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What is Collective Impact?

The commitment of a group of members from different parts of the community to a common agenda for solving a specific social problem, using a structured form of collaboration. The underlying premise of Collective Impact is that no single organization can create large-scale, lasting social change on its own.

Old Behavior vs. New Behavior

<table>
<thead>
<tr>
<th>Old/Current Behavior</th>
<th>New Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Disorder and Confusion</strong></td>
<td><strong>Alignment</strong></td>
</tr>
<tr>
<td>Inconsistent quality and sporadic accountability perpetuate poor results with some pockets of excellence.</td>
<td>Shared ideas and goals begin to gel; visionary partners and shared aspirations inspire repurposed budgets and “random acts of partnership.”</td>
</tr>
<tr>
<td><strong>Isolation</strong></td>
<td><strong>Collective Impact</strong></td>
</tr>
<tr>
<td>Individual pockets of excellence appear disconnected from one another with little ability to scale results. “Everyone for Everything.”</td>
<td>Collaborative action rooted in shared responsibility and accountability using aligned budgets; work plans and measurements are understood by all partners and the community.</td>
</tr>
</tbody>
</table>
Dear Colleague,

Welcome to InterActivity 2016: Collective Impact. Together, the Association of Children’s Museums and Stepping Stones Museum for Children have designed a conference experience that will stretch your imagination and immerse you in the enlightening and rewarding process of taking collective action to achieve collective impact for those we serve. This year’s theme is inspired by our host institution’s experiences as the anchor entity for Norwalk ACTS, a diverse partnership of over 100 civic leaders, educators, and organizations working together to achieve its mission of enriching and improving the lives and futures of all Norwalk’s children, cradle to career.

The theme of Collective Impact can be experienced throughout the conference, beginning with a motivational presentation by Jeff Edmondson, managing director of StriveTogether: Cradle to Career Network, at the conference’s welcome dinner on May 4, 2016 and Collective Impact Live! on May 5, 2016. Collective Impact Live! kicks off with the first-ever town meeting of conference attendees at Norwalk City Hall. Attendees will gather to hear from experts on the importance of closing the achievement gap and jointly construct and vote on a resolution outlining the vital role of children’s museums. Subject to the voting outcome, the resolution may then be presented to the ACM board of directors for approval.

Later in the afternoon and evening is Norwalk’s Ultimate Block Party, a fun communitywide festival of opportunity and learning that showcases how children’s museums mobilize stakeholders on behalf of children and families. Collective impact doesn’t stop there! This year’s program also includes a Collective Impact session strand that we hope will inspire and validate the important work of children’s museums by highlighting the varied strategies and approaches they are implementing in communities everywhere. In addition to these new offerings, you will still find the InterActivity content and events you know and love, including inspirational keynotes, new connections and opportunities in the ACM MarketPlace, and dynamic sessions sharing the best of what’s happening in the field today.

Welcome to InterActivity 2016!

Rhonda Kiest  
President and CEO  
Stepping Stones Museum for Children  
InterActivity 2016 Host

Marilee Jennings  
President, Board of Directors  
Association of Children’s Museums  
Executive Director  
Children’s Discovery Museum of San Jose

Laura Huerta Migus  
Executive Director  
Association of Children’s Museums
Welcome from the Mayor of Stamford

May 4, 2016

Welcome!

On behalf of the residents and businesses of Stamford, it is my pleasure to welcome you to our fine City for the 30th annual Association of Children’s Museums (ACM) InterActivity 2016: Collective Impact conference, hosted by Stepping Stones Museum for Children.

Children’s museums play vital roles in the lives of children and families. They provide important learning opportunities that help children grow and thrive and they enhance the communities in which they reside. We are proud that Stepping Stones is hosting this year’s InterActivity conference and honored that our fine City is serving as the home base for the largest convening of the children’s museum field.

The city of Stamford is celebrating its 375th anniversary this year. As you walk around our vibrant city, you can see its evolution from village and shipping port in 1641 to a modern city that takes pride in its “Work, Live, Play” culture. The $6 billion in new residential and commercial development is enhancing our vibrant downtown and emerging south end. I hope you will take some time to visit one of our 300 restaurants, abundant nightlife, shopping, art galleries and theatre.

Enjoy every moment of InterActivity 2016: Collective Impact! We are honored to be a host City for the conference as we know that the important work that you do impacts many generations, and will continue to do so for many years to come.

Sincerely,

Mayor David Martin
City of Stamford
Mayor Rilling and friends smile for the camera during “Get Into It! FREE Back-to-School Night” in September at Stepping Stones Museum for Children. The annual event is sponsored by Norwalk ACTS.

May 4, 2016

Welcome!

It is indeed my honor and pleasure to welcome you to our beautiful shoreline City of Norwalk. Your museum host for InterActivity 2016, our very own Stepping Stones Museum for Children, is one of Norwalk’s most important institutions. Our great city is currently undergoing amazing revitalization as part of our long-term plan to develop a vibrant, walkable and connected urban core. New businesses and residences are in development along West Avenue next to Mathews Park, home of Stepping Stones and Norwalk ACTS. New restaurants have opened and there are more to come. You are visiting Norwalk at a very exciting time!

I look forward to welcoming you in person to InterActivity 2016 at the “Collective Impact LIVE: Town Meeting” at Norwalk’s Concert Hall on Thursday, May 5, immediately followed by “Norwalk’s Ultimate Block Party” in Mathews Park. The block party is open to the public, bringing the conference into our community and giving us the opportunity to showcase Collective Impact in action right here in Norwalk.

In closing, I sincerely thank the Association of Children’s Museums for giving Stepping Stones Museum for Children and our City of Norwalk this great honor of hosting the largest convening of children’s museum professionals in the world!

Sincerely,

Mayor Harry W. Rilling
City of Norwalk
Welcome from the Governor

May 4, 2016

Connecticut is a haven for original ideas and fresh thinking. A beacon for dreamers and doers, the state blends the old and historic with the young and energetic to create an inspiring dynamic – one that motivates people to experience new things, defy convention and blaze their own trails. It is with Connecticut’s “Still Revolutionary” spirit and ingenuity that I welcome you to our great state for the Association of Children’s Museums (ACM) InterActivity 2016: Collective Impact Conference, hosted by Stepping Stones Museum for Children of Norwalk, Connecticut.

Over your next few days, you will connect around an engaging agenda supporting the advancement of the work of children’s museums internationally. Connecticut’s children’s museums provide meaningful and enriching learning experience for our youngest residents and visitors. Your host museum, Stepping Stones, is well known for its award-winning educational exhibits, programs and community service. Stepping Stones, like all of the children’s museums in Connecticut, have worked extensively to help achieve laudable outcomes for all of Connecticut’s children.

Thank you to the Association of Children’s Museums for choosing Connecticut; the Cities of Norwalk and Stamford; and Stepping Stones as your host for InterActivity 2016: Collective Impact. While you are here, I hope that you have the opportunity to explore all that Connecticut has to offer. When you depart, it is my sincere wish that you will return home energized and motivated to advancing the mission of your children’s museum and its vital role in your respective community.

Welcome to Connecticut.

Sincerely,
Governor Dannel P. Malloy
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The Association of Children’s Museums (ACM) is a global professional member service organization for the children’s museum field that works to ensure every family and child has access to a high-quality children’s museum experience. ACM supports children’s museums as essential community assets by convening InterActivity, identifying research and best practices, and initiating national and international partnerships with opportunities for local collaboration. ACM advocates for children’s museums, which annually serve more than 31 million visitors, as a major force in the informal learning community.

Visit www.ChildrensMuseums.org to learn more about the Association of Children’s Museums.

Stepping Stones Museum for Children

Play is serious business at Stepping Stones Museum for Children in Norwalk, Connecticut. Stepping Stones is an award-winning children’s museum committed to broadening quality educational opportunities for children to enhance their understanding of the world. The museum seeks to create an environment that inspires lifelong learning and supports parents, caregivers, and educators as facilitators of children’s explorations.

Since opening its doors in 2000, Stepping Stones has doubled in size and extended its reach beyond its walls to serve all of the region’s children, families, students and schools. The 40,000 square-foot, LEED Gold-certified museum is a highly regarded community asset encompassing five hands-on galleries, a state-of-the-art Multimedia Gallery, a family and teacher resource center, an early language and literacy lab school, community gardens, engaging exhibits, and Celebration Courtyard. Content-rich programming and events are provided throughout the year. The museum extends its programming into the community through a model preschool classroom in a nearby public elementary school, school-based workshops, traveling mini-exhibits, and community-based events.

Stepping Stones believes that children’s museums are uniquely suited to assume any number of important and necessary roles within their community and has taken care to align its internal operations to facilitate these multilateral connections. The museum has engaged in a number of dynamic public-private partnerships to affect positive outcomes for children and families, including serving as the anchor entity for Norwalk ACTS, a diverse partnership of more than 100 civic leaders, educators and organizations who work together in a coordinated and aligned manner to achieve the mission of improving and enriching the lives and futures of all Norwalk’s children.

Stepping Stones is honored to host the InterActivity 2016 conference and invites you to enjoy the world class amenities that are available in the New York City Metropolitan Area during your stay, including the quintessential New England charm that our corner of Connecticut has to offer.

Visit www.steppingstonesmuseum.org to learn more about Stepping Stones Museum for Children.
As an ACM member, you not only receive 15% OFF* your order but Discount School Supply® will donate another 5% to the Association of Children’s Museums when you use code **MUSEUM**!
The Museum Open House Program gives InterActivity 2016 attendees the opportunity to explore many cultural institutions in Connecticut and ACM member museums from Staten Island, NY to Rockland, ME. The institutions listed below are generously offering free admission from May 2 through May 8, 2016—simply present your InterActivity 2016 conference badge. Call ahead for hours.

**CONNECTICUT**

**Norwalk**
- Stepping Stones Museum for Children
  203.899.0606
  www.SteppingStonesMuseum.org
- Center for Contemporary Printmaking
  203.899.7999
  www.contemprints.org
- Lockwood-Mathews Mansion Museum
  203.838.9799
  www.lockwoodmathewsmansion.com
- The Maritime Aquarium at Norwalk
  203.852.0700
  www.MaritimeAquarium.org
- Norwalk Historical Society Museum
  203.846.0525
  www.norwalkhistoricalsociety.org

**Bridgeport**
- Connecticut’s Beardsley Zoo
  203.394.6565
  www.BeardsleyZoo.com
- The Discovery Museum and Planetarium
  203.372.3521
  www.DiscoveryMuseum.org

**Stamford**
- Bartlett Arboretum & Gardens
  203.322.6971
  www.BartlettArboretum.org
- Stamford Museum & Nature Center
  203.322.1646
  www.StamfordMuseum.org

**Bristol**
- Imagine Nation, A Museum Early Learning Center
  860.314.1400
  www.ImaginationNation.org

**Essex**
- Connecticut River Museum
  860.767.8269
  www.CTRiverMuseum.org

**Fairfield**
- The Connecticut Audubon Society
  203.259.6305
  www.CTAudubon.org

**Greenwich**
- Bruce Museum
  203.869.0376
  www.BruceMuseum.org

**Hamden**
- R.L.A.C.E. Multicultural Children’s Museum & Creative Arts Center
  203.288.8600
  www.PlaceChildrensMuseum.org

**Hartford**
- Connecticut Science Center
  203.259.6305
  www.CTScienceCenter.org
- Harriet Beecher Stowe Center
  860.522.9258
  www.HarrietBeecherStoweCenter.org

**Manchester**
- Lutz Children’s Museum
  860.643.0949
  www.LutzMuseum.org

**Middletown**
- Kidcity Children’s Museum
  860.349.0495
  www.KidcityMuseum.com

**Mystic**
- Mystic Seaport
  860.572.0711
  www.MysticSeaport.org

**New Haven**
- The Yale Peabody Museum of Natural History
  203.432.5050
  www.peabody.yale.edu

**Newtown**
- EverWonder Children’s Museum
  203.364.4009
  www.EverWonderMuseum.org

**Niantic**
- Children’s Museum of Southeastern Connecticut
  860.691.1111
  www.cmsect.org

**Torrington**
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THE SCRAMBLE
Opening Spring 2017 at
Minnesota Children’s Museum
<table>
<thead>
<tr>
<th>Location</th>
<th>Name</th>
<th>Phone</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rockland</td>
<td>Coastal Children’s Museum</td>
<td>207.596.0300</td>
<td><a href="http://www.coastalchildrensmuseum.org">www.coastalchildrensmuseum.org</a></td>
</tr>
<tr>
<td></td>
<td>Cheshire Children’s Museum</td>
<td>603.903.1800</td>
<td><a href="http://www.cheshirechildrensmuseum.org">www.cheshirechildrensmuseum.org</a></td>
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<tr>
<td></td>
<td>Mid-Hudson Children’s Museum</td>
<td>845.471.0589</td>
<td><a href="http://www.mhcm.org">www.mhcm.org</a></td>
</tr>
<tr>
<td></td>
<td>Westchester Children’s Museum</td>
<td>914.421.5050</td>
<td><a href="http://www.discoverwcm.org">www.discoverwcm.org</a></td>
</tr>
<tr>
<td></td>
<td>The Children’s Museum at Saratoga</td>
<td>518.584.5540</td>
<td><a href="http://www.cmssny.org">www.cmssny.org</a></td>
</tr>
<tr>
<td></td>
<td>Children’s Museum of Greater Fall River</td>
<td>508.672.0033</td>
<td><a href="http://www.cmfgfr.org">www.cmfgfr.org</a></td>
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<tr>
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<td>Children’s Museum of Holyoke</td>
<td>413.533.7048</td>
<td><a href="http://www.childrensmuseumholyoke.org">www.childrensmuseumholyoke.org</a></td>
</tr>
<tr>
<td></td>
<td>Children’s Museum of the Arts</td>
<td>212.274.0986</td>
<td><a href="http://www.cmany.org">www.cmany.org</a></td>
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<td></td>
<td>Montshire Museum of Science</td>
<td>802.649.2200</td>
<td><a href="http://www.montshire.org">www.montshire.org</a></td>
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<td></td>
<td>World Awareness Children’s Museum</td>
<td>518.793.2773</td>
<td><a href="http://www.worldchildrensmuseum.org">www.worldchildrensmuseum.org</a></td>
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<tr>
<td></td>
<td>Children’s Museum of Manhattan</td>
<td>212.721.1223</td>
<td><a href="http://www.cmom.org">www.cmom.org</a></td>
</tr>
<tr>
<td></td>
<td>Children’s Museum of the Arts</td>
<td>212.274.0986</td>
<td><a href="http://www.cmom.org">www.cmom.org</a></td>
</tr>
<tr>
<td></td>
<td>Wonderfeet Kids’ Museum</td>
<td>802.282.2678</td>
<td><a href="http://www.wonderfeetkidsmuseum.org">www.wonderfeetkidsmuseum.org</a></td>
</tr>
</tbody>
</table>
**Stamford, the Gateway to New England**

Located about 40 minutes by train from New York City, Stamford retains its famous small town charm in a growing New England city. The City of Stamford is undergoing an incredible transformation as a result of over $6 billion in new residential and commercial development. This development allows Stamford to lead the Northeast in high-quality sustainable life style that includes great schools, a broad array of public services, new attractive parks and recreational activities. Stamford has been consistently ranked as one of the safest cities in the United States.

**Dining**

Stamford offers more than 300 restaurants that will satisfy your appetite. From our favorite greasy spoon diners to international acclaimed chefs plying their farm-to-table trade, Stamford offers a multitude of dining experiences at any price point. The diversity of people that call Stamford home leads to some incredible meals that can be found here from Mexican, Peruvian, Spanish, Ethiopian, Middle Eastern, Italian, Indian to American Steakhouses. Plus, you can choose from dining on the waterfront overlooking the harbor to small sidewalk cafés in the downtown area. The choices are endless.

**Museums**

The Fairfield County region offers several high-quality institutions that inspire creativity, foster self-discovery, and nurture lifelong learning. The Stamford Museum & Nature Center is dedicated to the preservation and interpretation of art and popular culture, the natural and agricultural sciences, and history. The public can view the moon, solar system, and deep space objects; enjoy hiking on miles of trails which wind through a mature forest on the 118 acre site. Bruce Museum, in nearby Greenwich, sits high on a hill overlooking Greenwich Harbor and offers a changing array of exhibitions and educational programs that promote the understanding and appreciation of art and science. The Bruce plays an integral role in the cultural life of area residents and attracts approximately 100,000 visitors annually.

**Norwalk, a New England Shoreline Community**

Easily accessible from Metro North railroad, I-95, or the Merritt Parkway, Norwalk offers scenic beauty and a cool city vibe where you can shop, stroll and dine all within walking distance of the South Norwalk (SoNo) train station—just a short ride from the InterActivity hotels in Stamford. Catch a bus or cab at the train station and visit Calf Pasture Beach and Taylor Park where you can walk along the board walk, out on the pier, enjoy a picnic lunch or travel up to Mathews Park and the West Avenue neighborhood where new shops and restaurants are located. Historic SoNo, a short walk from the station, is where you will find some of the best dining and night life in Fairfield County as well as The Maritime Aquarium, Oyster Shell Park, and the riverfront promenade. Sit and relax or tour the area on bicycle, foot, boat or bus.

**Museums, Aquarium, Lighthouse, and Art**

Norwalk is home to Stepping Stones Museum for Children, Lockwood-Mathews Mansion Museum (an American treasure), The Maritime Aquarium (Trip Advisor ranks it the best in New England), the Norwalk Museum, and the SoNo Switch Tower Museum. A tour of the Sheffield Lighthouse can be enjoyed with daily cruises from the dock adjacent to The Maritime Aquarium. Art buffs will enjoy a visit to the Center for Contemporary Printmaking, the Silvermine Guild of Artists, or may stop in at Norwalk City Hall where one of the largest collections of murals from the federal arts project by the Works Progress Administration is found. There are many public art sculptures to enjoy and art galleries for those who may wish to take something home to remember their visit.

**Dining**

Norwalk is known as the foodie capital of Connecticut. There is a diverse selection of options including pubs, burger and fries, and many restaurants that focus on local foods and farm-to-table selections. You can eat yourself around the world in Norwalk so if you want to take yourself away to find a culinary delight, head on over.
ARGYLE DESIGN
Planning, design and interpretation for interactive environments
GENERAL CONFERENCE INFORMATION

InterActivity Registration Desk
The ACM InterActivity Registration Desk is located on the Mezzanine Level of the Hilton Stamford Hotel & Executive Conference Center in the Mezzanine Area. Registration Desk hours are as follows:
- Wednesday, May 4: 7:00 a.m.–7:00 p.m.
- Thursday, May 5: 7:00 a.m.–6:00 p.m.
- Friday, May 6: 7:00 a.m.–6:00 p.m.
- Saturday, May 7: 7:00 a.m.–12:00 p.m.

Onsite Registration Transfers
Conference registration may be transferred from one individual to another for a $75 transfer fee.

Ticketed Events
Tickets to optional events are available on a first-come, first-served basis. ACM cannot guarantee the availability of tickets for purchase onsite. ACM will not refund any event purchases unless ACM has canceled the event. Onsite, registrants may sell their event tickets to other conference attendees, but it is up to the individual to broker the financial transaction with the new ticket holder.

ACM MarketPlace
Open for one day only—Friday, May 6 from 7:30 a.m. to 4:30 p.m.—the ACM MarketPlace will take place in the Grand Ballroom and Grove Room. See pp. 66–68 for Exhibitor Listings. Your conference badge is your entrance ticket, so please wear it at all times. Meals will be served that day in the Mezzanine Pre-Function area. Please feel free to take your food with you as you visit the MarketPlace exhibitors!
- Breakfast: 7:30 a.m.–8:45 a.m.
- Lunch: 11:45 a.m.–1:45 p.m.
- Coffee Break: 3:15 p.m.–3:45 p.m.

Information Tables
To share museum brochures and educational resources, please use the tables located in the registration area.

Social Media
Start, join, or follow the conversation @ChildMuseums on Twitter using the hashtag #IA16. Share your photos of the learning and fun on Facebook. Be sure to tag the Association of Children’s Museums!

Internet Access
There is complimentary internet access in sleeping rooms and designated public areas of the Hilton Stamford Hotel & Executive Conference Center and the Stamford Marriott Hotel & Spa.

InterActivity Mobile App
Get session descriptions and room locations, use interactive maps to find MarketPlace exhibitors, events, and your way around Stamford. Plan your conference schedule from your mobile device—be sure to create a profile! Search for “ACM Events” in the App Store or in Google Play to download.

InterActivity Bulletin Board
The InterActivity Bulletin Board is located next to the InterActivity Registration Desk. Use the board to post messages and announcements, including event tickets you wish to resell.

InterActivity 2016 Evaluation
Let us know what you thought of InterActivity 2016! All conference attendees who complete an online evaluation will be entered into ACM’s drawing for a free registration for InterActivity 2017.

Program Locations
Most InterActivity 2016 programming will take place at the Hilton Stamford Hotel & Executive Conference Center on the lobby and mezzanine levels with the following exceptions: Museum CEO and Executive Directors Forum (Grand Ballroom F), Stamford Marriott Hotel & Spa and Collective Impact Live! (Norwalk Concert Hall at City Hall). Shuttle service is available from the Hilton to the Stamford Marriott Hotel and bus transportation is provided for Collective Impact Live! ticket holders. Refer to the hotel maps (following pages) for room locations on each floor.

Getting Around Stamford
There is daily shuttle service between the Hilton and Marriott hotels. Shuttles will be available at approximately 15-minute intervals during the following hours:
- Wednesday, May 4: 7:00 a.m.–10:00 p.m.
- Thursday, May 5: 7:00 a.m.–12:00 p.m.
- Friday, May 6: 7:00 a.m.–6:00 p.m.
- Saturday, May 7: 7:00 a.m.–12:30 p.m.
The Hilton offers several complimentary shuttle routes for their guests. Pick up a map of the shuttle routes at the InterActivity information tables or the hotel front desk.

The Marriott does not offer local shuttle service except to the Stamford train station, but the hotel is located in downtown Stamford within walking distance to many restaurants and a shopping mall.

Taxis are available at both hotels, or use Uber. Search for “Uber” in the App Store or in Google Play to download.

**Consultations**

Consultations with the following organizations are available in 15-minute intervals, Friday, May 6, 12:00 p.m.–1:45 p.m. Sign up at the ACM Registration Desk.

- **Institute of Museum and Library Services (IMLS)**
  Meet one-to-one with IMLS Program Specialist Reagan Moore to discuss funding opportunities. Attend the IMLS session, Supporting Collective Impact: Taking “Community Anchor” to the Next Level, on Friday, May 6, 10:30 a.m.–11:45 a.m. Description on p. 52.

- **National Endowment for the Humanities (NEH)**
  Meet one-to-one with NEH Senior Program Officer Peter Fristedt to discuss funding opportunities. Attend the session, NEH Grants, Children’s Museums and the Common Good, on Thursday, May 5, 9:00 a.m.–10:15 a.m. Description on page 38.

- **American Alliance of Museums (AAM)**
  Meet one-on-one with AAM Accreditation Program Officer Allison Titman to discuss how your museum can achieve accreditation. Attend the session, The Collective Impact of Accreditation, on Friday, May 6, 10:30 a.m.–11:45 a.m. Description on page 51.

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**Download the InterActivity Mobile App!**

Make the most of InterActivity 2016 with:

- Session descriptions, speakers, and room locations
- Downloadable session handouts
- Interactive maps to find ACM MarketPlace exhibitors, events, or your way around Stamford
- Real-time newsfeed to follow the action
- Important conference notices and more!

Search for **ACM EVENTS** in the App Store on iTunes or Google Play to download the app.
We design unforgettable experiences

Hands On! is a responsive team that tailors a process to your strategic needs. We deliver extraordinary designs that are sustainable, meaningful and mission-based.

Science in Play, a new 11,000 square foot exhibition at the Kentucky Science Center, is a progressive, next-generation learning experience for young kids and their families.

Photo: © Oscar Williams
FLOOR PLAN
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Love them like family. Feed them like family.®

BlueBuffalo.com
Pre-Conference Study Tour

Tour times: Tuesday, May 3, 1:00 p.m.–2:30 p.m., or, Wednesday, May 4, 11:00 a.m.–12:30 p.m.
Discussion: Friday, May 6, 7:30 a.m.–8:45 a.m.

Children’s Museum of Manhattan: America to Zanzibar, Muslim Cultures Near and Far

Pre-registration is required for this free study tour at CMOM and follow-up discussion at InterActivity. Participants will be responsible for their own travel to the museum with information provided by ACM. Follow up discussion session is scheduled for Friday, May 6, 7:30 a.m.–8:45 a.m. at the Hilton Stamford Hotel. Participation is limited to executive leadership at open museums. Space is limited and available on a first-come, first served basis. Call ACM at 703.224.3100 to register.

As children’s museums develop programs and exhibits to facilitate cultural understanding and build visitors’ competencies for global citizenship, they often grapple with complex issues that people feel passionately about, often with conflicting opinions. A tour of America to Zanzibar at the Children’s Museum of Manhattan—a first-of-its-kind exhibition for children and families that celebrates the diversity of Muslim cultures in America and around the world through art, architecture, design, music, travel, and trade—will serve a springboard for an in-depth discussion on identity, diversity, inclusion, tolerance, and strategies for creating dialogue around intercultural differences and cultural expression.
Today all programming will be held at the Hilton Stamford Hotel & Executive Meeting Center.

**Emerging Museums Pre-Conference**
Sponsored by Cambridge Seven Associates, Inc.

8:00 a.m.–4:30 p.m.

Glen I–II

Pre-registration is required and limited to emerging museums and individuals starting a children’s museum; Member registration, $225, Nonmembers, $325. Registration fee includes breakfast, lunch, and materials.

Forty-nine new children’s museums have opened around the world since 2010. These children’s museums vary greatly in style, size, and content. Because of this diversity, the field is on a continuum of exciting growth. For those starting a children’s museum, this pre-conference offers effective practices for making the vision a reality and shares important insights to operate as a sustainable enterprise.

**Agenda**

8:00 a.m.–8:30 a.m.

**Breakfast**

8:30 a.m.–8:45 a.m.

**Welcome**

Laura Huerta Migus, Association of Children’s Museums
Victoria Garvin, Association of Children’s Museums

8:45 a.m.–9:15 a.m.

**Introductions**

Through interactive exercises, attendees will meet and connect with those in similar stages of planning.

9:15 a.m.–10:15 a.m.

**Learning from Experience**

No two children’s museums are ever planned the same. However, much can be learned from those who have gone before. Hear from leaders of recently opened children’s museums—two in the U.S. and one in Nigeria—who will share their decisions, what worked, and what they wish they’d done differently.

Peter Olson, Children’s Museum of Southern Minnesota
Adalene (Nene) Spivy, Children’s Science Center Lab
Bola Kaleyaiye, Mindscapes Children’s Museum

10:15 a.m.–10:30 a.m.

**Break**

10:30 a.m.–11:30 a.m.

**Foundations for Sustainability**

The previous session’s case studies provide a springboard for exploring the bigger picture of sound business and organizational planning. Like children, organizations experience distinct stages of development. Knowing what to expect during each stage will ensure a more effective planning process. Gaining deep understanding of the business and operational aspects of running a museum are the real foundations for sustainability.

Linda Hunter, Pretend City Children’s Museum

11:30 a.m.–12:30 p.m.

**The Language of Fundraising**

Fundraising is essential to making the vision a reality. From relationship building to in-person solicitations to acknowledgment, the art of fundraising often lies in the language used and the ability to employ donor-centric communication. This session will give attendees the chance to hone their skills by role-playing real situations, getting immediate feedback from session presenters.

Gina Evans, Children’s Museum of Pittsburgh
Amy Burt, Children’s Museum of Denver

12:30 p.m.–1:15 p.m.

**Lunch**

1:15 p.m.–1:45 p.m.

**ACM Resources**

ACM staff will provide a virtual tour of online resources and technical assistance available to those starting a children’s museum.

1:45 p.m.–2:45 p.m.

**Community Engagement**

Engaging stakeholders in the planning and development of a new children’s museum reveals needs in the community, fosters buy-in, and conveys that you value community perspectives. Presenters will share strategies for making connections and sustaining relationships, including with members of your target audience: children and families.

Myra Peffer, Wonderfeet Kids’ Museum
Peter Olson, Children’s Museum of Southern Minnesota
Adalene (Nene) Spivy, Children’s Science Center Lab

2:45 p.m.–3:00 p.m.

**Break**
3:00 p.m.–4:00 p.m. Attendees have their choice of sessions:  
**The Business Plan** (for those in earlier stages of planning)  
Learn how a well-developed business plan can facilitate successful fundraising, inform facility design, and help ensure long-term sustainability. Those who already have a written business plan will gain new ideas to incorporate and be invited to share their knowledge.  
Linda Hunter, Pretend City Children’s Museum

**What to Expect in Your First Year of Operation** (for those in later stages of planning)  
All eyes are on the goal: the Grand Opening! Yet after the celebrations and waves of visitors comes the day-to-day operation of the museum. Knowing what to expect in this critical phase of development will provide the insight needed to confidently negotiate challenges. Presenters will share scenarios of success and unexpected tests through this exciting first year.  
Peter Olson, Children’s Museum of Southern Minnesota  
Myra Peffer, Wonderfeet Kids’ Museum  
Michelle Kellaway, Early Start Discovery Space

4:00 p.m.–4:30 p.m.  
**Wrap Up and Closing**

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**New Attendee Orientation**  
4:45 p.m.–5:30 p.m.  
Elm  
If you are attending InterActivity for the first time, join ACM for an orientation to learn how to get the most out of the conference, meet members of the ACM staff, board, and the InterActivity 2016 Program Committee as well as network with other newcomers.
Norwalk, Connecticut’s Collective Impact Model

**Stepping Stones Museum for Children**
Norwalk ACTS’ Anchor Entity, provides leadership, operational support and committed resources to ensure the long-term stability of the community partnership.

**Norwalk ACTS**
A member of the StriveTogether Network, representing over 100 community leaders who use collective impact methodology and data-driven decision making to improve and enhance the lives of Norwalk children, from cradle to career.

**StriveTogether**
A national network of 65 community partners in 32 states and Washington, D.C., engaged in the transformational work of bringing together cross-sector partners around a common vision, specifically leading to dramatic changes in education systems and structures from cradle to career. The Strive Cradle to Career Network has been established to provide the rudder necessary to guide the collective action of communities across the country and grow this movement.
Welcome Dinner and Opening Program

Sponsored by Nickelodeon
6:00 p.m.–8:30 p.m.
Garden Pavilion

Pre-registration required; tickets are $35. Event includes a buffet dinner and cash bar.

Join ACM and friends for the official opening event of InterActivity 2016 because there is no better way to start the conference week than with food, beverage, and entertainment.

Welcome to InterActivity 2016
Laura Huerta Migus, Executive Director, Association of Children’s Museums
Marilee Jennings, President, Board of Directors, Association of Children’s Museums; Executive Director, Children’s Discovery Museum of San Jose
Rhonda Kiest, President & CEO, Stepping Stones Museum for Children

Keynote Address: Children’s Museums and Collective Impact: The Potential of Your Museum

Jeff Edmondson, Managing Director, StriveTogether

Children’s Museums play an invaluable role in supporting the development of a child. But how can they play a role in supporting the success of EVERY child in the community? This can feel daunting. The concept of collective impact can help communities as a whole and individual partners determine their role in making this ambitious vision a reality. Jeff Edmondson will discuss what differentiates this work from traditional collaboration and how museums specifically can and are helping to exemplify the power of this work to improve educational outcomes at scale.

Biography: Jeff Edmondson oversees all aspects of StriveTogether, a U.S. cradle-to-career initiative that brings together leaders in Pre-K–12 schools, higher education, business and industry, community organizations, government leaders, parents and other stakeholders who are committed to helping children succeed from birth through careers. In 2012, Edmondson received the American Express NGen Leadership Award which honors one accomplished nonprofit leader age forty and under who has already demonstrated significant impact in addressing society’s critical needs. Currently, he is a Draper Richards Kaplan Foundation Social Entrepreneur.

2016 InterActivity Children’s Museum Fashion Show

This celebration of the immense diversity and creativity in our field is sure to make the evening memorable. Cheer for your favorite model and museum as they compete for Model of the Year, Designer of the Year, International Designer of the Year, and the Outstanding Achievement in Fashion Award.

Emcee
Michael Shanklin, Chief Executive Officer, Kidspace Children’s Museum

Models (alphabetical by museum name)

Anneka Richer, Children’s Discovery Museum on the Saskatchewan
Reba Short, Children’s Museum & Theatre of Maine
Michael Yankovich, Children’s Museum of Denver at Marsico Campus
Zena Ruiz, Children’s Museum of Pittsburgh
Rachel Mastromarino, Children’s Museum of Pittsburgh
Tanya Andrews, Children’s Museum of Tacoma
Sam DiLeva, Early Start Discovery Space
Martha Johnson, Early Start Discovery Space
Megan Olsen-Saville, Fairbanks Children’s Museum
Grace Collison, Family Museum
Carl Chisem, Kidcity Children’s Museum
Marco Calderón, Kidspace Children’s Museum
Putter Bert, KidsQuest Children’s Museum
Bola Kalejaiye, Mindscapes Children’s Museums
Patti Reiss, Mississippi Children’s Museum
Rachel Evans, Omaha Children’s Museum
Gretchen Wilson-Prangley, Play Africa Children’s Museum
Megan Dyer, Portland Children’s Museum
Jess Graff, Portland Children’s Museum
Jeremiah Szadanoﬀ, Portland Children’s Museum
Ruth Shelly, Portland Children’s Museum
Stephanie Tolk, Portland Children’s Museum
BooZoo, Stepping Stones Museum for Children
CONCURRENT SESSION STREAMS & FORMATS

This year’s program features eight session formats and seven thematic session streams designed to showcase the creativity and innovation that define our field. These formats help to promote experiential learning while each stream takes a holistic look at our evolving institutions. Use this guide to create your own learning experience at InterActivity 2016.

Streams

**Bottom Line:** This stream is meant to keep children’s museums in the business of delivering superb educational opportunities by examining membership programs, business models, organizational structures and other facets of a high-functioning institution.

**Collective Impact:** These sessions analyze how museums can collaborate with community organizations in structured ways with the common agenda of providing programs to improve the lives of families and children in the community.

**Communications:** Themed around all aspects of public messaging, this stream strives to connect children’s museums to their communities and facilitate enriching engagements with visitors.

**Critical Issues:** Learning from museums currently taking action on complex community-facing issues and broadening awareness to engage with underserved audiences, museums will feel empowered leaving these sessions.

**Environment & Design:** These sessions offer guidance on creating both interactive and unique exhibits and museum identities by examining materials, fabrication processes, and facilitation methods that invite visitors to explore.

**Sponsored by POW! (Paul Orselli Workshop, Inc.)**

**Learning:** Bringing forth the major ideas that underpin the educational work of children’s museums, sessions in this stream focus on innovative strategies and best practices that create effective learning experiences for diverse audiences.

**Sponsored by Roto**

**People:** Those working in museums provide the magic sauce to meaningful visitor experiences, so this stream concentrates on high-quality professional development opportunities, investing wisely in staff, attracting best candidates and retaining them with a positive institutional culture.

Formats

**Firestarter:** A thought-provoking topic is explored through short presentations that fuel a Q&A period or breakout discussions. Session closes with a wrap-up of learning.

**Fishbowl:** A transparent discussion among a defined group. Seated in the round, audience members join in when a center seat becomes available.

**Media Club:** Facilitator uses video or mixed media to provide a vivid catalyst for group discussion.

**Panel:** Traditional session style with a panel of speakers and moderator, includes Q&A.

**Talk Show:** Host (moderator) interviews guests (presenters) on session topic, includes audience participation as seen on TV.

**Town Hall:** Session moderators (maximum two) set up topic, then invite attendees to make brief comments for a rapid procession of ideas.

**Workshop:** In-depth session that focus on transferable professional skills, includes interactive exercises or hands-on experimentation.

**World Café:** Round tables set café-style with one discussion topic per table. Attendees spend 15 minutes at each table before rotating to the next.
Blue Telescope Studios uses technology, storytelling, and design to create engaging interactive exhibits and experiences. From multi-touch and mobile apps to games, quizzes, and social interactives, our innovative solutions use the latest technology to educate, communicate, and connect with your visitors.
Bring a little magic to your museum with one of our unique traveling exhibits.

Our exhibits feature a variety of hands-on educational activities designed to encourage experimentation, creativity and problem-solving skills.

visit booth 43 for more information!
Morning programming will be held at the Hilton Stamford Hotel, except for the Museum CEO and Executive Directors Forum which will be held at the Stamford Marriott. Collective Impact Live!—the afternoon and evening programming—will be held in Norwalk, Connecticut (see pages 44–45 for details).

**Professional Networking Breakfast**

7:30 a.m.–8:45 a.m.

Garden Pavilion

Rise and shine! Come network with peers over breakfast. Tables will be organized by professional functions and special interest groups: Administration, Development, Finance, Education, Emerging Museums, Exhibits, International Attendees, Marketing, Membership, Mind in the Making, Museums for All, Research and Evaluation, and Visitor Experience/Services.

**Museum CEO and Executive Directors Forum**

7:30 a.m.–11:45 a.m.

Grand Ballroom F—Stamford Marriott Hotel + Spa

Pre-registration is required for this free event. Attendance is limited to CEOs and executive directors at open museums. For participants staying at the Hilton, meet in the lobby starting at 7:10 a.m. for shuttle service to the Marriott.

Following the great success of the inaugural Museum CEO and Executive Directors Forum at InterActivity 2015, ACM is following up with an event at InterActivity 2016 that will provide a dynamic and flexible forum for the field’s leadership to engage around today’s pressing issues for children’s museums. Based on feedback from last year’s event, this year’s program embraces an unconference philosophy in which registrants were asked to both bring and select the hot topics for the session’s discussions. Join your colleagues for what is sure to be a lively and rich session for personal development and field advancement.

**Agenda**

7:30 a.m.–8:00 a.m.

**Leadership Breakfast**

Remarks: Marilee Jennings, President, Board of Directors, Association of Children’s Museums; Executive Director, Children’s Discovery Museum of San Jose

8:00 a.m.–8:30 a.m.

**Welcome and Introductions**

Putter Bert, President & CEO, KidsQuest Children’s Museum
Michael Luria, Executive Director, Children’s Museum Tucson
Michael Shanklin, Chief Executive Officer, Kidspace Children’s Museum
Michael Yankovich, President & CEO, Children’s Museum of Denver at Marisco

8:30 a.m.–9:10 a.m.

**Conferencing the Unconference**

Facilitator: Laura Huerta Migus, Executive Director, Association of Children’s Museums

9:10 a.m.–10:15 a.m.

First Round of “Unconference” Sessions

10:15 a.m.–10:30 a.m.

Break

10:30 a.m.–11:30 a.m.

Second Round of “Unconference” Sessions

11:30 a.m.–11:45 a.m.

Wrap Up and Adjourn
Museums and Community Partnerships: Leveraging Resources and Increasing Impact
Aspen I
Workshop: This interactive session will share strategies and results from a national project, Museums and Community Partnerships, which created models, resources, and tangible opportunities to help museums and community organizations serve families and children. Drawing on their experience in this effort as well as prior work, presenters will identify essential principles and guidelines for collaboration and share ready-to-use resources. Breakout discussions will allow attendees to explore ideas, work through issues, and identify concrete next steps for planning their own local partnerships to leverage resources and increase impact.

Rae Ostman, PhD, Science Museum of Minnesota (moderator)
Melissa Ballard, Afterschool Alliance
Karen Peterson, National Girls Collaborative Project
Kevin Velasquez, Children’s Museum of Houston
Catherine McCarthy, PhD, Science Museum of Minnesota

Learning Frameworks: Theory into Practice
Willow
Panel: Exhibit and program planning can be a daunting task, and it is equally (if not more) challenging to articulate the key ideas that underpin the educational work of individual children’s museums. This session will explore ways to use learning frameworks to keep experience design focused and on mission. Three museums will share how such frameworks act as practical lenses, providing clarity to set goals and scaffolding for experience design and evaluation. Presenters will challenge participants to reflect on assumptions and consider strategies for developing frameworks in their institutions.

Peter Crabbe, EdD, Kidspace Children’s Museum
Peter Olson, Children’s Museum of Southern Minnesota
Suzy Letourneau, PhD, Providence Children’s Museum
Robin Meisner, PhD, Providence Children’s Museum

Material Matters 2.0
Glen I
Firestarter: Come talk shop! Revisiting a popular topic from Interactivity 2015, this session will investigate the creative materials used in children’s museum fabrication. What factors inform fabrication choices and how do these materials hold up under the extreme use of children’s museum exhibits? Case studies of interesting fabrication decisions, challenges faced and the overall impact will be analyzed. This session is intended for experienced designers and fabricators looking for inspiration and new materials for experimentation. Expect an all-out geek-a-thon of fabrication challenges solved by unique material choices. Attendees are invited to bring a material sample for the opportunity to win a prize.

Emily Joseph, Amazement Square
Sherlock Terry, Montshire Museum of Science
JJ Rivera, Portland Children’s Museum
Greg Belew, Hands On! Studio

NEH Grants, Children’s Museums and the Common Good
Aspen II
Panel/Talk Show: How might children’s museums facilitate conversations among children and families about complex topics like religion, war, immigration, and poverty? The National Endowment for the Humanities (NEH) has a new initiative, The Common Good, which encourages museums and cultural institutions to grapple with complex issues facing communities today. NEH staff will discuss grant opportunities available to children’s museums and will be joined by grantees with powerful projects that utilize humanities resources in tackling these critical topics for families and children.

Peter Fristedt, PhD, National Endowment for the Humanities
Wendy Jones, Minnesota Historical Society
Lizzy Martin, Children’s Museum of Manhattan
The Power of Playing Together—Universities, Children’s Museums, Youth & Kids

Glen III

Workshop: Take youth programming and STEM learning to the next level by harnessing the power of middle school kids and university partnerships. Leaders from Marbles Kids Museum will share the successful processes, play training strategies, sample budget, and evaluation tools of the STEM Play Corps program—recognized at the US2020 Mentoring Awards at the White House in 2015—as well as the beneficial impact the program has had on Marbles’ guest experience and volunteer program. Not ready to launch a full program? The play learning strategies are transferable to front line staff and approaches to local university partnerships are applicable to all.

Pam Hartley, Marbles Kids Museum
Celeste Kathleen, Marbles Kids Museum

Quick Hits of Marketing Wit
Cove

Talk Show: Quickly hitting all aspects of marketing, the session emphasizes best practices for branding, media options, websites, social media, advertisements, and more. Marketing professionals from within and outside the children’s museum field will offer best practices and insights applicable to museums of all sizes. Attendees will be encouraged to bring their questions and strategies to the table.

Randy Grimsley, Children’s Museum of South Dakota
Carrie Hutchcraft, The Magic House, St. Louis
Children’s Museum
Jennifer Fleming, TallGrass PR
Mike Farley, JacksonSpencer LLC

Art as a Unifying Language
Elm

Workshop: Presenters will introduce key ideas from The Hundred Languages of Children by Loris Malaguzzi, namely, that language can be verbal, non-verbal, as well as kinesthetically based, and used as a way to create mutual understanding for what art as a unifying language means. Presenters will share stories of connection, transformation, and learning from their professional experiences teaching art and working with diverse community populations. Attendees will spend thirty minutes in creative exploration with various art materials and consider how personal and societal challenges may affect interaction with materials. A short discussion of what participants have noticed during the exploration will conclude the session.

Jess Graff, Portland Children’s Museum
Victoria Wills, Teaching Artist
Jennifer Mercede, Independent Artist
Carrie Benson, Children’s Museum of South Dakota

Building Relationships Beyond One-Time Donations and Fundraising Events
Springdale

Talk Show: The hot buzzword in many grants and community relationships is collaboration. But what does it really mean? Hear from four development professionals from children’s museums of varying sizes about how to move beyond the jargon and interweave collective impact into the institutional culture. Dig into what makes collaboration successful and possible red flags for trouble. Gain tools to use with staff, community partners, and board of directors to leverage the impact of your relationships and convey a consistent message.

Hilary Van Alsburg, Children’s Museum Tucson & Oro Valley
Gretchen Kerr, Children’s Museum of Denver
Kimberly McKenney, Children’s Museum of Tacoma
Autumn Rentmeester, Children’s Museum Tucson & Oro Valley
**Kids Love Robots, But Do Robots Love Us?**

*Glen Il*

Panel: Why are robotics so important to STEM education and 21st century learning, but so hard to have in museums? Three museums will talk about their struggles with creating and implementing a robotics exhibit. From the logistics of safeguarding the robots to establishing partnerships with robotics manufacturers, the session will provide useful information about the educational benefits of including robots in museum experiences and some important lessons from the field. Attendees will have the opportunity to work directly with robot exhibits.

**Meredith Doby**, The DoSeum, San Antonio’s Museum for Kids

**Lynne Spikes**, Perot Museum of Nature and Science

**Kathleen McCarthy**, Museum of Science and Industry

**Inviting Whole Families to Play**

*Harbor Point*

Panel: It is often difficult for families with both typical kids and special needs kids to find places where the whole family can play together. Children want to join their siblings, cousins, and friends with unique abilities, but co-play can be a challenge for families whose children (or adults) have diverse skill sets and levels of independence. Panelists will discuss the distinct efforts toward full-family inclusion—through mission, exhibit design, programming, or all three—their institutions have made to ensure that all kids can play and learn, and that they can do it together. Attendees will learn strategies to expand their museums’ reach and make an even greater impact on the whole families in their communities.

**Alissa Rupp**, AIA, LEED AP BD+C, The Portico Group

**Kelley Fitzsimmons**, Children’s Museum of Phoenix

**Liz Bullard**, Children’s PlayGarden

**Tamara Kaldor**, TEC (Technology in Early Childhood) Center at Erikson Institute

**CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS**

10:30 a.m.–11:45 a.m.

**Tools for Collaboration: Increasing Your Museum’s Local Impact Through Partnerships**

*Harbor Point*

Panel: Come learn ways to increase organizational impact and relevance by partnering with local youth-serving organizations such as after-school programs, PTAs, Scouts, 4-H, girl-serving organizations, and more. Panelists will explore broad alliance strategies, as well as specific advice on how to generate successful collaborations. Attendees will receive a set of handouts to bring home and share with their colleagues including a collaboration guide, videos, and tip sheets for successful museum partnerships with different youth-serving organizations.

**Catherine McCarthy, PhD**, Science Museum of Minnesota

**Brad Herring, Museum of Life + Science**

**Ali Jackson**, Sciencenter

**Rae Ostman, PhD**, Science Museum of Minnesota

**Exploring Exploration: A Dialogue Between Research and Practice**

*Willow*

Firestarter/Media Club: Children’s museums provide rich environments where children learn through open-ended exploration. But what does “exploration” really look like? How do museums use exhibit design and facilitation to encourage exploration and how do they know they are successful? In this session, collaborative projects that brought together researchers and practitioners will serve as a jumping off point for a discussion about what “exploration” can include and how museums might go about observing and assessing it. Following presentations from two project teams, session participants will view videos of exhibit spaces and reflect on the ways that museums can support deeper exploration for their visitors.

**Suzy Letourneau, PhD**, Providence Children’s Museum

**David Sobel, PhD**, Brown University

**Jenni Martin**, Children’s Discovery Museum of San Jose

**Lisa Brahms, PhD**, Children’s Museum of Pittsburgh

**Peter Wardrip, PhD**, Children’s Museum of Pittsburgh
New Education Standards: Challenges and Opportunities for Children's Museums

Glen III

Talk Show: From Common Core to Next Generation Science and Early Learning and Development standards, dramatic shifts in school learning standards have led teachers and school administrators to look frequently towards museums for experiences that directly support classroom learning. At the same time, museum programs are being scrutinized for relevance. In this session, museum educators will discuss how new standards are driving change to their programs and school representatives will describe how the new standards have influenced their views on the educational role of museums. Attendees will be asked to share their experiences and perspectives.

Tom Naiman, The Maritime Aquarium at Norwalk (moderator)
Monisha Gibson, Naramake Family Resource Center and Preschool (Norwalk Public Schools)
Tamre Mockus, Norwalk Public Schools
Claudia Ocello, Museum Partners Consulting
Angela Bhushan, Bridgeport Public Schools

Memberships from Coast to Coast and Everywhere In Between

Waterside

Talk Show: Memberships are an integral part of the museum business model, and yet each institution plans, structures, and markets its memberships in different ways. To uncover more from the membership field, a vibrant group of guests will share various strategies for creating successful membership programs. Bring questions and participate in the discussion that will range from membership structure and sales incentives to marketing strategies and member experiences. This session will cover it all, from coast to coast and everywhere in between.

Vito Gioia, Jr., Kohl Children’s Museum of Greater Chicago (moderator)
Tony Infusino, Kohl Children’s Museum of Greater Chicago
Myrna Llaguno, Miami Children’s Museum
Kerri Fox, The New Children’s Museum
Stephanie Tolk, Portland Children’s Museum

Engaging a Community Through Social Media

Aspen II

Panel: Social media is more than a marketing tool for museums; it is also a means to engage the community. In this session a variety of panelists, ranging from teaching artists to marketing professionals, will share strategies for using Facebook, Instagram, and Twitter to leverage richer digital and physical relationships with visitors. Whether scaling a social media platform to showcase a single exhibit or an entire museum, this session will address key questions and best practices to identify and connect with visitors on a larger scope.

Katie Koffler, Children’s Museum of Pittsburgh
Sheri Hatfield, The Kidnetic Clubhouse
Annalise Phillips, New York Hall of Science
Mike Farley, JacksonSpencer LLC

Cultivating Good: Bringing Ideas into Action

Glen I

Workshop: Children’s museums are often where the seeds for a child’s social development are planted. This participatory session will take participants through “The Nest,” an artist-museum collaboration that resulted in an imaginative and revelatory discovery. Then journey into a training session in Wakanheza (the Dakota word for child as sacred being). Through one-to-one and small group participation, attendees will experience how individuals can learn to incorporate the Wakanheza principles of empathy, judgment and environment to transform their visitor experience. Explore how one museum adopted and adapted these core principles to enhance and provide a safe nurturing environment for learning and growth.

Megan Flod Johnson, Children’s Museum of Southern Minnesota
Megan Fisher, Providence Children’s Museum
Cathy Saunders, Providence Children’s Museum
**Building Early STEM Partnerships: Emerging Best Practices for Museums**

*Elm*

Firestarter: This interactive session will delve into strategies for forging partnerships in early STEM learning that afford deeper connections across diverse cultural institutions. Presenters from COSI, Saint Louis Science Center and the New York Hall of Science will each highlight a unique partnership model, then join together to share innovative approaches from their groundbreaking partnership with Disney Junior and XPrize that emerged from the Science Beyond the Boundaries Network. Participants will engage in discussion about how to spark and sustain collaboration, fuel professional development, and successfully engage families, educators and communities in early science exploration.

**Janella Watson,** New York Hall of Science  
**Melissa Thomas,** Saint Louis Science Center  
**Marie Quisumbing,** COSI

**Cha-Ching: Generate Revenue by Hitting the Road with Your Programs**

*Springdale*

Talk Show: No grants needed! This conversational session will feature three museums highlighting their revenue-generating outreach programs. Discussion will be audience led, but directed towards revenue-generating program types, potential audiences, and models that work for various sizes of museums. Participants will be asked to identify programs in their own museum that could be used for a revenue-generating outreach program.

**Traci Kallhoff,** Exploration Place  
**Wendy Brenneman,** Carnegie Science Center  
**Jill Foster,** The Discovery Museums  
**Kamlynn Thomas,** Arizona Science Center

**Engage Families: Multigenerational Programming and Museum-Library Collaboration**

*Cove*

Panel: Museums and libraries share many of the same goals and challenges within their communities. While both are seen as educational anchors in their communities and providers of family and multigenerational programming, many struggle with decreased funding, staff cuts, and maintaining relevance. These struggles can be overcome through partnerships that provide an even bigger benefit for the community. This session will provide perspectives from both types of institutions on successful collaboration and family engagement models. Panelists will share findings from intensive study into the techniques and strategies of program design and data from the 2011–2015 Race to the Top—Museums/Libraries Project. Attendees will be invited to share their experiences with family engagement and collaboration.

**April Mazza,** Massachusetts Library System  
**Lauren McCormack,** USS Constitution Museum  
**Jeri Robinson,** Boston Children’s Museum
LHSA + DP
Lee H. Skolnick Architecture + Design Partnership
www.skolnick.com 212 989 2624
Booth 27
Collective Impact Live!

1:00 p.m.–8:30 p.m.

Pre-registration is required; registration is $65 and includes transportation, box lunch, afternoon program, and evening event at Stepping Stones Museum for Children (Norwalk’s Ultimate Block Party).

Participants should meet in the lobby of the Hilton Stamford Hotel at 12:00 p.m. with their tickets. Box lunches will be handed out while boarding the buses. Please finish your lunch prior to arrival at Norwalk Concert Hall at City Hall (125 East Avenue, Norwalk, CT 06851) as food is not allowed inside. Buses will begin departing promptly at 12:15 p.m.

A new take on programming inspired by Stepping Stones’ approach to collective impact, Collective Impact Live! is an opportunity for attendees to deeply engage in a critical issue facing children everywhere—the achievement gap. The program begins with an interactive session modeled after a New England town meeting at the Norwalk Concert Hall, and is followed by Norwalk’s Ultimate Block Party, a model demonstration of how children’s museums can leverage their expertise and relationships to prevent summer learning loss (along with a great museum party!).

A Special Town Meeting: Children’s Museums and the Achievement Gap
1:00 p.m.–3:30 p.m.
Norwalk Concert Hall at Norwalk City Hall

For more than three centuries, the town meeting has been a strong New England tradition that brings community members together to raise awareness, present ideas, voice opinions, and create resolutions to take action on critical issues. At this special Town Meeting, attendees will shape a field-wide resolution on the role of children’s museums in closing the achievement gap. The meeting will begin with testimony from an esteemed panel of thought leaders, guest experts and innovators on the multiple issues that contribute to the achievement gap, including disparities in income levels, language, vocabulary, background knowledge and opportunity. In true town meeting tradition, the meeting will then open to contributions from the community (you!), highlighting its collective insight and programmatic expertise in an effort to inform future roles that children’s museums may take within their communities to address this urgent issue. At the close of the program, members of the ACM community will vote on the resolution developed through the discussion for consideration by the ACM board of directors.

Moderator
Elaine Zimmerman, Connecticut Commission on Children

Recorder/Town Clerk
Rhonda Kiest, Stepping Stones Museum for Children

Guest Experts
Anthony Allison, Norwalk ACTS
Michael Conner, PhD, Norwalk Public Schools

Malia Finn-Stevenson, PhD, The Mutt-i-grees Curriculum and School of the 21st Century, Zigler Center in Child Development and Social Policy, Yale University
Margie Gillis, EdD, Literacy How, Inc.
Jeffrey Gruen, MD, Yale University School of Medicine, Child Health Research Center
Susan Magsamen, Ultimate Block Party
Charlene Russell-Tucker, Connecticut State Department of Education
Michael Yogman, MD, Harvard Medical School and American Academy of Pediatrics
Community Panel
George Coleman, Cooperative Educational Services
Brian Davis, PhD, The Maritime Aquarium at Norwalk
Myron Genel, MD, FAAP, FACPM, Yale University School of Medicine, Child Health Research Center
Marilee Jennings, Children’s Discovery Museum of San Jose
David Levinson, PhD, Norwalk Community College
Ceci Maher, Person-to-Person
Laura Huerta Migus, Association of Children’s Museums
Mara Siladi, Stamford Cradle to Career, United Way of Western Connecticut

Performances
Westbrook Junior Colonials Fife and Drum Corps
Soweto Melodic Voices, South African Youth Troupe, Creative Connections’ 2016 International Young Performers Touring Group

Refreshment Break
3:30 p.m.–4:00 p.m.

Depart for Norwalk’s Ultimate Block Party
4:00 p.m.
Town Meeting participants will begin boarding buses for Norwalk’s Ultimate Block Party.

Norwalk’s Ultimate Block Party
4:45 p.m.–8:30 p.m.
Mathews Park and Stepping Stones Museum for Children, Norwalk, CT
Evening-only participants should meet in the lobby of the Hilton Stamford Hotel at 3:50 p.m. with their tickets. Buses will begin departing promptly at 4:00 p.m. There will be one pick up from the Stamford Marriott Hotel at 4:30 p.m. All other buses will depart from the Hilton. Return buses will drop off at both the Hilton and Marriott hotels.

Hosted by Stepping Stones Museum for Children, in partnership with Norwalk ACTS and the Ultimate Block Party, Norwalk’s Ultimate Block Party is an exciting museum party and a public event combined!

Outside the museum in historic Mathews Park, conference attendees and the general public will enjoy games, interactive demonstrations, engaging educational activities focused on preventing summer learning loss, and live musical and theatrical performances. Each visitor will receive a Norwalk’s Ultimate Block Party “Playbook” which will help guide parents and children through playful learning activities at home.

Come inside the museum for a private Cinco de Mayo celebration just for conference attendees. Explore the museum galleries, exhibits, and outdoor gardens while enjoying Mexican-inspired food, cocktails, and entertainment!

Much like collective impact requires contributions from many organizations, Collective Impact Live! required the support of many. Special thanks to sponsors of today’s event:
INVESTIGATION SESSION
9:00 a.m.–10:15 a.m.

Healthy Children, Healthy Communities®: Taking Action to Achieve Outcomes
Garden Pavilion

In communities around the globe, collective impact networks are forming through powerful partnerships between multiple organizations to achieve large-scale social change. Collective impact is a structured process between diverse partners that involves five conditions: a common agenda, a shared measurement system, mutually reinforcing programs, continuous communications, and backbone support. This session provides an in-depth investigation of five collective impact networks; how they work, challenges they encounter, effects on the partner organizations, and the resulting outcomes for the children, families, and communities they serve.

Anthony Allison, Norwalk ACTS (moderator)
Tanya Andrews, Children’s Museum of Tacoma
Kate Kelly, PT Partners
Jeri Robinson, Boston Children’s Museum
Marc Jaffe, The VITA Health District Co-Educator Pilot Project

PEER-TO-PEER ROUNDTABLE DISCUSSIONS
9:00 a.m.–10:15 a.m.

Connect with colleagues in an informal setting to explore ideas, issues, challenges, and possibilities—both practical and philosophical. Table moderators will introduce a topic and facilitate the conversation. Stay at one roundtable discussion, or move between roundtables to touch on multiple topics.

Glen I

Table 1 • Museums for All: Accessibility for Everyone
Moderator: Brendan Cartwright, Association of Children’s Museums

Table 2 • Committing Ourselves to Global Citizenship
Moderator: Cristina Rodriguez, Miami Children’s Museum

Table 3 • Performance Management and Crucial Conversations
Moderator: Catherine Patyk, Chicago Children’s Museum

Table 4 • Maximizing Limited Marketing Budgets: Free or Low Cost Ways to Get Exposure
Moderator: Kerri Fox, The New Children’s Museum
Glen II

Table 5 • Learning from Each Other: Synergy Between Children’s and Science Museums
Moderator: Cathy Moore, McWane Science Center

Table 6 • Fundraising Communication Tools
Moderator: Gina Evans, Children’s Museum of Pittsburgh

Table 7 • Utilizing Subject Matter Experts
Moderator: Rachael Mathews, The Children’s Museum of Indianapolis

Table 8 • Marketing Shark Tank
Moderators: Randy Grimsley, Children’s Museum of South Dakota, and Adam Woodworth, The Children’s Museum in Oak Lawn

Aspen I

Table 9 • Social Media: Marketing Tools to Build Engagement
Moderator: Linda Kwong, Stepping Stones Museum for Children

Table 10 • Science Play: Community Partners Working Toward Kindergarten Success
Moderator: Elizabeth Nuckols, ECHO Leahy Center for Lake Champlain

Table 11 • Creating a Culture of Evaluation
Moderator: Lauren Clark, Mississippi Children’s Museum

Table 12 • Programs and Practices to Support Dual Language Learners
Moderator: Marie Quisumbing, COSI

Elm

Table 13 • Engaging New Audiences: Opportunities to Expand Your Reach
Moderator: Roxanne Nelson, AIA, LEED AP

Table 14 • Leading for Sustainability
Moderator: Charlie Trautmann, Sciencenter

Table 15 • Emerging Museums Process Exchange
Moderator: Gretchen Wilson-Prangley, Play Africa Children’s Museum

Table 16 • Children’s Play in Healthcare Environments
Moderators: Aaron Goldblatt, Metcalfe Architecture & Design and Emily Saich, Universal Services Associates, Inc.

Table 17 • Let’s Talk About Play
Moderator: Jessica Luke, PhD, University of Washington

POSTER SESSION
9:00 a.m.–10:15 a.m.

New to InterActivity 2016, this session will provide an opportunity to get up close and personal with work going on in the field. With mini presentations of projects, programs, tools, and research, attendees are encouraged to visit one or all poster stations. This free-flowing environment will allow for conversation and exchange of ideas between presenters and attendees.

High Ridge

What’s the Latest from the ACM Research Network?
Stephen Ashton, Thanksgiving Point Institute

Start School Smart: Building a Cross-Organizational School Readiness Team
Allison Cote-Donovan, Please Touch Museum

Using Museums to Promote a Positive Sense of Self
Betsy Bowers, Smithsonian Early Enrichment Center

Playworking the Museum
Diana Weisbrot, The New Children’s Museum

Long Ridge

Fast and Flexible Evaluation Methods for Exhibits and Programs
Susan Foutz, Children’s Museum of Indianapolis

Using Digital Tools to Spark Parent-Child Science, Math, and Literacy Conversation
Janella Watson, New York Hall of Science

Cooperative Projects with Local Community: Cases of Korean Public and Private Museums
Jinhee Kim, Gyeonggi Children’s Museum, Mingyeong Gu, National Folk Museum of Korea, and Ysaac Hyo Jung Kim, Hello Museum

Fostering a Peace Culture
Marcia Larios, Paplote Museo del Niño | Cuernavac
In Dialogue with International Children’s Museums
Sponsored by Lee H. Skolnick Architecture + Design Partnership

10:30 a.m.–1:45 p.m.
Willow

Pre-registration is required for this free event. There is limited seating, available on a first-come, first-served basis.

For the fifth year, ACM is pleased to offer In Dialogue with International Children’s Museums—a conference within a conference that provides a setting for attendees from international children’s museums and others to discuss ideas, issues, and connections that both impact and unite the field worldwide. The agenda is based on questionnaire responses from international children’s museums staff.

Agenda

10:30 a.m.–11:00 a.m. Welcome and Introductions
Juan Carlos Novoa, Member, Board of Directors, Association of Children’s Museums; Executive Director, Tin Marín Children’s Museum
Marilee Jennings, President, Board of Directors, Association of Children’s Museums; Executive Director, Children’s Discovery Museum of San Jose
Laura Huerta Migus, Executive Director, Association of Children’s Museums

11:00 a.m.–12:15 p.m. Motivations and Missions of Children’s Museums around the World
Facilitator: John Fraser, PhD, AIA, President & CEO New Knowledge Organization Ltd.; Associate Editor – Operations, Curator: The Museum Journal
Participants will share the different contexts and goals of their museums based on their national cultures, environments, community needs, etc. The discussion outcomes will be documented in an article for Curator and can serve as a tool for introducing the concept of a children’s museum in communities unfamiliar with them and benefits they provide.

12:15 p.m. Lunch Break (working)

12:30 p.m.–1:30 p.m. Partnerships and Collaboration
Joerg Ehtreiber, President, Hands On! International Association of Children in Museums; Director, Frida & FreD—The Graz Children’s Museum
After an introduction to the diversity and nuances of partnerships and collaborations, participants will discuss the types of collaborations they seek including how to develop exhibitions and temporary programming together, how to exchange exhibits within the international children’s museum community, and how to exchange ideas on keeping your museum well maintained and of high quality.

1:30 p.m.–1:45 p.m. Wrap Up and Next Steps
Juan Carlos Novoa, Member, Board of Directors, Association of Children’s Museums; Executive Director, Tin Marín Children’s Museum
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS
10:30 a.m.–11:45 a.m.

Small Museum, Big Presence
Glen I
Town Hall: One of a museum’s most valuable assets is its presence in the community. This session will provide an opportunity for small museums to discuss how to leverage collaborations, not only for collective impact, but for marketing, programs, funding, and more. Learn from peers how they tackled issues of limited resources, poor community standing, and visibility by working toward common goals with other organizations. Group brainstorming to solve problems facing small museums will conclude the session.
Audrey Dean, Kids ‘N’ Stuff Children’s Museum
Melissa Dixon, Children’s Discovery Museum of the Golden Crescent
Tanya Wilkinson, Children’s Discovery Museum of the Golden Crescent
Kathy Parham, The Children’s Playhouse

Preparing for the Worst: Sharing Strategies for Success
Waterside
Town Hall: Ready for the unexpected? How might you work with community partners to ensure successful responses to potential disaster? What have others done? This session will focus on facility management, safety procedures, and staff preparedness training. Attendees will be asked to share examples from their institutions. All examples will be compiled and distributed after the conference on the ACM website.
Lauren Kaye, Kidspace Children’s Museum
Kimberly Stull, DuPage Children’s Museum

Need a New Knockout Installation? Try Partnering with an Artist
Glen II
Firestarter: Increasingly, families visiting children’s museums are looking for new, fun, and meaningful activities for their kids. While many museums create new exhibits by contracting with designers or renting traveling exhibits, a distinct way to provide entertaining and educational experiences is by partnering with an artist. Learn how several museums keep their museums fresh and exciting for visitors by working alongside artists to develop interactive installations. With perspectives from museum staff and a practicing artist, the session will discuss the process, educational outcomes of artist-developed installations, resources for finding artists, and how working with artists can highlight the personality of the museum.
Tomoko Kuta, The New Children’s Museum
Anne Fullenkamp, Children’s Museum of Pittsburgh
Amanda Long, Artist and Teacher
Ysaac Hyo Jung Kim, Hello Museum

“Spread the Word”—Collaborating with Community Partners to Close the Vocabulary Gap
Aspen II
Panel and Workshop: In communities throughout the U.S., educators are providing programs that aim to close the “thirty million word gap” and put the power of vocabulary development in the hands of parents, not just teachers. In this hands-on, research-based session, partners from two programs, “Spread the Word” and “Get Ready with Words,” that work in partnership with communities to build vocabulary for early learners, will share how the planning and implementation of parent workshops and family engagement events using literacy, science, and the arts, has worked in underserved neighborhoods to broaden awareness of vocabulary and children’s learning styles. The session will also provide program overviews, tool kits, and lessons learned.
Karen Kelly, Children’s Museum of Atlanta (co-moderator)
Megan Phelan, Discovery Place (co-moderator)
Cori Cain, Rollins Center for Language and Literacy at the Atlanta Speech School
Barbara Cantisano, Charlotte Mecklenburg Library
Ashia Lee, Children’s Museum of Atlanta
Game On! The Impact of Ongoing Games in Museums
Elm
Panel and Workshop: How can museums keep visitors coming back again and again? Answer: create a game they’re dying to win! It will make them want to come back and do it again. Two museums and their game development partners will share their processes, foundational theories, and studies related to the exhibit-based, adventure-style games they created that support problem solving and critical thinking. Focused on educational missions, these games also impact repeat visitation, membership, and allow the museum to become a better local resource. Attendees will be inspired to integrate game play at their own museums.
Meredith Doby, The DoSeum, San Antonio’s Museum for Kids (moderator)
Cheryl Bartholow, Argyle Design
Keith Ostfeld, Children’s Museum of Houston
Francisco Souki, Schell Games

The Collective Impact of Accreditation
Springdale
Panel: Of the 1,072 museums accredited by the American Alliance of Museums, only twelve are children’s museums. Now that AAM’s membership and accreditation process has been revised, entering the “Continuum of Excellence” is easier and more affordable than ever before. Join a conversation with directors of accredited children’s and youth-serving museums to hear firsthand what the accreditation process is like, how it benefited their institutions individually, and how accreditation advances the collective impact of our field in defining what “high quality” in museums really means. An AAM program officer will discuss steps in the accreditation process and answer questions.
Ruth Shelly, Portland Children’s Museum (moderator)
Angeline Howell, Great Explorations Children’s Museum
Catherine Wilson Horne, Discovery Place
Charlie Trautmann, Sciencenter
Allison Titman, American Alliance of Museums

Supporting Social-Emotional Learning Through Collective Impact—A Community Model
Glen III
Firestarter and Fishbowl: Responding to the critical importance of social-emotional learning experiences for children, this session will explore the convening power of collective impact and how the Norwalk community, anchored by its children’s museum, developed a model for working together to promote social-emotional learning (SEL) outcomes. Participants will learn about recent research highlighting the benefits of SEL throughout school and life, understand how the Norwalk community developed community-level SEL outcomes and survey the museum’s SEL exhibit and innovative programs involving human-animal interactions.
Kimberly Kuta Dring, Stepping Stones Museum for Children (moderator)
Anthony Allison, Norwalk ACTS
Mary Kate Locke, Adoption & Prevention Services, Family and Children’s Agency
Paula Gill-Lopez, Fairfield University
Matia Finn-Stevenson, PhD, The Mutt-i-grees Curriculum and School of the 21st Century: Zigler Center in Child Development and Social Policy, Yale University

Live from the Living Lab: Tools to Maximize Parent Engagement
Harbor Point
Workshop: Looking for ways to more deeply engage parents and caregivers during their museum visits? The National Living Laboratory, developed at the Museum of Science in Boston with support from the National Science Foundation, has been helping museums bring child development research to the public through academic partnerships and interactive Research Toys that can be used by staff and volunteers to engage families in child development topics on the museum floor. In this hands-on session, explore (and take home!) a myriad of research toy activities ready to be used in your museum. Living Lab activities and research toy interactives are grounded in Universal Design for Learning principles to engage children and adults of all ages, developmental levels, needs and abilities.
Kia Karlen, Madison Children’s Museum
Stephanie Kadam, Stepping Stones Museum for Children
Hilary Barth, PhD, Wesleyan University
Rebecca Kipling, Museum of Science, Boston
Annie Douglass, Oregon Museum of Science and Industry
Stacey Prinzing, Maryland Science Center
Developing and Implementing a Professional Development Plan  
Aspen I  
Panel: Ongoing, high-quality professional development opportunities for children’s museum staff are vital to maintaining a positive institutional culture and delivering meaningful experiences to each visitor. This session will introduce collaborative processes that cross-functionally identify staff development needs. The project plan will be shared along with the steps to organize and implement structured and intentional professional development plans for all staff. The panel will also discuss the value of collaborating with community partners from both the museum’s and partners’ perspectives. Attendees will gain insights on how to strategically leverage resources with their board of directors, community volunteers, and funders to support their museum’s professional development plan.  
Kathryn Owens, Stepping Stones Museum for Children (moderator)  
Barbara Brown, Pitney Bowes  
Tripp Killin, The Jeniam Foundation  
Dora Lipper, Stepping Stones Museum for Children

Supporting Collective Impact: Taking “Community Anchor” to the Next Level  
Cove  
Talk Show: Following a brief introduction to its grant programs and initiatives, the Institute of Museum and Library Services will hold a dialogue with attendees and three representatives from “anchor” museums about what defines a community anchor institution and how to develop a community of trust in order for this to occur. Presenters will share indicators of what constitutes a community anchor, how their museums impact communities, how being an anchor institution raised their profile, and how to take the next step of harnessing vision, data, and collective action.  
Reagan Moore, Institute of Museum and Library Services  
Paula Gangopadhyay, Institute of Museum and Library Services  
Anthony Bridgeman, The Children’s Museum of Indianapolis  
Sandra Malmquist, Connecticut Children’s Museum  
Nikki Williams, EdVenture Children’s Museum

ACM MarketPlace Lunch  
11:45 a.m.–1:45 p.m.  
Mezzanine  
Enjoy a complimentary lunch as you stroll the aisles of the MarketPlace. Take your time to explore the exhibit booths—the next sessions don’t start until 2:00 p.m.!

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS  
2:00 p.m.–3:15 p.m.  
Healthy Children, Healthy Communities®: Continuous Improvement  
Aspen II  
Panel: Creating visible and measurable learning experiences for children requires a steadfast commitment to continuous improvement. This session provides case studies and strategies for aligning, augmenting, assessing, funding, and scaling quality programs through the process of collective impact to improve outcomes for children and families.  
Susan Barbeau, First 5 FUNdamentals (moderator)  
Myron Genel, MD, FAAP, FACPM, Yale University School of Medicine, Child Health Research Center  
Margie B. Gillis, EdD, Literacy How, Inc.  
Elaine Zimmerman, Connecticut Commission on Children  
Rhonda Kiest, Stepping Stones Museum for Children

Beyond the Basics of Fundraising  
Cove  
Panel: This session will focus on holistic fundraising, a concept emphasizing the importance of integrating all aspects of an organization’s work with the fundraising process. Presenters will share with attendees how moving beyond the basics of fundraising to achieve truly holistic fundraising will achieve two primary objectives: 1) Build a solid foundation for effective fundraising by enhancing cross-departmental, cross-functional communication and collaboration; and 2) Provide the tools and strategies which organizations will use to leverage this foundation into future fundraising success.  
William E. Jeffries III, Stepping Stones Museum for Children  
Carrie Callaway Roberts, The Children’s Museum of Memphis  
Judith Wellington, PhD, Independent Consultant  
Kristy Jelenick, Fairfield County’s Community Foundation
Helping Communities Heal
Glen I
Firestarter and Roundtables: Whether sparked by poverty, violence, natural disasters, or international strife, tragedies shake the lives of communities. In this session, attendees will hear about the continued efforts of several children’s museums in the aftermath of tragedies in their communities. Presenters will concentrate on best practices for sustained engagement to help children, families, and communities heal. Short presentations will be followed by small group discussions in which attendees will contribute their practices around community crisis planning.
Loretta Yajima, Hawaii Children’s Discovery Center
Carole Charnow, Boston Children’s Museum
Julia Bland, Louisiana Children’s Museum
Karen Smiley, EverWonder Children’s Museum

Resources to Support Learning Through Making
Springdale
Workshop: Museum makerspaces are engaging spaces, but how do they really support learning? This session will present the recently developed framework to support learning in museum and library makerspaces. The framework focuses on: the purpose of the makerspace, the people who support making in the space, and the pieces and parts that engage learners in making. By intentionally considering these elements, practitioners can create the conditions for learning through making. The session will include prompts and discussion activities to help practitioners delve into the framework for their own space. The workshop will engage attendees in two of these activities.
Christopher Reich, Institute of Museum and Library Services
Peter Wardrip, PhD, Children’s Museum of Pittsburgh
Lisa Brahms, PhD, Children’s Museum of Pittsburgh

Concept, Creation and Beyond: Growing a Children’s Museum
Elm
Firestarter and Panel: Making the decision to expand a museum is complex. Once the decision is made, the “how” can take many different forms. In this session, museums with different approaches to expansion will share their achievements and set-backs along the way. Attendees will take away practical strategies for deeply engaging the community in the planning process and beyond and will receive sample planning documents from each museum to use as guides for future institutional planning.
Anneka Richer, Children’s Discovery Museum on the Saskatchewan
Melanie Hatz-Levinson, Kidzu Children’s Museum
Cheryl Bartholow, Argyle Design
Pamela Riles, The DoSeum, San Antonio’s Museum for Kids

Applying Apps to Deepen Hands-On Experience
Waterside
Panel and Town Hall: Apps have become an expectation at many informal learning institutions, but when instituted in highly interactive environments like children’s museums they pose a unique set of challenges. In this session, the Extending and Customizing Learning (XCL) Project team will present findings from their IMLS grant studying types of app content visitors find compelling and helpful when interacting with their kids at hands-on exhibits. The session will include applicable guidelines for app content and access to the open-source app created for the project.
Keith Ostfeld, Children’s Museum of Houston (moderator)
Rizwan Manassya, Children’s Museum of Houston
Ali Jackson, Sciencenter
Elizabeth Fleming, Museum of Life + Science
Community Revitalization: Connectivity, Communication, and Collaboration
Willow
Panel: Children’s museums are uniquely positioned to serve as advocates and stewards for the children and families within their communities. As municipal leaders engage in long-range planning and craft long-term visions for their communities, children’s museums must ensure that the issues that affect children and families are considered. Currently, thirty-five percent of children’s museums are flagships in downtown revitalization projects. Even those museums that aren’t part of an active revitalization can play an important role in helping its leaders design a healthy, vibrant, sustainable community where children and families can thrive. This session will demonstrate how it can be done.

Robert Townes, Stepping Stones Museum for Children (moderator)
Jeffrey Kaplan, Seligson Properties and Stepping Stones Museum for Children Board of Directors
Douglas Adams, General Growth Properties
Matt Fleury, Connecticut Science Center
Elizabeth Stocker, AICP, Director of Economic Development, City of Norwalk

From Page to Platform for Play: Turning Research into Effective Exhibits
Harbor Point
Workshop: How can meaningful research be translated into an interactive, playful exhibit that engages children while also informing and inspiring adults? Learn how from a partnership between the Chicago Children’s Museum and the Thirty Million Words® Initiative that empowered parents and created impact in their community by translating research-based messaging into a public exhibit. Attendees will gain insights on how to strike a balance between information and interaction—and create an experience that encourages both thought and action through play.

Natalie Bortoli, Chicago Children’s Museum
Jennifer Farrington, Chicago Children’s Museum
Beth Suskind, Thirty Million Words® Initiative

Evolution of School Group Evaluations: Asking Questions That Truly Matter
Aspen I
Panel and World Café: This interactive session will focus on the evolution of school and group program evaluation processes, goals, and instruments which lead to clear and actionable data on student learning gains. Presenters will discuss different methods of gathering data from teachers and staff members, helpful interpretation methods for initial evaluations, and how acquired data can lead to professional development and grant opportunities. Session attendees will be given the opportunity to apply these methods to their own work and share their evaluation processes.

Scot Sedley, Stepping Stones Museum for Children
Manirah Agans, Stepping Stones Museum for Children
Caren Oberg, Oberg Research, Inc.
Emily Hirshorn, University of Pennsylvania Museum of Archeology and Anthropology

Strategies to Develop the Next Generation of Leaders
Glen III
Fishbowl: Staff salaries and benefits are a museum’s largest budget investment which begs the question, what can be done to optimize that investment and develop the next generation of leaders? Four experienced CEOs from diverse museums will kick-start a discussion on innovative strategies for hiring, developing, and retaining staff. Attendees will be invited to share their successful strategies and lessons learned. The session will benefit both CEOs and senior level staff with hiring responsibilities, particularly those who hire front-line employees.

Kathy Gustafson-Hilton, Hands On! Studio (moderator)
Marilee Jennings, Children’s Discovery Museum of San Jose
Joanna Haas, Kentucky Science Center
Adam Woodworth, The Children’s Museum in Oak Lawn
Matthew Tynan, KidsPlay Children’s Museum

ACM MarketPlace Coffee Break
Sponsored by Luckey Climbers, LLC
3:15 p.m.–3:45 p.m.
Mezzanine
Need a mid-afternoon boost? Stop by the MarketPlace and grab a cup of joe. Plus, it’s another great opportunity to find the products and services your museum needs.
Plenary Session

3:45 p.m.–5:00 p.m.
Garden Pavilion

Opening Remarks
Laura Huerta Migus, Executive Director, Association of Children’s Museums

Association Update
Marilee Jennings, President, Board of Directors, Association of Children’s Museums; Executive Director, Children’s Discovery Museum of San Jose
Jennifer Farrington, President Elect, Board of Directors, Association of Children’s Museums; President & CEO, Chicago Children’s Museum

Keynote Address: Building a Culture of Health for All Children and Families
Kristin Schubert, Managing Director for Healthy Children, Healthy Weight, Robert Wood Johnson Foundation

For too long, efforts to improve health have neglected critical factors such as early childhood development, education and more. The Robert Wood Johnson Foundation, one of the largest philanthropies in the U.S., has set its sights on an ambitious vision to ensure everyone in America has the opportunity to live the healthiest life possible, no matter who they are or where they live. This plenary session will feature Kristin Schubert, the Foundation’s Managing Director for Healthy Children, Healthy Weight, discussing the vital role that children’s museums can play in creating healthier kids, families and communities. She’ll share research findings that explain why helping our children develop early social and emotional skills is one of the most significant steps we can take to prepare them for a healthy and prosperous future.

Biography: Since joining the Robert Wood Johnson Foundation (RWJF) in 2000, Schubert has focused chiefly on applying a public health perspective to the health issues faced by vulnerable populations, particularly vulnerable adolescents. She has created and led initiatives to prevent youth violence, promote better connection to health services, and address the needs of families who are involved in the justice and child welfare systems. She believes that the Foundation has played a vital role in “enabling youth and families to access opportunities to improve their health and well-being” and praises RWJF’s pioneering approaches to helping vulnerable families get the care and services they need. Previously, Schubert was a policy analyst for the Centers for Disease Control-funded Prevention Research Center, focusing on barriers to health among vulnerable populations and youth health and development issues. Trained as a molecular biologist, she began her career as a cancer researcher at Memorial Sloan-Kettering Cancer Center in New York City.
Museum CEO & Trustee Reception at the Stamford Yacht Club
6:00 p.m.–8:00 p.m.
Pre-registration is required; tickets are $40. Buses will pick up participants at both the Hilton and the Marriott for this event. Please meet in the lobby at 5:30 p.m. Buses will leave promptly at 5:45 p.m. Buses will return to both hotels, leaving the Yacht Club at 8:00 p.m.
Stepping Stones’ Board of Directors invite museum CEOs and trustees to a cocktail reception at the Stamford Yacht Club located in the beautiful Shippan Point neighborhood. The club is more than 125 years old and hosts a number of significant sailboat races annually, including the Vineyard Race. A delicious selection of Connecticut-inspired small plates, plentiful hors d’oeuvres, and drinks will be provided as colleagues mingle with special guests from the community and plenary speakers. Come, unwind, and enjoy the serenity and beauty of the waterfront along Stamford Harbor. Stay for sunset over the Long Island Sound.

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**Literacyhow**

*Empower teaching excellence.*

With Stepping Stones Museum for Children, Literacy How is a proud co-founder of

**The Early Language and Literacy Initiative (ELLI)**

ELLI was created to close the achievement gap for all children by providing essential language and life-rich experiences to children ages 3-5.

Literacy How delivers research-based professional development with expert mentors supporting Pre-K teachers and providers in and out of classrooms at the ELLI Lab School and ELLI Model Pre-K to ensure that every child learns to read by third grade.

[www.literacyhow.com](http://www.literacyhow.com)
Builders of all ages are invited to explore, build and play in our traveling exhibition—Castle Builder! In this exhibit, kids and their families are transported to a magical kingdom where they too can become castle builders, building their own castle brick by brick.

For more information, visit booth #41 or contact: Sarah Myers, Traveling Exhibits Project Manager, sarahm@childrensmuseum.org, 317-334-4107.

Through hands-on activities and imaginative play, children and their families will be transported to a world inspired by Disney Junior’s Peabody Award-Winning Series, Doc McStuffins. Visitors can join Doc and her friends, while learning all about health, wellness, and taking care of others.

Don’t Miss Two Traveling Exhibits from The Children’s Museum of Indianapolis!
Don’t leave early! We’re saving the best for last.

**Closing Breakfast**
7:30 a.m.–8:45 a.m.
Grand Ballroom I-II

Some say there are never enough opportunities to network, so we’re providing this unstructured breakfast time to make new contacts or reconnect with your colleagues.

### CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS
9:00 a.m.–10:15 a.m.

**Launching a Satellite Location: Is It Right for You?**
*Aspen II*

Panel: Many museums have adopted the library approach to expansion: adding branches or satellite locations to expand the institution’s reach, but what does it take to plan for success while spreading resources across multiple locations? A panel of children’s museums with or pursuing satellite locations will discuss their decision making and planning processes as well as lessons learned. Emphasized topics will include audience development, new program opportunities, business planning for the added locations, and impact on marketing and branding. Attendees will benefit from these case studies and lessons learned.

- **Lucy Ofiesh,** Brooklyn Children’s Museum
- **Shannon Venable,** Children’s Museum of Richmond
- **Michael Luria,** Children’s Museum of Tucson

**Nature Maker Spaces: Engaging with Outdoor Loose Parts**
*Harbor Point*

Panel and Workshop: For much of human existence, children have spent their childhood in an outdoor environment playing, exploring, and problem solving in open-ended ways, shaping who they become in the future. Children’s museums are positioned to have a dramatic impact on the ways children engage with the natural world. Beyond typical garden spaces, playgrounds, and outdoor exhibits, this session will present several examples of loose-parts nature making spaces. Presenters will share information unique to their spaces, including programs, revenue and membership gains, visitation patterns, and multigenerational engagement. The session will include hands-on activities for attendees to gain first-hand knowledge about the power of nature maker spaces.

- **Sheri Cifaldi-Morrill,** Stepping Stones Museum for Children (moderator)
- **Tobey Eugenio,** Independent Consultant
- **Christina Chappell,** EcoTarium
- **Jeremiah Sazdanoff,** Portland Children’s Museum
- **Amanda Wilkening,** Hands On Children’s Museum, Olympia

**Mistakes Were Made**
*Elm*

Firestarter: Nothing is held back in this safe space: resources squandered, stakeholders alienated, deadlines missed, or perhaps all of the above. Session leaders will admit their biggest blunders and what they learned as a result. Small group discussions will follow, providing an intimate setting for attendees to discuss and learn from personal mistakes. A crowd-sourced contest finds the biggest blunders in the room leading to the award of the ACM Epic Failure Trophy of 2016. “Mistakes Were Made” hopes to foster a culture that appreciates honesty, reflection, and forward progress.

- **Kathy Gustafson-Hilton,** Hands On! Studio (moderator)
- **Michael Shanklin,** Kidspace Children’s Museum
- **Kia Karlen,** Madison Children’s Museum
- **Paul Orselli,** POW! (Paul Orselli Workshop, Inc.)
- **Catherine Patyk,** Chicago Children’s Museum

**Learning**

*Environment and Design: Sponsored by POW! (Paul Orselli Workshop, Inc.)*

**Critical Issues**

*Bottom Line: People*
Developing Youth Enrichment Programs for Museums
Glen II
Panel and World Café: Even as youth age out of their favorite museum, many wish to continue being a part of it. Developing a meaningful enrichment program for middle and high school students provides a win-win scenario for museums and youth. This session will begin with an overview of implementation and impact of youth enrichment programs from museum program managers, a school official, and participants. Roundtable discussions led by panelists will follow; topics include program maintenance, activities and events that enhance enrichment, youth voice, alumni experience, among others. The session will conclude with a wrap up of key discussion outcomes.

Dod March, Stepping Stones Museum for Children
Dan Sullivan, Norwalk High School
Allison Cote-Donovan, Please Touch Museum
Sarah Shillinglaw, Student Alumnus
Priyanka Thakkar, Current Student

Building Exhibits In-House: Development, Design, Prototyping
Glen III
Panel: Building exhibits in-house has its pros and cons. Starting with development, this session will highlight how community involvement can influence the exhibits created. Holding design charrettes and brainstorming sessions with museum staff and programming partners helps to frame exhibit proposals and enables designers to keep an informed perspective at the forefront. Conducting focused prototyping activities on the museum floor that actively engage and seek feedback from local organizations, visitors, and educational institutions provides critical input that will benefit multiple end users. Attendees will gain new ideas in exhibit idea generation, testing, and implementation to reach their targeted audience.

Donna DiBartolomeo, Sciencenter
Zena Ruiz, Children’s Museum of Pittsburgh
Peter Crabbe, EdD, Kidspace Children’s Museum

After the Grant: Community Partnerships for Sustainable Outreach
Willow
Panel: What happens to community partners after the final grant report is submitted? This session will examine outreach models that have successfully moved from grant funding to sustainable partnerships, looking closely at how museums can work to maintain partners longevity after the initial grant period is over. Museum education professionals will share outreach development tips, evaluations, community impact numbers, as well as pitfalls. Development professionals will share tips on diversifying funding, reaching community partners and foundations, and how to break down data. Attendees will identify and discuss how to make their programming both meaningful and sustainable.

Sarah Salto, Kohl Children’s Museum of Greater Chicago
Lisa Narotsky, Kohl Children’s Museum of Greater Chicago
Wendy Brenneman, Carnegie Science Center

Engaging Visitors, Bolstering Literacy, and Strengthening Community with Theater
Aspen I
Panel: Why use theater in museum programming at all? How are theaters and museums culturally different and mutually beneficial? What is the difference between using young actors or professional actors? This session offers a close look at how two children’s museums use theater in different ways. Children’s Museum & Theatre of Maine offers production with young actors performing for a younger audience and daily theatrical programming, while Please Touch Museum activates exhibit spaces with characters and offers a main stage season with adult performers. Attendees will be invited to contribute to the conversation and consider the future use of theatre in their organization.

Lucia Stancioff, Children’s Museum & Theatre of Maine (moderator)
Reba Short, Children’s Museum & Theatre of Maine
David Hutchman, Please Touch Museum
Stepping It Up: A Head Start Program and a Children’s Museum Collaborate

Springdale

Panel Discussion with Media: Participants will explore how partnerships between Head Start programs and children’s museums can become truly collaborative and move beyond field trips and free admissions to create projects that address the educational needs of young children in a community. Attendees will learn what Head Start programs can bring to the museum, especially in parent engagement and early learning expertise and curriculum, and what museums can provide in return through parent resources and research-based learning environments and programs.

Wes Whitby, Treehouse Children’s Museum (moderator)
Brett W. Lund, Davis School Head Start Programs
Lynne Goodwin, Treehouse Children’s Museum

Play Everywhere! Catalyze Play Across Your Community

Glen I

Firestarter: All kids need and deserve to play and learn, but many families don’t have access to quality play experiences because they live in “play deserts” or have other barriers to play. This session will explore how to combat these barriers with “play everywhere” ideas and practice models to reach beyond museum walls to make communities more playable, including pop-up play events, maker activities, traveling exhibits, and coaching parents to use playful learning techniques at home. Time will be provided for attendees to engage in loose-parts play and discuss similar program interests in small groups.

Lauranne Hess, Planet Play (moderator)
Jimmy Holmes, Planet Play
Maggie Cooper, KaBOOM!
Kimberly Stull, DuPage Children’s Museum
Susan Burnham, Hands On Children’s Museum, Olympia

GE Capital is proud to support the Association of Children’s Museums & Stepping Stones Museum for Children in their efforts to enrich and improve the lives and futures of all Norwalk’s children and youth.

gecapital.com
Closing Plenary Session and ACM Great Friend to Kids Award Ceremony

10:30 a.m.–11:45 a.m.
Garden Pavilion

Opening Remarks
Laura Huerta Migus, Executive Director, Association of Children’s Museums
Rhonda Kiest, President & CEO, Stepping Stones Museum for Children

Great Friend to Kids Award Introduction
Manuel J. Rivera, EdD, Superintendent of Schools, New London Public Schools

Great Friend to Kids Award Ceremony
Marilee Jennings, President, Board of Directors, Association of Children’s Museums; Executive Director, Children’s Discovery Museum of San Jose
Laura Huerta Migus, Executive Director, Association of Children’s Museums

ACM will present its 2016 Great Friend to Kids Award to Geoffrey Canada. The award is presented annually at InterActivity and honors those who have made significant contributions to strengthen education and advance the interests of children. ACM selected Mr. Canada for his outstanding leadership in developing a place-based approach to educating children and rebuilding community through the Harlem Children’s Zone®.

Keynote Address: We All Must Have a Stake in the Game
Geoffrey Canada, President, Harlem Children’s Zone®
Geoffrey Canada will discuss the Harlem Children’s Zone® Model and the organization’s holistic approach. Equity matters in collective impact and large scale change. He will discuss the importance of aligning with thought partners and stakeholders that are invested in working together to effect change and get the best outcomes for children. Among the strategies for success, Mr. Canada will discuss creating opportunities to connect and expose children to museums and the arts in general; supporting museums and other enrichment programs/activities that encourage parent engagement and family time which, ultimately, helps develop the whole child; cultivating a love of learning, and community building. All of these efforts “collectively impact” educational opportunities for youth, and economic development/stability for communities.

Biography: Geoffrey Canada is an education reformer and pioneer for innovation in school systems today. From 1990 to 2014, Mr. Canada served as President and CEO of the Harlem Children’s Zone®, which supports kids from birth through college in order to break the cycle of poverty. Harlem Children’s Zone was described in The New York Times as “one of the most ambitious social-policy experiments of our time.” Using the Children’s Zone® as a model, U.S. President Barack Obama created the Promise Neighborhoods initiatives to create similar comprehensive programs across the U.S. In 2011, Mr. Canada was named to the Time 100 list of most influential people in the world and, in March 2014, was named one of Fortune’s 50 greatest leaders in the world. Author, thought leader, and advocate, Mr. Canada has been featured in the documentary Waiting for “Superman,” as well as 60 Minutes, The Colbert Report, This American Life and dozens of articles in The Washington Post, The Wall Street Journal, Forbes, and The Associated Press.

Invitation to InterActivity 2017
Laura Huerta Migus, Executive Director, Association of Children’s Museums
Michael Shanklin, Chief Executive Officer, Kidspace Children’s Museum

See you next year in Pasadena!
• Offer admission of no more than $3.00 per person displaying an EBT card.
• Good for families or groups of at least four people.
• Already offer discounted admission? You might already qualify to be a Museum for All. Register for free to join this nationwide initiative!
• Museums for All offers only minimum guidelines. Feel free to make your museum even more accessible.

Ensure that every child and family has access to a high-quality children’s museum experience.

Participate in Museums for All!

Learn more about Museums for All and accessibility by attending:

Museums for All table at the Professional Networking Breakfast
Thursday, May 5th
7:30 a.m.–8:45 a.m.
Garden Pavilion

Museums for All at Peer-to-Peer Roundtable Discussions
Friday, May 6th
9:00 a.m.–10:15 a.m.
Glen I

Visit www.Museums4All.org for resources, registration, and additional information.
@MuseumsForAll #MuseumsforAll

Administered by the Association of Children’s Museums.
Post-Conference Study Tour

1:00 p.m.–5:30 p.m.
Kidcity Children’s Museum
Middletown, CT

Pre-registration is required for this free study tour at Kidcity Children’s Museum. Transportation is included. One way travel time is approximately 75 minutes. Space is limited, available on a first-come, first-served basis. Participants should meet in the Hilton lobby at 12:50 p.m. Bus will depart from the Hilton hotel at 1:00 p.m. and return by 5:30 p.m.

In many ways, Kidcity offers an alternative among children’s museums. Open since 1998, the non-profit museum sets its own course on exhibit creation and business model. Financially, Kidcity is fully supported by earned income. The museum is designed for young children (80 percent are age 1-5) who come for open play with their grown-ups rather than for programming or group visits. Without advertising, Kidcity relies on word-of-mouth to draw 100,000 visitors annually, and the museum has been a catalyst in the renaissance of this small New England downtown. Most significantly, Kidcity creates all of its exhibits with a team of in-house artists, branching out from traditional displays to immersive pretend-play worlds including a fish factory, a medieval village, and an alien vacationland—the whimsy and artistry of its exhibits are the engine that makes the Kidcity model work. This study tour will cover the exhibits, operations, and finance of Kidcity.
Post-Conference Study Tour
1:00 p.m.–5:45 p.m.
Imagine Nation, A Museum Early Learning Center
Bristol, CT

Pre-registration is required for this free study tour at Imagine Nation, A Museum Early Learning Center. Transportation is included. One way travel time is approximately 90 minutes. Space is limited, available on a first-come, first-served basis. Participants should meet in the Hilton lobby at 12:50 p.m. Bus will depart from the Hilton hotel at 1:00 p.m. and return by 5:45 p.m.

Imagine Nation, A Museum Early Learning Center is distinctive as a Reggio-Emilia inspired children’s museum with a fully integrated early education childhood program that is part of Connecticut’s School Readiness system. It also offers a professional development series to teachers across Connecticut, Teaching with Imagine Nation. Its 23,000 sq. ft. facility is designed as a “community atelier” (a studio or workshop for learning) with twelve interactive studios, including: Investigations in Science, Light & Reflection, Wellness, Engineering, Art, Farm To Table Production, among others. The tour will include open exploration of the museum, a presentation about the development of this unique facility and its curriculum, as well as refreshments and plenty of opportunity for interaction with museum staff.

We are proud to support our neighbor, Stepping Stones Museum for Children, and congratulate them for the wonderful work they provide to our community.
Boss Display is proud to introduce **Unicornia Discovery**, a seven story children’s space located in Seoul, South Korea. The goal of the museum is to teach and inspire through tactile interaction with hands on learning.

From *idea* to *installation*, let us help you create unforgettable spaces that keep the little ones coming back.
ACM MARKETPLACE

Friday, May 6
7:30 a.m.−4:30 p.m.
Grand Ballroom and Grove

The ACM MarketPlace is a central part of the InterActivity experience. You will find an inspiring assortment of program ideas, creative product and service solutions, exhibit models that are available to rent, and design prototypes ready to be customized for your children’s museum. The ACM MarketPlace is open today only! Breakfast, lunch, and an afternoon coffee break will be served in the Mezzanine area outside the MarketPlace. Take your food with you as you explore the hall. For detailed descriptions of the MarketPlace exhibitors, please download the InterActivity app. Many InterActivity exhibitors are also sponsors. They are highlighted below in green. Please make time to stop by their booth and thank them for their support of ACM and the InterActivity conference.

Floor Plan
**ALPHABETICAL EXHIBITOR LISTING***

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<th>Organization Name</th>
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RedBox Workshop is the official signage printshop for Interactivity 2016.

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JOIN ACM: BECOME A MEMBER!

Serving museum members in the United States and countries across the globe, the Association of Children’s Museums (ACM) is an international nonprofit professional service organization representing and advocating for the children’s museum field. Currently, ACM serves almost 500 total museums, businesses, educational organizations, and individuals.

Which membership level is right for you?
ACM offers a number of membership levels for both individuals and for organizations. Each level is tailored to provide benefits to meet your needs. ACM supports its members through leadership, advocacy, professional development, and service.

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<tr>
<th>ACM Annual Membership Dues</th>
<th>ACM Annual Business Membership Dues</th>
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<tr>
<td><strong>Open Children’s Museum Categories</strong></td>
<td><strong>ACM Business Members represent a diverse range of organizations serving the field and supporting the growth of children’s museums in their communities. They are valued thought leaders who make significant contributions that advance the field and support the growth of children’s museums. Business Members bring knowledge of other industries and worldwide trends and help children’s museums continue to grow while creating experiences that nurture visitors to children’s museums. Business Members gain exposure to a unique and focused audience through ACM membership while supporting the value of children’s museums worldwide.</strong></td>
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<td>Dues are based on annual operating income</td>
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<td>Individual:</td>
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</table>
Children’s museums are some of the most dynamic institutions in the world. Each and every one is a unique place for kids to learn, grow, and play.

We know what ACM’s members, friends, and supporters can achieve when we align and connect! Let’s continue to work together to build a great future for children’s museums.

Every year, the Association of Children’s Museums convenes the largest gathering of children’s museum professionals in the world at InterActivity. But there are opportunities all year round to engage with ACM and your peers. Here are just a few ways to gear up your involvement:

- Complete our surveys so we can collect—and share—the most up-to-date information on what’s going on in the field.
- Attend one of our professional development webinars.
- Check out the Reimagining Children’s Museums blog.
- Submit a session proposal to present or exhibit at InterActivity 2017.
- Serve on an ACM committee, such as our Board, the InterActivity Program Committee, or an Award Selection Committee.
- Write an article for Hand to Hand.
- Connect with us on social media where we share the most exciting and inspiring news from the field.

For questions about any of the above, call us at 703.224.3100 or visit us at www.childrensmuseums.org.
Mark Your Calendar for May 2–5, 2017
In the world of children’s museums, we talk a lot about learning outcomes, opportunities to reach audiences, strategies for earned revenue and contributions, community building, how best to serve children and families. The list goes on and on with all the things we strive for and focus on to keep our institutions active, healthy, and relevant. And we are a dedicated bunch; there is not one children’s museum professional out there who has not gone the extra mile for their institution on a regular basis. It is a wonderful thing to be committed to the work we do to ensure the best for the children and families in our communities, and it is hard to take a step back sometimes.

But what about the fun? No one would come through our doors if we were not providing fun experiences for our audiences. And while it is easy to talk about fun, it can sometimes take a back seat to other seemingly more important things like budget and mission. ACM and Kidspace Children’s Museum invite you all to bring the serious business of fun to the forefront of your thoughts for InterActivity 2017: Fun is Serious Business in Southern California. In the words of Dr. Seuss: “It’s fun to have fun, but you have to know how.” Children’s museums probably know how to have fun better than just about anyone, so join us in May as we connect with each other, share ideas, and experience for yourself how much fun there is in the work we do!

Be Part of the Program
Collaborate with us by submitting a session proposal for InterActivity 2017. How is your museum putting fun at the forefront of your mission? How do you ensure your floor staff are enjoying themselves? How are you making learning fun? Share your ideas and practices with the field at InterActivity 2017.

Session Proposals are Due July 29, 2016
Submitted proposals will be reviewed by the InterActivity 2017 Program Committee and evaluated according to the following criteria:

- The proposed session addresses the conference theme and conveys adaptable practices, tools, etc.; or the proposed session provides innovative approaches to core children’s museum operations.
- The learning objectives are realistic and achievable.
- The proposal outlines a clear picture of what attendees can expect during the session, including how they will participate.
- The confirmed presenters provide diverse perspectives on the topic, namely, presenters represent emerging or established museums of varying sizes and geographic location, as well as those from organizations providing services to children’s museums and outside the children’s museum field.

The session proposal form is available at www.ChildrensMuseums.org
FUN IS SERIOUS BUSINESS

ASSOCIATION OF CHILDREN’S MUSEUMS
InterActivity 2017
MAY 2–5
PASADENA CONVENTION CENTER
Hosted by Kidspace Children’s Museum
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**“The true object of human life is play.”**

- G.K. Chesterton

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Concept illustration for the San Jose Children’s Museum
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The new 20,000ft² family exhibition, CurioCity blends physics, geometry, arts, and music in a unique interdisciplinary approach to family learning. This major permanent exhibition was planned, designed, prototyped, built and installed by Roto.