b>
8:00am - 4:00pm	<b>Registration</b>	Delta Regina Campania B
1:00pm - 4:00pm	(#1) <b>Pre-conference Tour</b> (pre-registration is required) A whistle-stop tour of the big science and technology innovation projects in Saskatchewan! Visit the Petroleum Technology Research Centre to hear about Saskatchewan’s major carbon capture technology projects and get a look at their underground modeling equipment. Get a behind-the-scenes tour at the Royal Saskatchewan Museum, including learning about Scotty, Saskatchewan’s 80 % complete <i>t. Rex</i> . And start it all off with an armchair tour of innovative science and technology within Saskatchewan, including the Synchrotron — Canada’s largest science project plus the leading edge in agricultural science, potash, diamond, and uranium mining, and much, much more!	Delta Regina
9:00am - 12:30pm (a working lunch is included)	(#2) <b>CASC Stakeholder Summit</b> CASC invites all stakeholders to join us at this meeting to help the association in the next year. What can CASC do to build capacity for its members to inspire a creative and prosperous Canada through science and technology engagement? Pre-registration is required.	IMAX Boardroom, Saskatchewan Science Centre (transportation will be provided)
1:00pm - 4:00pm	(#3) <b>CASC Strategic Planning Session</b> (members only session) CASC invites members to help shape the future of your association. One senior management representative from each member is welcome. Pre-registration is required.	IMAX Boardroom, Saskatchewan Science Centre (transportation will be provided)

5:00pm - 9:00pm	<p><b>(#4) <i>Mysteries of the Great Lakes</i> IMAX Movie and Welcome Reception</b></p> <p>Make new friends and greet old ones at the CASC conference kick-off event hosted at the Saskatchewan Science Centre. The evening will begin with the <i>Mysteries of the Great Lakes</i> IMAX Movie followed by the Welcome Reception. Join in the fun with hoop dancing, liquid nitrogen ice cream and creative food stations. Don't miss it! Buddy welcome for new delegates!</p>	Saskatchewan Science Centre. The Science Centre is a 40 minute walk (3km) from the Delta Regina. Shuttles will be available.
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## Friday, June 5, 2009

All events take place at the Delta Regina unless otherwise specified.

8:00am - 4:00pm	<b>Registration</b>	Delta Regina
8:00am - 8:45am	<p><b>Breakfast to Open the Trade Show</b></p> <p>Grab some breakfast while you get the first peek at the exciting array of products, services and content ideas available to the field of informal science learning. The trade show is open for Friday only, so be sure to make the most of it!</p>	Trade Show Area
8:45am - 10:00am	<p><b>Opening Remarks and Keynote Address</b></p> <p>David Gerhard, an associate professor with the Department of Computer Science at the University of Regina, and founder and director of the aRMADILo research lab, examines the often controversial and complicated interplay between computers, the gaming industry and social interaction. He'll challenge the notion that video gaming is non-constructive, antisocial and even psychologically damaging, and explore how science centres and educators can use gaming consoles such as the Nintendo Wii to engage their visitors in innovative learning experiences.</p>	Umbria
10:00am - 10:30am	<b>Health Break</b>	Trade Show Area

10:30am - 12:00 noon	<p><b>Concurrent Sessions</b></p> <p><b>(#5) GPS and Geocaching</b> Find out what the fuss is all about! Geocaching with GPS units has gained great momentum and has even been considered addictive by some. Find out more on the background of this phenomenon and try to resist joining the scavenger hunt in this interactive workshop! <b>Speakers:</b> Jacques Bourgeois, Special Events Coordinator, Oak Hammock Marsh Interpretive Centre; Ann Dacres, Development Specialist, Education and Engagement (interim), Biosphère, Environment Canada</p> <p><b>(#6) New Ways to Kick it Old School – Tapping into the Educational Market</b> Visitation from teachers and their students are an integral part of the business plan of many science centres — so how do you get them through the door in greater numbers? Is it providing new products? Expanding programming to reach a new group in the education market? Developing programs that use a new delivery method? Or changing marketing vehicles? This panel, representing large and small centres, will discuss the methods they have used to sustain and grow visitation from the important education market. From the importance of considering school groups when designing exhibits to the latest marketing approaches that include modern technology, to the development of brand new programming, this panel discussion with accompanying Q&amp;A will give you ideas to take away so you can maximize your impact with the education market. <b>Leader:</b> Catherine Paisley, Director, Education, Ontario Science Centre <b>Speakers:</b> Danielle Waltenbury (Senior Scientist, Education and Northern Programs); Michael Edwards, Science Centre Manager, Science East; Katie McMahon, Program Developer, Community Engagement, Science World BC at TELUS World of Science</p> <p><b>(#7) Working with Sponsors from an Educator’s Perspective</b> A discussion on the challenges and benefits of working with sponsors from an educator’s perspective. When third party contributors become involved with the development and execution of a science centre program, how do you manage expectations? What happens when partners have conflicting philosophies or agendas? What are the untapped benefits of sponsorships? Review experiences of the TELUS World of Science – Calgary with sponsorship in their <i>Science Café</i> and <i>Science Olympics</i> programs. Hear from the Saskatchewan Science Centre about developing sponsored programs and exhibits that merge mathematics and probability with problem gambling issues. Then join in a facilitated discussion of best practices. <b>Leader:</b> Brandi Chuchman, Public Programs Coordinator, TELUS World of Science – Calgary <b>Speaker:</b> John Snell, Director of Programs and Exhibits, Saskatchewan Science Centre</p>	<p>Tuscany B</p> <p>Lombardy A &amp; B</p> <p>Campania A</p>
12:00pm - 1:30pm	<p><b>Trade Show Luncheon</b></p>	<p>Umbria</p>

<p>1:30pm - 3:00pm</p>	<p><b>Concurrent Sessions</b></p> <p><b>(#8) Keeping Staff for the Long Term</b> One of the advantages in developing long term employees is creating a knowledge base of your systems, culture and operations so that work can be done in an effective and efficient manner. How does your organization create opportunities for staff in the long term? Does your organization practice mentorships, offer staff exchanges or create internal experts? What kind of planning happens when long term employees leave? Is there a succession approach that has worked in your milieu? Panelists will discuss approaches taken by their organization to foster staff retention and development. <b>Leader:</b> Cathy Stadderwise, Staff Scientist, Science North <b>Speakers:</b> Tracy Calogheros, Executive Director, The Exploration Place; Michael Edwards, Science Centre Manager, Science East</p>	<p>Tuscany B</p>
	<p><b>(#9) Bringing Sustainable Development to your Operation</b> How does a museum incorporate sustainable development practices in their day-to-day operations? From adopting an environmental policy, to involving the community, to conforming to environmental regulations, how will you limit your environmental impact? The Biosphère’s practical guide to sustainable development is intended as a reference framework specifically aimed at museum managers. It will provide concrete, basic tools, with examples of policies, procurement, employee and volunteer training. At this session we will present and discuss the first draft of the guide. Help ensure that the guide reflects the real needs of museums by joining this workshop. <b>Speaker:</b> Lissa Morotti, Scientific Advisor, Biosphère, Environment Canada</p>	<p>Tuscany C</p>
	<p><b>(#10) Pitching it Perfectly – Reaching Your Audiences through Digital Storytelling</b> Get inspired and explore new ways of engaging your audiences with digital storytelling. Panelists will provide examples and discuss approaches for creative ways to use animation, photography and illustration in your exhibition design to reach teens, adults and families. What role does design play in communicating science? How do design approaches differ for various audiences? Should they? What works best? What are the challenges? Discover some cost-effective and easy ways of integrating effective digital design in your science communication and learn about the latest tools and techniques. Not just for designers, this session will bring out your inner art director and have you thinking about new ways to reach your audiences. <b>Speakers:</b> Jerry Newton, Graphic Designer and Project Coordinator, Ontario Science Centre; Sabrina Greupner, Manager, Weston Family Innovation Centre, Ontario Science Centre</p>	<p>Lombardy A &amp; B</p>
<p>3:00pm - 3:30pm</p>	<p><b>Health Break</b></p>	<p>Trade Show Area</p>

3:30pm - 4:45pm	<p><b>Concurrent Sessions</b></p> <p><b>(#12) New Thinking on School Workshops</b>  Bring us your best school workshop ideas — in progress or in development — for a round table discussion on what makes an effective workshop. Does it need to connect to curriculum? Does it need to make kids say, “Wow”? What do you enjoy the most? After the discussion, experience the Saskatchewan Science Centre’s newest workshop, <i>Force Factor</i>, featuring their 60-foot high climbing wall. This session will be held at the Science Centre and includes an opportunity to climb. (Transportation will be provided.)  <b>Leader:</b> Chad Reiss, Education Coordinator, Clinton Jeffrey, Outreach Coordinator and Keir Glazier, Human Physiologist and Sport Scientist, Saskatchewan Science Centre</p> <p><b>(#13) Partnerships with your Local Science Research Facility</b>  Do you have a world class science laboratory in your neighbourhood? Are the scientists in your area exploring the substance of the universe or of life itself? Do you have an audience that would like to know more about the science going on in their community? This session will share practical examples, including experiences at Science North with a world-class physics laboratory called the Sudbury Neutrino Observatory (SNOlab), as well as the TELUS World of Science – Edmonton’s experience with the University of Alberta (several initiatives). This session will explore the importance of historical context, strong relationships, managing expectations and different communication vehicles, from theatres to exhibits, to public programming and mass media. Participants will learn about the many ways both parties (and the public) can win from a similar collaboration. Open dialogue about other examples and possibilities will be part of the session.  <b>Leader:</b> Ian McLennan, Project Manager, TELUS World of Science – Edmonton  <b>Speaker:</b> Howie Mende, Staff Scientist, Science North; Stacy Wakeford, Director, Canada Science and Technology Museum; Bill Peters, Consultant</p>	<p>Saskatchewan Science Centre (IMAX Boardroom)</p> <p>Lombardy A &amp; B</p>
4:45pm - 6:00pm	<p><b>Last Chance to Visit the Trade Show</b>  This is it! Be sure to stop by the trade show to catch all the latest information from suppliers, content partners and service providers to your industry. This is your last chance don’t miss it!</p>	<p>Trade Show Area</p>

6:30pm - 8:30pm	<p><b>(#16) Café Scientifique: Whose Science is it Anyway? Redefining Science Literacy within a Multicultural Context</b></p> <p>How do science centres define science, science literacy and diversity in today's society? Is science at odds with cultural perspectives, values and beliefs that are outside of the dominant Western tradition? How do unchecked assumptions contribute to continuing bias and hinder efforts to create inclusive science centres and engagement of new audiences? Participants are invited to explore challenging questions about what we think science is and what science centres can do to promote open, cross-cultural dialogue about the nature of science and technology.</p> <p><b>Café leader:</b> Roshelle Filart, Ontario Science Centre  <b>Speakers:</b> Dr. Lee Wilson, Assistant Professor, Chemistry, University of Saskatchewan and Vice Chair, Canadian Aboriginal Science and Technology Society; Dr. Warren Wessel, Associate Dean, Faculty of Education, University of Regina; Rhonda Rosenberg, Executive Director, Saskatchewan Association for Multicultural Education</p>	Crave Kitchen & Wine Bar 1925 Victoria Ave.
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## Saturday, June 6, 2009

All events take place at the Delta Regina unless otherwise specified.

8:00am - 4:00pm	<b>Registration</b>	Delta Regina Campania B
8:00am - 8:45am	<p><b>#17) Breakfast and Rapid-Fire Update Roundtable</b></p> <p>What's new with you? Join us for an exciting, rapid-fire, cross-country update. Each speaker will get one minute to give the audience the highlights of a new program, exhibition, project or partnership — really anything at all, as long as it only takes one minute to describe. We will also allow a visual for each speaker. This is your chance to address the crowd — make it count! Open to all delegates. Pre-registration of speakers is required, with one speaker per organisation. Limit of 35 speakers.</p>	Campania A
9:00am - 10:00am	<p><b>(#18) CASC Annual General Meeting</b></p> <p>It's your association so 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 engage the membership in CASC's strategic goals and achievement.</p> <p><b>Session contact:</b> Tracy Ross, Executive Director, CASC</p>	Campania A
10:00am - 10:30am	<b>Health Break</b>	



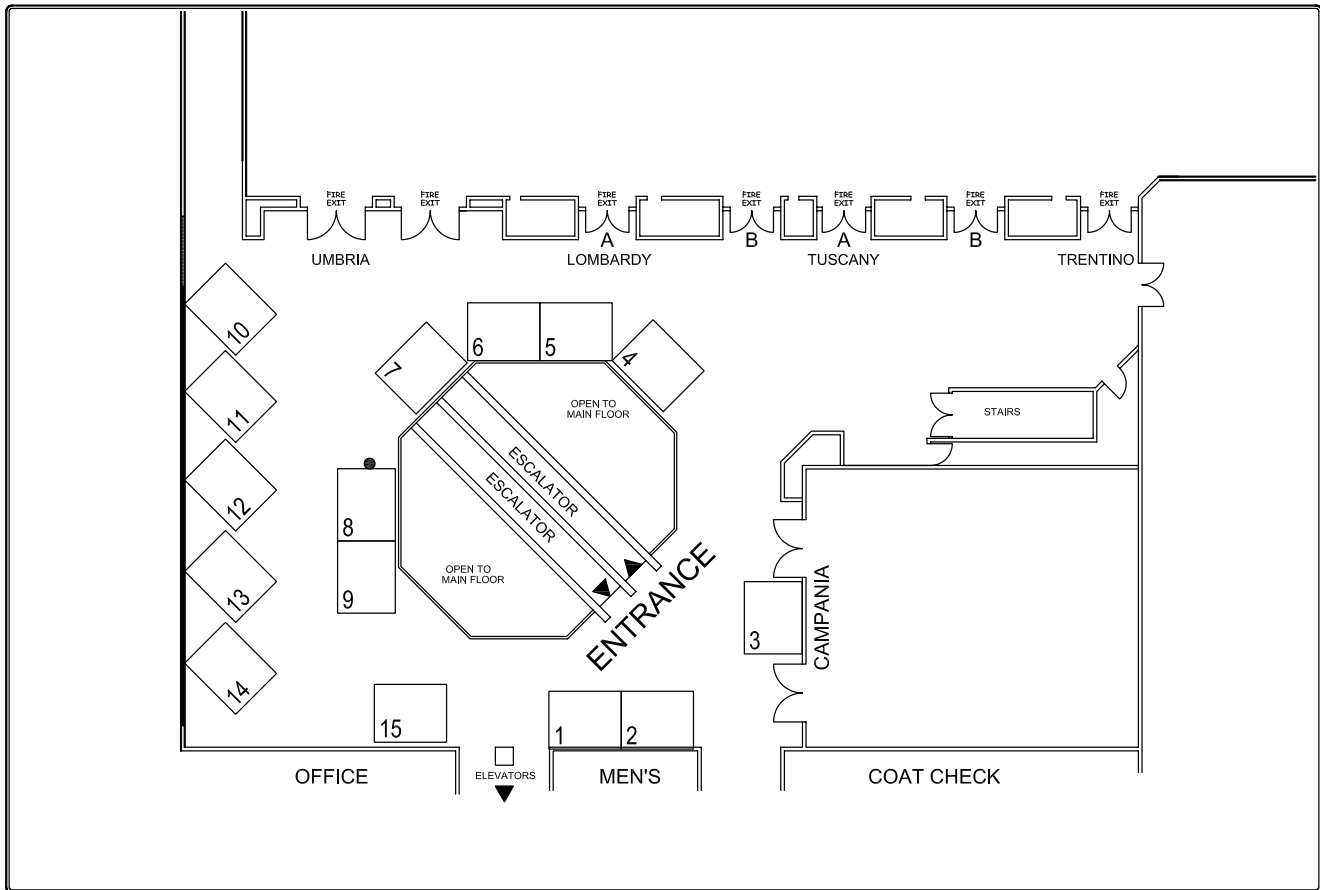
<p>10:30am - 12:00 noon</p>	<p><b>Keynote Address: Buffy Sainte-Marie</b> Order of Canada honoree and Academy Award winner, Saskatchewan born Buffy Sainte-Marie has had a rich and impressive career as an entertainer, song writer, educator and new media artist. Her first degree was in education and during the 1970's she was a regular on Sesame Street where she and her son taught us "Indians Still Exist." Her desire to provide students with accurate information about Native American cultures led to her development of the Cradleboard Teaching Project. This innovative project provides curriculum based, culturally accurate information and resources about Native American cultures to teachers and schools. Ms. Sainte-Marie was actively involved in the creation of the resource <i>Science: Through Native American Eyes</i> and has been instrumental in setting up classroom computer dialogues between reserve and non-reserve classrooms. Buffy Sainte-Marie's work is a reflection of her own life — extremely varied and unique. Her special skill is in joining seemingly unrelated ideas such as a pacifist and a general, Indians and computers, electronic art and Native realities.</p>	<p>Umbria</p>
<p>12:00pm - 1:30pm</p>	<p><b>A Special Anniversary Luncheon</b> The year 2009 is significant in celebrating the history of science and technology. It is Charles Darwin's 200th birthday and the 400th year since Galileo first used a telescope to study the heavens. It is also a significant year in the history of science museums and science centres in Canada! Several CASC member institutions are celebrating significant anniversaries this year. Join us for a special birthday event to celebrate both science and science engagement and to gear up for what's ahead in the future!</p>	<p>Umbria</p>

<p>1:30pm - 2:45pm</p>	<p><b>Concurrent sessions</b></p> <p>(#19) <b>Making Science Relevant for All</b> How do we ensure science education truly engages and inspires all of our students? This session will highlight the importance of creating cross cultural science experiences and begin a dialogue about Indigenous Knowledge. The goal of this session is for participants to learn another way of discovering the world around them and to generate ideas and methods of incorporating these ideas into science lessons.  <b>Leader:</b> Jennifer Jacobs, Environmental Education Scientist, Saskatchewan Science Centre  <b>Speaker:</b> Glen Aikenhead, Professor Emeritus, Aboriginal Education Research Centre, University of Saskatchewan</p> <p>(#20) <b>The Future of Multimedia in Exhibit Design</b>  This session will feature case studies from multimedia projects. Our team will explore elements of the creative process from topic selections to content development, set design, fabrication and programming. Learn about new evaluation techniques, such as personal meaning mapping, that can be used to measure the depth and breadth of knowledge that visitors come away with. This approach to experience design provides an opportunity to tackle broad themes and specific messages in a format able to reach audiences of all kinds. Our panel will specifically highlight examples from small, medium and large facilities.  <b>Leader:</b> Tina Montgomery, Senior Scientist – Multimedia Theatres, Science North  <b>Speakers:</b> Michel Groulx, Manager Research and Content, Montreal Science Centre; Brad Struble, Experience Development Leader, New Science Centre 2011 Project, TELUS World of Science – Calgary</p> <p>(#21) <b>Science and Sales Workout – High Quality Science Interactions Across the Visitor Experience</b>  Learn more about how to involve all staff and volunteers in the delivery of a high quality science experience for your visitors — from door to door! A panel discussion will invite participants to share their organization’s approach to training, including science tools for visitor services staff and sales tools for science staff to promote key products that enhance value for the visitor and involve all staff and volunteers in the visitor experience. Participants will learn more about options for organization wide training, cross training initiatives, specialized training that enhances teamwork and seamless visitor interactions.  <b>Leader:</b> Jennifer Pink, Science Director, Science North  <b>Presenter:</b> Crystal Craig, Sales Leader, Science North</p>	<p>Tuscany C</p> <p>Campania A</p> <p>Lombardy A &amp; B</p>
<p>2:45pm - 3:15pm</p>	<p><b>Health Break</b></p>	

3:15pm - 4:30pm	<p><b>Concurrent Sessions</b></p> <p>(#22) <b>Educating without the Micro-chip</b> Come and get your hands and brain dirty in a workshop that will stretch your manual and mental dexterity. Teaching simple or complex science principles can be made easy with a few good experiments and demonstrations, but budgets can be limited. Learn how to use simple readily available materials that will bring that edge to your science presentations.  <b>Leader:</b> Russell Zied, Science Educator, Ontario Science Centre</p> <p>(#23) <b>Moving from Awareness to Action –The AUCCA Model</b>  When does learning translate into action and change, and how do we assist in that learning? One method is to look at learning through the AUCCA model. This model puts forward that when learning about an issue we transition from becoming Aware, to developing an Understanding, to becoming Concerned, to creating a Commitment and finally moving to Action. This interactive session will begin with an application of the AUCCA model during a visit to Discovery Junction at the Saskatchewan Science Centre. A representative from Parks Canada will then show how they use the AUCCA model in community engagement during ecological restoration. Explore practical examples of how AUCCA affects programs and exhibitions across the country.  <b>Speakers:</b> Lyle Benko, Sessional Lecturer and Faculty Advisor, University of Regina; Barbara MacDonald, Lead Specialist, Public Outreach Education</p> <p>(#24) <b>Listen Up! What the Youth Audience Is Saying</b>  Teens, if we allow them, have the potential to provide science centres with a fresh perspective to our programs. We all recognize that this audience represents the future. Their thinking will be at the forefront of society within the decade. Teens represent the next generation of political leaders, scientists, artists, workers and inventors. Why not engage them now, learn from them and as some of our colleagues have boldly demonstrated, invite these youthful audiences to actively participate in the transformation of our institutions? Hear how three organizations have developed a Youth Advisory Group or Council and the challenges they've faced along the way. Each organization is at a different stage of the process and spirited discussion will be an important part of this session.  <b>Leader and speaker:</b> Karen Hager, Associate Director, Events and Public Programs, Ontario Science Centre  <b>Speakers:</b> Lisa Polley, Youth Programs Coordinator, TELUS World of Science – Calgary; Warren James, Young Adult Specialist, Regina Public Library</p>	<p>Tuscany C</p> <p>Tuscany B</p> <p>Lombardy A &amp; B</p>
6:00pm	<p><b>Reception (cash bar)</b></p>	<p>Campania A &amp; B</p>
7:00 pm	<p>(#25) <b>National Awards Gala</b>  Join us for an elegant celebration of Canada's outstanding achievements in science engagement. This lively event will include dinner, special remarks and the awards ceremony in recognition of Canada's best and brightest.</p>	<p>Campania A &amp; B</p>

# Trade Show

Trade show hours: Friday, June 5, 2009, 8:00 am to 6:00 pm



Booth Number	Company / Organization Name	Website address
1	Manitoba Science Academy	<a href="http://www.msawhiteshell.com">www.msawhiteshell.com</a>
2	Visual Sports Systems	
3	Musée de la Nature et des sciences de Sherbrooke	<a href="http://www.naturesciences.qc.ca">www.naturesciences.qc.ca</a>
4	Canadian Museum of Nature	<a href="http://www.nature.ca">www.nature.ca</a>
5	Canadian Wildlife Federation	<a href="http://www.cwf-fcf.org">www.cwf-fcf.org</a>
6	Saskatchewan Science Centre	<a href="http://www.sasksciencecentre.com">www.sasksciencecentre.com</a>
7	Science North	<a href="http://www.sciencenorth.ca">www.sciencenorth.ca</a>
8	Enterprise Saskatchewan	<a href="http://www.enterprisesaskatchewan.ca">www.enterprisesaskatchewan.ca</a>
9	Canadian Intellectual Property Office	<a href="http://www.cipo.gc.ca">www.cipo.gc.ca</a>
10	Ontario Science Centre	<a href="http://www.ontariosciencecentre.ca">www.ontariosciencecentre.ca</a>
11	Natural Resources Canada	<a href="http://www.nrcan-rncan.gc.ca">www.nrcan-rncan.gc.ca</a>
12	Canadian Space Agency	<a href="http://www.asc-csa.gc.ca">www.asc-csa.gc.ca</a>
13	Minotaur Mazes	<a href="http://www.minotaurmazes.com">www.minotaurmazes.com</a>
14	RCMP Heritage Centre	<a href="http://www.rcmpheritagecentre.com">www.rcmpheritagecentre.com</a>
15	Evans & Sutherland	<a href="http://www.es.com">www.es.com</a>
16	Canadian Institute of Health Research	<a href="http://www.cihr.ca">www.cihr.ca</a>

# General Information

Host Hotel  
 Delta Regina  
 1919 Saskatchewan Drive  
 Regina, SK S4P 4H2  
 (306) 525-5255

Host Centre  
 Saskatchewan Science Centre  
 2903 Powerhouse Dr.  
 Regina, SK S4N 0A1  
 (306) 791-7900  
[www.sasksciencecentre.com](http://www.sasksciencecentre.com)

Welcome Reception Shuttles  
 Saskatchewan Science Centre  
 The Science Centre is a 40 minute walk (3km)  
 from the Delta Regina.

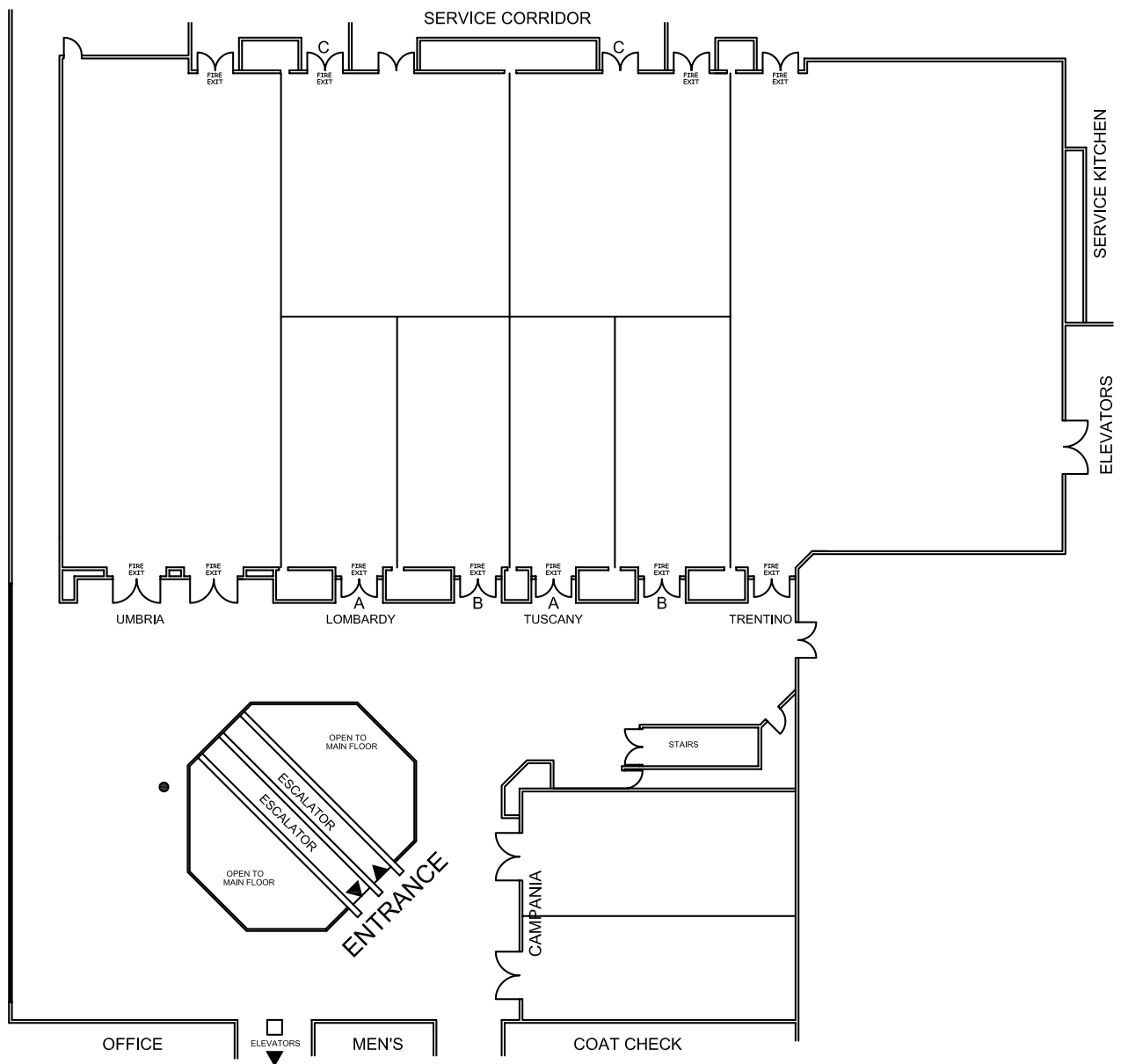
Shuttles will depart from the Delta Regina at  
 5:00 pm and 5:45 pm.

Shuttles will depart from the Saskatchewan  
 Science Centre at 8:45 pm and 9:00 pm.

## Conference Attire

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

# Delta Regina Map





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