

- 12:00 p.m. – 2:00 p.m.** ACM MarketPlace Lunch,  
*Capitol & Minnesota Ballrooms*
- 2:00 p.m. – 3:30 p.m.** Concurrent Salons
- Nature, Nurture & Play, *Great River Ballrooms II, III & IV*
  - The Saint Paul Foundation's Commitment to Anti-Racism, *Governors IV & V*
- 3:30 p.m. – 4:00 p.m.** Coffee Break & Lucky 7 Raffle,  
*Capitol & Minnesota Ballrooms*
- 4:15 p.m. – 5:30 p.m.** Concurrent Sessions
- The Thrifty Marketer, *Kellogg I*
  - Strategies for Nature-Based Childhood Experiences, *Governors II*
  - Evaluation as Investment (Part II), *Kellogg III*
  - Best Tech Swap Meet, *State II*
  - Fundraising Through Social Media, *State III*
  - Expanding Community Engagement, *Governors IV & V*
  - Smart Growth, *Kellogg II*
  - Enriching Exhibit Prototyping, *Governors III*
- 5:40 p.m. – 7:00 p.m.** Trustee's Reception at James J. Hill House\*  
Participants will meet in the hotel lobby at 5:40 p.m. to board the one bus to the event. The returning bus will stop at Minnesota Children's Museum and at the hotel.
- 6:30 p.m. – 9:30 p.m.** Evening Event: Minnesota Children's Museum\*  
Beginning at 6:15 p.m., ACM staff and InterActivity volunteers will be stationed in the hotel lobby to direct event guests to the museum, a walkable four blocks from the hotel.

## SATURDAY, MAY 8

- 7:30 a.m. – 11:00 a.m.** Registration Open,  
*Capitol & Minnesota Ballrooms Lobby*
- 7:30 a.m. – 12:00 p.m.** ACM Learning Room & Diversity in Action  
Showcase Open, *State I*
- 7:30 a.m. – 8:45 a.m.** Regional Breakfast Rounds,  
*Capitol & Minnesota Ballrooms*
- 9:00 a.m. – 10:30 a.m.** Great Friend to Kids Award Plenary Session,  
*Great River Ballrooms II & III*
- 10:45 a.m. – 12:00 p.m.** Concurrent Sessions
- Do It Yourself Exhibit Design!, *Governors I*
  - Engaging Adults with the Science of Kids, *Governors II*
  - It All Starts with Getting Governance Right, *Governors IV & V*
  - Social Media 201, *Kellogg II*
  - Old as You Feel, *State II*
  - One Person's Trash, *Governors III*
  - Investing in Our Parents, *State III*
  - Developing and Running Special Event Fundraisers, *Kellogg I*
- 12:45 p.m. – 4:00 p.m.** Post Conference Workshop: Facing Race,\*  
*Kellogg I*

\*Separate ticket and/or registration required for this activity.

ASSOCIATION OF  
**CHILDREN'S  
MUSEUMS**

2711 Jefferson Davis Highway, Suite 600  
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www.ChildrensMuseums.org • 703.224.3100



## PROGRAM AT A GLANCE



Sponsor for the Program-at-a-Glance Emerald Guide

### CROWNE PLAZA SAINT PAUL – RIVERFRONT HOTEL

ROOM	FLOOR
Capitol & Minnesota Ballrooms	Lower Level
Governors Hall I-V	Lower Level
Great River Ballroom	First Floor
Kellogg I-III	Lobby Level
State I-III	Lower Level

### REGISTRATION DESK & BULLETIN BOARD

*Capitol & Minnesota Ballrooms Foyer*

Pick up conference materials, find ACM staff. Attendees may use the Bulletin Board to post messages and check for event ticket transfers.

### ACM LEARNING ROOM & DIVERSITY IN ACTION SHOWCASE

*State I*

Use this informal meeting place to share education and promotion materials from your institution and learn how your colleagues are incorporating diversity in meaningful ways at their museums.

### ACM MARKETPLACE

*Capitol & Minnesota Ballrooms and Foyer*

Network, eat, drink and be merry. More than 60 exhibitors await to show you their distinctive capabilities and to listen to your needs.

Hosted by  
**Minnesota  
Children's  
Museum**  
Smart Play

## WEDNESDAY, MAY 5

- 7:30 a.m. – 7:30 p.m. **Registration Open, Capitol & Minnesota Ballrooms Foyer**
- 8:30 a.m. – 5:30 p.m. **Emerging Museums Pre-Conference\*, Kellogg I**
- 8:15 a.m. – 4:00 p.m. **Nano in Children's Museums Pre-Conference Workshop\***
- Participants will meet in the hotel lobby at 8:15 a.m. and walk to the Science Museum of Minnesota.
- 5:30 p.m. – 6:30 p.m. **Emerging Museums Reception\*, Kellogg II**
- 7:00 p.m. – 9:00 p.m. **Pecha Kucha Saint Paul, Great River Ballrooms II & III**

## THURSDAY, MAY 6

- 7:00 a.m. – 7:00 p.m. **Registration Open, Capitol & Minnesota Ballrooms Foyer**
- 7:30 a.m. – 8:45 a.m. **Affinity & Leadership Breakfasts**
- Development, Kellogg I
  - Exhibits/Environments, Great River Ballroom I
  - Finance, Kellogg I
  - Marketing/Public Relations, Kellogg I
  - Programs/Education, Great River Ballroom I
  - Visitor Services/Operations, Great River Ballroom I
  - Leadership, Capitol Ballroom
- 9:00 a.m. – 10:30 a.m. **Plenary Session & Promising Practice Award Presentation, Great River Ballrooms II, III & IV**
- 10:45 a.m. – 12:00 p.m. **Concurrent Sessions**
- Replicating Our Backyard, State II
  - Museums on the Move, Kellogg II
  - Museums, Libraries and 21st Century Skills, Governors I
  - Stop Marketing and Start Connecting, Governors II
  - Invest in the Best of Your Youth, Kellogg III
  - Reporting for Revenue, State III
  - Creating Small Traveling Exhibits, Governors III
  - How the Brain Wants to Learn, Governors IV & V
  - Play and Taking Risks, Kellogg I
- 10:45 a.m. – 12:45 p.m. **Concurrent Museum Study Tours\***
- Participants will meet in the hotel lobby level at 10:45 a.m. to walk to either museum study tour site.
- Minnesota Children's Museum's Spaces for Our Youngest Visitors
  - Science Museum of Minnesota Brighter Futures: Public Deliberation about the Science of Early Childhood Development
- 12:00 p.m. – 1:00 p.m. **Brown Bag Sessions**
- 2009 Promising Practice Award Showcase, Kellogg I
  - Federal Funding, Governors II
  - Museum Advocates Research, Great River Ballroom I
- 12:00 p.m. – 7:00 p.m. **ACM Learning Room & Diversity in Action Showcase, State I**
- 1:00 p.m. – 2:30 p.m. **Concurrent Salons**
- The Future of Philanthropy, Great River Ballrooms II, III & IV
  - Connecting on the Grassroots Level, Governors IV & V
- 2:45 p.m. – 4:45 p.m. **Museum Study Tour\***
- Participants will meet in the hotel lobby at 2:45 p.m. to walk to the museum tour site.
- Science Museum of Minnesota Collections

- 2:45 p.m. – 4:00 p.m. **Concurrent Sessions**
- Technology in Children's Museums, Governors IV & V
  - Diversity in Action Poster Session, State I
  - Creative Program Development, Governors III
  - Living the Mission Inside and Out, State II
  - Uniting the Children's Museum Brand, Governors I
  - The Call to Service, Kellogg II
  - Learning to Lead, Governor II
  - Professional Perspectives, State III
  - Capital Funding & Finance in 2010, Kellogg I
  - Changing Our Institution, Kellogg III

- 4:15 p.m. – 5:30 p.m. **Concurrent Sessions**
- Addressing Childhood Obesity, Governors I
  - What's the Evidence Base?, Governors III
  - We Built Green, Kellogg II
  - Get Your Social Media in Gear, Kellogg III
  - Training and Preparing Your Staff for Young Visitors, Governors IV & V
  - Cultural Legacy and Incremental Sales Tax, State II
  - Alternative Models for Exhibit Design, Governors II
  - Opening a Museum School, State III

- 6:30 p.m. – 9:30 p.m. **Reception: Science Museum of Minnesota\***
- Beginning at 6:15 p.m., ACM staff and InterActivity volunteers will be stationed in the hotel lobby to direct event guests to the museum, a walkable three blocks from the hotel.

## FRIDAY, MAY 7

- 7:30 a.m. – 7:00 p.m. **Registration Open, Capitol & Minnesota Ballrooms Foyer**
- 7:30 a.m. – 4:30 p.m. **ACM MarketPlace Open, Capitol & Minnesota Ballrooms**
- 7:30 a.m. – 8:45 a.m. **ACM MarketPlace Breakfast, Capitol & Minnesota Ballrooms**
- 7:30 a.m. – 6:00 p.m. **ACM Learning Room & Diversity in Action Showcase, State I**
- 9:00 a.m. – 10:30 a.m. **Plenary Session, Great River Ballrooms II, III & IV**
- 10:30 a.m. – 10:45 a.m. **Keynote Book Signing, Great River Ballroom Foyer**
- 10:45 a.m. – 12:45 p.m. **Concurrent Museum Study Tours\***
- Participants should meet in the hotel lobby to depart by bus or by foot at 10:45 a.m. Please see page 43 of the Final Program for details.
- The Early Literacy Thread at Minnesota Children's Museum
  - Engaging Children with History at Minnesota History Center
  - Exhibit Development at Science Museum of Minnesota
- 10:45 a.m. – 12:00 p.m. **Concurrent Sessions**
- Are You Hiring?, State III
  - Diversity in Action Presentation Session, State I
  - Evaluation as Investment (Part I), Kellogg III
  - Let's Get Hands-On with Science!, Governors III
  - Money & Power, State II
  - Nature Play, Governors I
  - Revenue Generating Programs, Great River Ballroom I
  - Personal Resource for Professional Development, Governors II

\*Separate ticket and/or registration required for this activity.