FUN IS SERIOUS BUSINESS

ASSOCIATION OF CHILDREN’S MUSEUMS

InterActivity 2017

MAY 2–5
PASADENA CONVENTION CENTER
Hosted by Kidspace Children’s Museum

#IA17
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ARCHITECTURE
COMMUNICATION DESIGN
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Conference Programming and Events

**Tuesday, May 2**
- Emerging Museums Pre-Conference ......................... 24
- Museum CEO and Executive Directors Forum ............ 27
- Museum Study Tour: California Science Center .......... 27
- New Attendee Orientation .................................... 29
- Welcome and 2017 Children’s Museum Fashion Show .... 29

**Wednesday, May 3**
- Professional Networking Breakfast .......................... 31
- SmallTalks 2017 .................................................... 31
- Museum Study Tours: Noah’s Ark and Kidspace Children’s Museum ..............................................33
- Concurrent Professional Development Sessions .......... 35
- ACM MarketPlace .................................................. 39
- Investigation Session .......................................... 41
- Peer-to-Peer Roundtable Discussions ....................... 41
- ACM MarketPlace Reception ................................... 42
- Museum CEO and Trustee Reception ........................ 42
- Sound Bites ......................................................... 42

**Thursday, May 4**
- ACM MarketPlace .................................................. 44
- ACM MarketPlace Exhibitor Listings ......................... 45
- Plenary Session and Keynote: Vu Le ......................... 48
- Study Tour: Children’s Center at Caltech and Child Educational Center ............................................ 48
- In Dialogue with International Children’s Museums .... 49
- Concurrent Professional Development Sessions .......... 51
- Study Tour: NASA’s Jet Propulsion Laboratory ........... 54
- Concurrent Professional Development Sessions .......... 55
- Evening Event: California Dreamin’ at Kidspace Children’s Museum ..............................................60

**Friday, May 5**
- Morning Coffee ..................................................... 63
- Concurrent Professional Development Sessions .......... 63
- Closing Plenary and ACM Great Friend to Kids Award Ceremony ............................................. 67
INTERACTIVITY 2017 HOSTS

ASSOCIATION OF CHILDREN’S MUSEUMS

Association of Children’s Museums

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](http://www.ChildrensMuseums.org) to learn more about the Association of Children’s Museums.

Kidspace Children’s Museum

Kidspace Children’s Museum is Southern California’s premier children’s museum, serving more than 335,000 children and families annually. Kidspace is honored to host InterActivity 2017 and show how we do FUN in Southern California!

Kidspace Children’s Museum features innovative hands-on exhibits, programs, and activities on almost 3.5 acres, more than half of which is outdoor space. Our mission of nurturing the potential of all children through kid-driven experiences, inspiring them to become joyful, active learners, has shaped the programs and events offered at the museum, from the Mad Science Mayhem event to our Superhero Bugs summer camp.

In 1979, Kidspace Children’s Museum officially launched at the California Institute of Technology. A community project of the Junior League of Pasadena, Kidspace addressed a critical educational need in the San Gabriel Valley: increased access to the arts, humanities and sciences for children. Volunteers created and presented a prototype interactive exhibit, “Making Senses,” designed to stimulate the interest and curiosity of children by featuring robotics and neon light displays. More than 10,000 young visitors, their parents, and teachers participated in the first exhibition during its six-week run.

Since that first exhibit Kidspace has continued to develop new experiences for learning and play. In 2004, Kidspace opened its doors at its current site, offering a whole new array of exhibits, including expansive opportunities for outdoor play. Over the course of the last 38 years, Kidspace has received a number of awards and has been lauded by the City of Pasadena for its exceptional work to inspire children within the community.

In the past few years Kidspace has continued to grow and expand its reach, welcoming nearly 5 million guests and increasing its outreach efforts to the community. Through diverse partnerships, innovative programming, and new exhibit experiences, Kidspace continues to provide children and their families with rich, engaging, and fun experiences.

For additional information about Kidspace Children’s Museum, visit [www.kidspacemuseum.org](http://www.kidspacemuseum.org).

Photos courtesy of Kidspace Children’s Museum.
WELCOME TO INTERACTIVITY 2017

Dear Colleague,

Welcome to sunny Pasadena for InterActivity 2017: Fun is Serious Business! This year’s conference theme reminds us that what we do is incredibly important, providing playful learning experiences for children and families and serving as community resources. Yet, we need to run our institutions as successful businesses which includes ensuring that our organizational cultures are fun for our staff.

Together, the Association of Children’s Museums and Kidspace Children’s Museum, in partnership with the InterActivity Program Committee, have created a program that explores this theme through sessions such as Getting Serious About the Value of Play in Children’s Museums, Putting the FUN in Funding: Creative and Effective Donor Recognition, Knowing Your Visitors Well Is at the Heart of Success, and many more. SmallTalks 2017, produced by Kidspace Children’s Museum, leverages the unique assets of the region through an exciting roster of experts in creating fun and inspirational experiences from the media, performance, and academic communities to fuel our own creativity and business acumen. Finally, we will close our time together by honoring The Junior League, a major force for building and supporting our field, that promotes the power of women to positively change the world and embodies the belief that fun surely IS serious business.

InterActivity is a time that we come together to celebrate the power of children’s museums, advance our practice, and gain inspiration to fuel our creative engines.

We hope that you will leave the conference feeling just as Thomas Edison did about his own work when he said, “I never did a day’s work in my life. It was all fun.”

So smile, laugh, and have some serious fun at InterActivity 2017!

Michael Shanklin
Chief Executive Officer
Kidspace Children’s Museum
InterActivity 2017 Host

Jennifer Farrington
President, Board of Directors
Association of Children’s Museums
President & CEO
Chicago Children's Museum

Laura Huerta Migus
Executive Director
Association of Children’s Museums
OFFICE OF THE MAYOR

May 2, 2017

Dear Friends:

I extend a cordial welcome as you gather to enjoy the 2017 International Children’s Museum Conference, InterActivity, and extend best wishes for an enjoyable and successful event. As leaders who have dedicated your careers to serving children and families, I am delighted you have chosen Pasadena for this Conference.

I invite you to explore Pasadena and experience our culturally-rich city. With 14 museums and gardens and 11 performing arts organizations, visitors can view masterpieces by Van Gogh, Rembrandt and Picasso during the day and listen to the renowned Pasadena Symphony in the evening.

Our City is also home to 500 restaurants featuring cuisine from around the world primarily located within our three expansive shopping and entertainment districts. Here you’ll also find hundreds of one-of-a-kind boutiques, national retailers and antique shops. Sophisticated jazz clubs, comedy clubs and dancing provide a wealth of exciting nighttime entertainment options. Much of all this is within easy walking distance of the Convention Center.

Once again, best wishes for a great event and for your activities in the coming year.

Sincerely,

TERRY TORNEK
Mayor

100 North Garfield Avenue • Pasadena, CA 91109
(626) 744-4311 • Fax (626) 744-3921
May 2, 2017

Association of Children’s Museums


Children’s museums have come to define a new frontier in family and early childhood educational experiences. Their approach to learning through hands-on activities paired with child-centered discoveries have created environments where children can thrive, and express themselves allowing them to explore their world in meaningful ways.

California is a world leader in innovation and education and we are proud to host you in Pasadena. I hope you take some time to enjoy our beaches, parks and exceptional cultural entertainment.

On behalf of the state of California, I send my best wishes for a memorable conference.

Sincerely,

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ALL ABOARD the Dinosaur Train!

The Magic House is partnering with The Jim Henson Company to bring the popular PBS Kids series Dinosaur Train to life! This new exhibit transports kids back to the time of dinosaurs and encourages basic scientific learning. Join Buddy and his adoptive Pteranodon family on a whimsical journey to unearth basic concepts in life science, natural history and paleontology.

visit booth 66 for more information!

Learn, play, and discover with a unique traveling exhibit from The Magic House!

314.822.8900 x539 • travelingexhibits@magichouse.org • www.magichouse.org/travelingexhibits
THANK YOU

ACM is grateful to the following organizations for their supporting role in this year’s conference.

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InterActivity 2017

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Shelly Hanover, Children’s Discovery Museum
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Get in on the action at Kidspace!

The Galvin Physics Forest — a Hands On! project in collaboration with Kidspace.

“The Galvin Physics Forest exhibit helped Kidspace to redefine our guest experience. Hands On! went above and beyond to deliver an outstanding exhibit that exceeded our expectations.”

Michael Shanklin, CEO
Kidspace Children’s Museum

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Konya Science Center, Turkey
Photo: David Copeman, courtesy Kubik Maltbie
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EXPLORE THE PASADENA AREA

Pasadena, the City of Roses, is a wonderful place for visitors, businesses, and residents alike. The unique size of Pasadena makes it a warm and inviting urban setting without the worries and hassles of a big city. Visitors, as well as those who live and work in Pasadena and adjacent cities of Los Angeles County, enjoy shops, restaurants and entertainment within easy walking or driving distance from hotels and destinations.

Dining
There are over 500 restaurants in Pasadena providing something for everyone. From gastropub fare to fine steaks, from alfresco Italian to authentic Mexican, the challenge around Pasadena is choosing where to eat.

Arts & Culture
Pasadena’s concentrated art scene offers a variety of museums within a few miles of each other. Plan a day of museum hopping to experience notable works at the Norton Simon Museum as well as California-influenced art at the Pasadena Museum of California Art.

The American Craftsman architectural movement is alive and thriving in Pasadena. The most famous example is The Gamble House, a National Historic Landmark that is considered the best-preserved work of the architects Charles and Henry Greene.

Take advantage of Pasadena’s consistently sunny weather to enjoy the area’s amazing botanical gardens. The Huntington Library, Art Collections, and Botanical Gardens is home to 12 gardens with over 15,000 plant varieties spread over 120 lush acres. Sure to be of interest is The Huntington’s Children’s Garden where kids get to splash in water, make music with pebbles, dance under rainbows, disappear into a swirl of fog, and hold the magic of magnetic forces in their hands. There is also Descanso Gardens with world renowned horticultural displays including a five-acre rose garden with over 3,000 roses.

No visit to Pasadena would be complete without a trip to the Rose Bowl. The stadium offers public tours that provide access to behind-the-scenes locations never before seen by the public including the press box, locker room, and field.

Children’s Museums
In addition to Kidspace Children’s Museum, there are a number of children’s museums within easy driving distance of Pasadena that are participating in the Museum Open House Program: Pretend City Children’s Museum, The Children’s Museum of La Habra, Discovery Cube LA, The New Children’s Museum, San Diego Children’s Discovery Museum, and the Zimmer Children’s Museum. For more information, see the list of participating museums on page 16.
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MUSEUM OPEN HOUSE PROGRAM

The Museum Open House Program gives InterActivity 2017 attendees the opportunity to explore many cultural institutions in Pasadena and surrounding areas. The institutions listed below are generously offering free admission from May 1 through May 6, 2017. Simply present your InterActivity 2017 conference badge or registration confirmation. Call ahead for hours.

PASADENA
Kidspaceme Children's Museum
626.449.9144
www.kidspacemuseum.org
Norton Simon Museum
626.449.6840
www.NortonSimon.org
Pasadena Museum of History
626.577.1660
www.pasadenahistory.org
Southern California Children's Museum
626.657.0357
www.socalkids.org
The Gamble House
626.793.3334
www.GambleHouse.org

ESCONDIDO
San Diego Children's Discovery Museum
760.233.7755
www.sdcdm.org

IRVINE
Pretend City Children's Museum
949.428.3900
www.PretendCity.org

LA HABRA
The Children's Museum of La Habra
562.905.9793
www.LHCM.org

LOS ANGELES
California Science Center
(General admission always free)
323.724.3623
www.californiasciencecenter.org
Discovery Cube LA
714.336.0612
www.DiscoveryCube.org/LA
Japanese American National Museum
213.625.0414
www.JANM.org
La Brea Tar Pits
213.763.3499
www.TarPits.org
LA Plaza de Cultura y Artes
213.542.6200
www.LAPCA.org

Natural History Museum of Los Angeles
213.763.DINO
www.NHM.org
The Autry Museum
323.667.2000
www.TheAutry.org
Zimmer Children's Museum
323.761.8984
www.ZimmerMuseum.org

SAN DIEGO
The New Children's Museum
619.233.8792
www.thinkplaycreate.org

SAN MARINO
The Huntington Library, Art Collections, and Botanical Gardens
626.405.2100
www.huntington.org
GENERAL CONFERENCE INFORMATION

InterActivity Registration Desk
The ACM InterActivity Registration Desk is located in the Ballroom Foyer in the Pasadena Convention Center. The Ballroom Foyer is in front of Ballroom DE in the Exhibition Hall and the Ballroom building. Registration Desk hours are as follows:

- **Tuesday, May 2:** 7:00 a.m.–7:00 p.m.
- **Wednesday, May 3:** 7:00 a.m.–6:00 p.m.
- **Thursday, May 4:** 7:00 a.m.–6:00 p.m.
- **Friday, May 5:** 7:00 a.m.–12:00 p.m.

Program Locations
Most InterActivity 2017 programming will take place at the Pasadena Convention Center in the Exhibition Hall and Ballroom building and the Conference Center building. SmallTalks will take place at The Pasadena Playhouse—see Walking Map on page 23. Refer to the Pasadena Convention Center floorplans on page 21 for room locations.

ACM will not be providing transportation between the Pasadena Convention Center and the hotels. Both hotels are less than a 10 minute walk to the convention center. For those that need transportation, please see Getting Around Pasadena on the following page.

ACM Marketplace
New this year... Extended hours! The ACM Marketplace will be open on Wednesday, May 3 from 4:00 p.m. to 7:00 p.m., with a reception starting at 5:30 p.m., and Thursday, May 4 from 7:30 a.m. to 4:30 p.m. It will take place in Exhibit Hall A. Your conference badge is your entrance ticket, so please wear it at all times. Thursday's meals will be served in the middle of the sponsor row in Exhibit Hall A. Please feel free to walk around with your food as you visit the Marketplace exhibitors!

Internet Access
There is complimentary wireless internet access in the ballroom lobby and conference center building lobby.

ACM Bulletin Board
The ACM 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.

Information Tables
Use the tables located in the registration area to share museum brochures and educational resources.

Social Media
Follow ACM on Twitter at @ChildMuseums, and join in on the InterActivity conversation with the hashtag #IA17. Share your photos of the learning and fun on Facebook. Be sure to tag Association of Children’s Museums! You can also post to the social feed in the InterActivity Mobile App (see following page for more details).

Getting Around Pasadena
Both the Westin and Hilton offer complimentary shuttle service for hotel guests. Please check with the concierge for availability. ACM will provide transportation for Study Tours, the Museum CEO and Trustees Reception, and the Evening Event at Kidspace Children’s Museum.

Taxis are available at both hotels. Uber is also an option. Search for “Uber” in the App Store or in Google Play to download.
InterActivity 2017 Evaluation
We need your feedback to help plan InterActivity 2018! Please complete a session evaluation form at the end of each session, and take our electronic survey after the conference is over.

Consultations
Available in 15-minute intervals, Thursday, May 4, 12:00 p.m.–1:45 p.m. Sign up at the InterActivity 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, Early Learning and STEM—Opportunities Ahead! on Thursday, May 4, 10:30 a.m.–11:45 a.m. Description on page 53.

American Alliance of Museums (AAM)
Meet one-to-one with AAM Accreditation Program Officer Martha Sharma. Discuss how your museum can participate in the Museum Assessment Program (MAP) or work toward accreditation. Attend the session, Guiding Your Museum to Greatness through the Museum Assessment Program, on Thursday, May 4, 10:30 a.m.–11:45 a.m. Description on page 51.

Download the InterActivity Mobile App!
Make the most of InterActivity 2017 with:
- Session descriptions, speakers, and room locations
- Attendee list for easy contact
- Interactive maps to find ACM MarketPlace exhibitors, events, or your way around Pasadena
- Real-time newsfeed to follow the action
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Scott Family Amazeum, Bentonville, AR
Tuesday, May 2

All programming will be held at the Pasadena Convention Center, unless otherwise noted. Numbered room locations are in the Conference Center building. Lettered rooms are in the Exhibition Hall and Ballroom building.

Emerging Museums Pre-Conference
8:30 a.m.–5:00 p.m.

ROOM 105

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

Each InterActivity, ACM offers the Emerging Museum Pre-Conference to share the foundational and best practices of our field with those in the process of starting a children’s museum. The agenda and speakers change every year to address the pressing needs and interests of those in the planning process.

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

8:45 a.m.–9:15 a.m.
Introductions
Through interactive exercises, attendees will meet one another and connect with those in similar stages of planning.
Victoria Garvin, Association of Children’s Museums

9:15 a.m.–10:30 a.m.
Perspectives from New Museums
No two children’s museums are ever planned in the same way. 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 Bulgaria. Brenda Riley, Fairbanks Children’s Museum
Bistra Kirova, MUZEIKO – America for Bulgaria
Children’s Museum
Sam Dean, Scott Family Amazeum

10:30 a.m.–10:45 a.m.
Break

10:45 a.m.–12:00 p.m.
Funding for Start-Ups
From seed funding to capital campaigns, this session will cover the different phases of raising funds to begin and build a new children’s museum.
Sam Dean, Scott Family Amazeum
Gina Evans, Children’s Museum of Pittsburgh

12:00 p.m.–12:45 p.m.
Lunch and Networking

12:45 p.m.–1:15 p.m.

ACM Resources
Learn about ACM resources that are especially valuable to those starting a children’s museum.
Maria Sulima, Association of Children’s Museums

1:15 p.m.–2:15 p.m.

Learning Environments
At the core of children’s museums are their learning experiences and environments. This session will delve into exhibits, programs, community outreach, etc., that distinguish the field.
Lauren Kaye, Kidspace Children’s Museum
Ben Dickow, Columbia Memorial Space Center

2:15 p.m.–2:30 p.m.
Break

2:30 p.m.–3:30 p.m.

Staffing for Success
During the start-up process, museums will transition from a board-run to a staff-run organization. Learn about decisions strategies for what staff is needed (and when) as well as organizational structures.
Barrett Long, Discovery Place KIDS-Rockingham

3:30 p.m.–4:30 p.m.

Building and Sustaining Community Relationships
Presenters will share strategies for making initial connections and sustaining relationships with community stakeholders, funders, and members of your target audience: children and families.
Kelley Fitzsimmons, Children’s Museum of Phoenix
Sherri Killins, BUILD Initiative

4:30 p.m.–5:00 p.m.
Final Q&A and Closing
H is for imagination

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Museum CEO and Executive Directors Forum
12:00 p.m.–4:30 p.m.
BALLROOM F
Pre-registration is required; registration is $50 and includes a buffet lunch. Attendance is limited to CEOs and executive directors at open museums.

The Museum CEO and Executive Directors Forum provides a dynamic and flexible forum for the field’s leadership to engage around today’s pressing issues for children’s museums. Following on the success of the 2016 program, the forum embraces an unconference philosophy in which registrants are asked to select the hot topics for discussion. Join your colleagues for what is sure to be a lively and rich session for personal development and field advancement.

Agenda

12:00 p.m.–12:45 p.m.
Leadership Lunch
Welcome: Laura Huerta Migus, Association of Children’s Museums

12:45 p.m.–1:30 p.m.
Introductions and Setting the Stage
Putter Bert, KidsQuest Children’s Museum
Michael Luria, Children’s Museum Tucson/Oro Valley
Michael Shanklin, Kidspace Children’s Museum
Michael Yankovich, Children’s Museum of Denver at Marsico Campus

1:30 p.m.–2:45 p.m.
First Round of Unconference Sessions

2:45 p.m.–3:00 p.m.
Break

3:00 p.m.–4:15 p.m.
Second Round of Unconference Sessions

4:15 p.m.–4:30 p.m.
Wrap Up and Adjourn

MUSEUM STUDY TOUR

A. California Science Center: Big Lab, Ecosystems Family Discovery Room, and the Space Shuttle Endeavour
12:00 p.m.–4:30 p.m.
Pre-registration is required; tickets are $35. Transportation is included. Participants should meet by the entrance of the Exhibition Hall and Ballroom building of the Pasadena Convention Center. The bus will leave promptly at 12:10 p.m. and return to the convention center by 4:30 p.m.

The California Science Center aspires to stimulate curiosity and inspire science learning in everyone by creating fun, memorable experiences, because it values science as an indispensable tool for understanding our world, accessibility and inclusiveness, and enriching people’s lives. Learn about its approach to school programming in the Big Lab, a space designed for inquiry-based science activities for school-age children, and how it supports creativity and critical thinking. Explore the Ecosystems Family Discovery Room to see how the Science Center engages their youngest visitors in fun science learning. Finally, stop by the Endeavor and hear how the center worked with the community to bring a unique experience to Los Angeles and what the future holds for this exhibit.
Join the Celebration on September 16th, 2017

GET UP, GET OUT &
GO PLAY!

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InterActivity 2017 Officially Starts

New Attendee Orientation
5:15 p.m.–6:00 p.m.
ROOM 102
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 2017 Program Committee, as well as network with other newcomers.

EVENING EVENT

Welcome and 2017 Children’s Museum Fashion Show
Sponsored by Nickelodeon
7:30 p.m.–8:30 p.m.
BALLROOM DE
Event includes cash bar.

Welcome to InterActivity 2017
Laura Huerta Migus, Executive Director, Association of Children’s Museums
Jennifer Farrington, President, Board of Directors, Association of Children’s Museums; President & CEO, Chicago Children’s Museum
Michael Shanklin, Chief Executive Officer, Kidspace Children’s Museum

2017 Children’s Museum Fashion Show
The worlds of fashion and children’s museums collide, again—the Fashion Show is back after its successful debut last year. Be there to celebrate the immense creativity and innovation of our field. Cheer for your favorite model and museum as they compete for Model of the Year, Designer of the Year, International Designer of the Year, the Outstanding Achievement in Fashion Award, and the People’s Choice Award.

Master of Ceremonies
Michael Shanklin, Chief Executive Officer, Kidspace Children’s Museum

Models and Museums
(alphabetical by museum name)
Carole Charnow, Boston Children’s Museum
Alicia Greene, Boston Children’s Museum
Maricarmen Anguiano, Children’s Museum of Phoenix
Carrie Benson, Children’s Museum of South Dakota
Amber Shiel, ¡Explora!
Amanda Wilkening, Hands On Children’s Museum
Ysaac Hyo-jung Kim, Hello Museum
Vito Gioia, Jr., Kohl Children’s Museum of Greater Chicago

Awards
Presenter
Jean Margaret Smith, Senior Vice President, Nickelodeon Public Affairs, Nickelodeon

Special Guest
Carl Chisem, 2016 Outstanding Achievement in Fashion Award Winner, Kidcity Children’s Museum
Children’s Museums spark brain building moments every day.

Proud to support ACM and children’s museums around the country.

Learn more! Join our Investigation Session:

Making Brain Connections: Brain Building and Parent Engagement in Children’s Museums

Wednesday, May 3 - 4:15-5:30pm
Wednesday, May 3

All programming will be held at the Pasadena Convention Center, unless otherwise noted. Numbered room locations are in the Conference Center building. Lettered rooms are in the Exhibition Hall and Ballroom building.

**Professional Networking Breakfast**
7:30 a.m.–8:45 a.m.
Rise and shine! Network with peers over breakfast. Tables will be organized by professional functions and special interest groups.

- **ROOM 102**
  - Education, Fun with Nickelodeon
- **ROOM 104**
  - Exhibits
- **ROOM 105**
  - Administration, Development, and Finance
- **BALLROOM A**
  - International Attendees, Marketing, Membership, National Living Lab
- **BALLROOM F**
  - Museums for All, Research and Evaluation, and Visitor Experience/Services
- **BALLROOM H**
  - Museum CEOs and Executive Directors

**SmallTalks 2017**
Sponsored by Armanino, Lexington, a Nassal Company, MATT Construction Corporation, Milk & Eggs, and Pasadena Convention & Visitors Bureau
9:00 a.m.–12:00 p.m.

**THE PASADENA PLAYHOUSE**
39 SOUTH EL MOLINO AVENUE, PASADENA, CA 91101

The Pasadena Playhouse is a short 10 minute walk from the convention center. Please refer to the walking map on page 23 for directions. For those that need transportation, please contact the concierge at your hotel to arrange for shuttle service or see ACM staff at the registration desk.

SmallTalks are back in a big way! Join us for a lively morning full of inspiration and fun, featuring the best of Southern California! With Disney’s 10 Commandments of Guest Service, a celebration of space exploration, an interactive drum performance, and more, these presentations will leave you inspired to bring the fun home with you!

**Welcome to SmallTalks**
Michael Shanklin, Chief Executive Officer, Kidspace Children’s Museum

**Emcee**
Rocky Whatule has a unique style of high-energy comedy that reaches everyone. A former Hollywood personality with appearances on Friends, MTV, Showtime, TBS, former host of the TV show and radio segment, The Hollywood Rockin’ Wrap-Up, this 18-year veteran of television and stage is the perfect master of ceremonies for today’s lineup.

**SmallTalks Presenters and Performers**
Holly Robinson Peete is an actress, author, talk show host, activist, and philanthropist. She and her husband, former NFL quarterback Rodney Peete, were inspired by her father’s battle with Parkinson’s disease and their eldest son’s autism diagnosis, to found the HollyRod Foundation. Currently, Robinson Peete and her family can be seen in the television docuseries For Peete’s Sake on the Oprah Winfrey Network.
Orrin Shively, recent Senior Director of Art & Design for Disney Interactive, and proud Kidspace Children’s Museum Board Member, has spent much of his career on the creative side of the Walt Disney Company. He will be sharing “Mickey’s 10 Commandments,” the guest service guidelines that have set a standard of excellence for guest service throughout the Walt Disney Company.

Loretta Hidalgo Whitesides has a passion for human space exploration and the infinite possibilities of our human potential. Trained as an Astrobiologist at Caltech and Stanford University, Ms. Whitesides was the co-founder of Yuri’s Night, an annual celebration of space exploration and is a founder astronaut for Virgin Galactic.

Janina Garraway has toured the world as a professional dancer with performers from Mariah Carey to Faith Hill and Kanye West. Returning to her Southern California roots, Janina is founder and Executive Director of the Garraway Performing Arts Center, which is dedicated to providing local youth dance instruction, mentoring services, and academic/tutoring assistance. Hear about the work her organization is doing and be inspired by an amazing dance performance!

Adlai Wertman is the David C. Bohnett Professor of Social Entrepreneurship at University of Southern California’s Marshall School of Business. Founding Director of the Brittingham Social Enterprise Lab, Professor Wertman works with nonprofits and students on social innovation and solving critical issues of our times through business.

John Kobara has spent over 35 years leading and managing innovative nonprofit organizations, companies, and technology startups, and has been actively involved in advancing social justice by increasing access to educational opportunities in Los Angeles. He currently serves as Chief Operating Officer for the California Community Foundation.

Rhythm Child is on a mission to inspire children and motivate all those who are guiding their development. Come be inspired by the experience of music making through intuitive drumming and creative movement!

Lunch on Your Own
12:00 p.m.–1:15 p.m.
MUSEUM STUDY TOURS

B. Noah’s Ark at the Skirball Cultural Center
12:30 p.m.–4:00 p.m.
Pre-registration is required; tickets are $35. Transportation is included. Participants should meet by the entrance of the Exhibition Hall and Ballroom building of the Pasadena Convention Center. The bus will leave promptly at 12:45 p.m. and return to the convention center by 4:00 p.m.
The Skirball Cultural Center will offer a behind-the-scenes, immersive experience of its award-winning destination for children and families, Noah’s Ark at the Skirball. Explore the exhibit, participate in a drum circle, interact with incredible, life-size animal puppets made from found and repurposed materials, and more. Experience how storytellers and puppeteers use their craft to engage and inspire awe in visitors of all ages. Join the Skirball’s Head of Noah’s Ark Nina Silver and Vice President of Education Sheri Bernstein for a facilitated gallery experience and Q&A discussion of topics such as how the exhibition was created, what keeps people coming back, the importance of storytelling, taking risks, and cultivating wonder that contribute to Noah’s Ark’s success. Participants will also have the chance to visit the new exhibition Paul Simon: Words and Music.

C. Kidspace Children’s Museum
1:15 p.m.–3:45 p.m.
Pre-registration is required; tickets are $35. Transportation is included. Participants should meet by the entrance of the Exhibition Hall and Ballroom building of the Pasadena Convention Center. The bus will leave promptly at 1:20 p.m. and return to the convention center by 3:45 p.m.
Serving more than 335,000 guests each year, Kidspace Children’s Museum is a unique children’s museum that features exhibits, programs, and activities on almost 3.5 acres of indoor and outdoor space. With more than 40 hands-on exhibits to explore, activities of learning and discovery take place side by side with the creativity of play. This study tour will begin with a presentation about the museum’s five-year Exhibit Master Plan, followed by a walk around the campus to see the plan’s end result first-hand. The tour provides the opportunity to see a written plan come alive: For example, The Galvin Physics Forest features 12 hands-on and interactive physics-related exhibits, all under a natural canopy of trees that are native to the area. The tour will also highlight the Arroyo Adventure garden experience, the Storyteller Studio inside the gallery, and the final piece of the Exhibit Master Plan.
CONCURRENT SESSION STREAMS & FORMATS

This year’s program features seven thematic session streams and nine session formats showcasing the creativity and innovation that define our field. Each stream takes a holistic look at our evolving institutions, while the formats help to promote experiential learning. Use this guide to create your own learning experience at InterActivity 2017.

Streams

**Bottom Line:** This stream explores what makes an institution high-functioning, including membership programs, business models, organizational structures, and other facets of operation.

**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 best practices on creating both interactive and energizing exhibits and museum identities by examining materials, fabrication processes, and facilitation methods that invite visitors to explore. *Sponsored by Roto.*

**Fun is Serious Business:** Children’s museums necessarily focus on learning, outreach, community building, and financial sustainability, but what about the fun? Sessions in this stream presenters take a look at how fun is at the forefront of their mission and practices.

**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.

**People:** Those working in museums are key in creating meaningful visitor experiences. 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:** Short presentations on thought-provoking topics, followed by a Q&A period or breakout discussions. Each 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.

**Mock Trial:** A topic or question is explored by presentation of arguments in support of or against different sides of the issue.

**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 set up a topic, then invite attendees to make brief comments for a rapid procession of ideas.

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

**World Café:** Round tables set café-style with one discussion topic per table. Attendees spend time at each table before rotating to the next.
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS
1:15 P.M.–2:30 P.M.

Capital Campaigns: What’s Working Currently and What’s Not
BALLROOM G
Panel: This session will include perspectives from three children’s museums of different sizes and regions that have recently undergone capital campaigns for expansion. These museum professionals will share what worked and what didn’t—including a few horror stories. Topics addressed will include: feasibility studies, setting a campaign goal, volunteer leadership (board and non-board), staff leadership, consultants, campaign plan, case statement and campaign materials, policies, prospects and prospect management, solicitation methods, cultivation events, campaign timelines, campaign budget, and stewardship.

Gretchen Kerr, Children’s Museum of Denver at Marsico Campus
Amy Burt, Children’s Museum of Denver at Marsico Campus
Putter Bert, KidsQuest Children’s Museum
Adrienne Longenecker, Thinkery

21st Century Public Squares: Community-Centered Museums and Libraries
ROOM 101
Firestarter/Panel: More and more, libraries and museums are becoming our new “town squares,” where diverse individuals gather to explore, discover, converse, and renew and reinvent their communities. This session will explore the need for placemaking and gathering and feature three enterprising, community-centered projects in museums and libraries: a vacant lot being transformed into a museum/community hub, an impoverished library reinventing itself to meet the needs of its immigrant population, and a children’s museum expanding its community work for ages 10 to adults. Leave with an understanding of the methodologies and processes used to ensure their realization and success.

Jo Ann Secor, Lee H. Skolnick Architecture + Design Partnership (moderator)
Jane Werner, Children’s Museum of Pittsburgh
Cheryl Eberly, Santa Ana Public Library
Lee Skolnick, FAIA, Lee H. Skolnick Architecture + Design Partnership

Cultural Competence: Lessons in Organizational Change and Inclusion
BALLROOM H
Workshop: Cultural competence within museums is often addressed as a programmatic or exhibit initiative. The Cultural Competence Learning Institute takes an organizational change approach, encouraging participants to engage in institution-wide initiatives for change. Change efforts presented by past participants, activities from the institute, and evaluation data will make this an engaging session.

Jenni Martin, Children’s Discovery Museum of San Jose
Chip Lindsey, Children’s Museum of Pittsburgh
Kristen Leigh, ¡Explora!

Where No Researcher Has Gone Before
BALLROOM C
Panel: Researchers and theorists have created a body of knowledge about how children develop and learn that underpins many of our industry best practices. Children’s museums are experts at implementing sound theory while making experiences fun and engaging for children and families. As theorists and researchers continue to add to our collective understanding, the museum floor is often a perfect place to collect new data. This session explores a variety of ways children’s museums are collaborating with researchers to support this important work. The panel will discuss how the collaborations work and share some of the results.

Peter Crabbe, EdD, Channel Islands Maritime Museum (moderator)
Henrike Moll, PhD, University of Southern California
Cynthia Mark-Hummel, DuPage Children’s Museum
Nicole Rivera, EdD, North Central College

Need an afternoon pick-me-up?
Coffee and tea will be served in the Ballroom Foyer from 1:00 p.m. to 4:00 p.m.
Sponsored by POW! (Paul Orselli Workshop, Inc.)
Knowing Your Visitors Well Is at the Heart of Success

BALLROOM F
Panel: Mission fulfillment and audience development are based on reaching audiences and ensuring their visit meets expectations. This requires evaluating visitor audiences through the best quantitative and qualitative research methods. Presenters will demonstrate techniques to delve beyond a superficial idea of visitors’ needs and create a deep understanding of current and potential audiences. Then, they will analyze this audience data through market demographic study techniques to evaluate the size, characteristics, and ability to pay of potential resident and tourist markets to create strategies to maximize attendance and visitor experiences.

Michelle Emerson, Eureka! The National Children’s Museum
Robert Brais, ConsultEcon, Inc.
Barrett Long, Discovery Place KIDS-Huntersville

Playwork: A Free Play Revolution for Children’s Museums

BALLROOM B
Workshop: Playwork is a method of play provision practiced in the UK, Japan, and now, the United States. Join a group of artist-playworkers at the vanguard of the US playwork revolution to learn how playwork can transform your museum’s relationship to and understanding of children’s play. Playworkers from an adventure playground will join playworkers from The New Children’s Museum to introduce playwork and discuss how it differs from traditional children’s museum engagement strategies. Leave with The New Children’s Museum’s newly published “Playwork Toolkit,” a critical resource on how playwork may (or may not!) fit your museum’s mission.

Megan Dickerson, The New Children’s Museum
Diana Weisbrot, The New Children’s Museum
Erica Larsen-Dockray, Santa Clarita Valley Adventure Play
Jeremiah Dockray, Santa Clarita Valley Adventure Play

Designing Maker-Inspired Exhibits for the Youngest Learners

ROOM 102
Firestarter: How do we create spaces to engage our youngest visitors in design and making? This interactive session will explore early childhood exhibits that embody the maker mindset. Presenters from The Discovery Museums, Metcalfe Architecture & Design, Scott Family Amazeum, Opal School of the Portland Children’s Museum, and the New York Hall of Science will highlight exhibit projects that foster creative and critical thinking, share their experiences, successes and missteps in creating spaces for young learners and their families, and engage attendees in a discussion about bringing learning goals to life in early childhood exhibits.

Janella Watson, New York Hall of Science (moderator)
Aaron Goldblatt, Metcalfe Architecture & Design
Mindy Porter, Scott Family Amazeum
Erik Smith, Scott Family Amazeum
Neil Gordon, The Discovery Museums
Steve Davee, Opal School of the Portland Children’s Museum

Beyond Books: Stepping into the Story, Children’s Books as Muse

ROOM 104
Workshop: Books open doors to new worlds of fun that inspire and delight. Multiply their impact by bringing them to life! The session will explore the way institutions can use children’s books to create interactive experiences, exhibits, and programming. Explore how to integrate children’s books into your day-to-day operations, with everything from partnering with an author or illustrator to participating in interactive story times.

Annie Tillman, Midland County Public Libraries
Kara Mackey, Bellaboo’s Play and Discovery Center
Mary Jane Eisenhauer, EdD, Purdue University Northwest
Rachel Mastromarino, Children’s Museum of Pittsburgh
Engaging All Learners: Partnerships and Programs to Reach Diverse Audiences
ROOM 105
Panel/World Café: Partnerships are an effective way for museums to reach new audiences and better serve their communities. This interactive session will share results and resources from a project bringing museums and community organizations together to engage families and children in STEM. Presenters will identify strategies for creating mutually beneficial partnerships, describe model programs, and share ready-to-use tools and educational materials. In breakout discussions, work with peers to explore ideas, work through issues, and identify concrete next steps for planning local collaborations to leverage resources and increase impact.
Rae Ostman, PhD, Science Museum of Minnesota
Kathleen Lawson, Arkansas Discovery Network
Keith Ostfeld, Children’s Museum of Houston
Catherine McCarthy, Science Museum of Minnesota
Nora Thompson, Port Discovery Children’s Museum
Becky Wolfe, The Children’s Museum of Indianapolis

You Can’t Say I Can’t Play: It’s My Turn
BALLROOM A
Panel: While many museums provide sensory-friendly programming for children with autism, what does it look like when a whole community comes together to provide programming? The panel for this session will discuss their experience implementing “My Turn: A Sensory Friendly Sunday,” its inception, success, and the immense impact of uniting multiple partner museums and community organizations. Panelists will include education and accessibility staff from the Ann Arbor Hands-On Museum and project partners from Aim High School and The Center for Neuropsychology, Learning and Development.
Sam McLaren-Fahey, Ann Arbor Hands-On Museum
Larissa Kunynskyj, Ann Arbor Hands-On Museum
Roger Lauer, PhD, Center for Neuropsychology, Learning and Development
Gwen Dunlap, Aim High School

Moving from Nice to Necessary: Social Justice Work in Children’s Museums
BALLROOM F
Workshop: Inclusion and access have always been among the children’s museum field’s core values. However, understanding our role in social justice has been more challenging. In this session, presenters will describe some of the major impediments to productive social justice work and introduce a number of concepts to help the development and maintenance of an anti-oppressive practice. Join this session for a dynamic discussion of the fundamentals of social justice, anti-oppression, and how they can be applied in children’s museum practice.
Alicia Greene, Boston Children’s Museum
Akemi Chayama, Boston Children’s Museum
Jennifer Alexander, Kidcity Children’s Museum
Laura Huerta Migus, Association of Children’s Museums

Playful Engagement through the Universal Language of Art
BALLROOM A
Firestarter: How does a museum strategize to meet the needs of its community while maintaining growth? Developing meaningful and memorable visitor experiences goes a long way. Professionals from three museums in different cultural settings will discuss collaborations with artists that foster play and learning, what it means to be audience-driven and the benefits of this strategy, and how arts programming helps empower disenfranchised communities. Apply these lessons to your museum’s current programs, mission statement, and strategic vision by participating in a prompt-driven exercise.
Ysaac Hyo-jung Kim, Hello Museum
Gretchen Wilson Prangley, Play Africa
Tomoko Kuta, The New Children’s Museum
Managing Guest Expectations
ROOM 102
Firestarter/Panel: Effectively communicating with museum guests is essential to ensuring a high-quality experience. This session will share how to successfully communicate what your programs are about, from the first brochure blurb to the final hour of the actual program. Authentic and engaging marketing copy not only drives attendance, but also ensures visitor satisfaction, including through in-depth communication with guests during the program experience. Using marketing best practices and education techniques, learn how program and marketing team members can combine their “super powers” within an institution to effectively communicate with guests and instill realistic, accurate expectations while simultaneously inspiring positive experiences.

Brooke Applegate, Petersen Automotive Museum
Kristen Payne, Kidspace Children’s Museum
Ben Dickow, Columbia Memorial Space Center
Karen Satzman, Los Angeles County Museum of Art

Playfully Professional: Hiring, Training, and Retaining a Playful Team
ROOM 107
Panel: A committed and talented team is the creative engine that powers play every day. When fun is fueled with a playful team, every guest and team interaction is ensured to be mission based. In this session, four museums share tools and techniques for hiring playful personnel, training for play, and retaining a high-functioning team with a playful culture. Leave with knowledge of specific tools that will help strengthen hiring, training, and team retention practices at your museum—all in the name of play!

Britt Thomas, Marbles Kids Museum (moderator)
Vito Gioia, Jr., Kohl Children’s Museum of Greater Chicago
Barrett Long, Discovery Place KIDS-Huntersville
Patti Reiss, Mississippi Children’s Museum

Cha-Ching 2.0: Generate Revenue by Hitting the Road
BALLROOM B
Talk Show: Back for another round! This Q&A game show is all about generating revenue through outreach programs. Hear from outreach “high rollers” and others who are growing their programs by leaps and bounds with lessons applicable to your museum.

Victoria Gilmartin, Exploration Place
Wendy Brenneman, Carnegie Science Center
Donna Phillips, Museum of Science, Boston

On-the-Spot: Making Something from Nothing
ROOM 101
Workshop: How can something be made from nothing? The session group will explore how to build new exhibits and programs to match any budget or space inside or outside of the museum by stretching your mind with an on-the-spot interactive exercise. Create unexpected experiences for your museum and sharpen your powers of observation by participating in a hands-on exercise that shows how limitations can be freeing and inspiring.

Steve Tornallyay, Gyroscope, Inc.
Jeremiah Sazdanoff, Portland Children’s Museum
Peter Crabbe, EdD, Channel Islands Maritime Museum
Erik Schurink, Long Island Children’s Museum

Quick Hits of Marketing Wit
BALLROOM C
Panel: Back by popular demand, this session briefly touches on numerous aspects of the field of marketing and communications while offering insights, highlighting best practices and exploring new trends, all in a fast-paced and engaging format. A panel of marketing professionals will discuss signage, branding, media options, websites, social media, and more. Bring your questions and insights to the table.

Carrie Hutchcraft, The Magic House, St. Louis Children’s Museum
Randy Grimsley, Children’s Museum of South Dakota
Kerri Fox, The New Children’s Museum
The Accessibility Games

BALLROOM H

Game Show: Attendees will participate in three games that have been used for training staff at Children’s Museum of Pittsburgh in basic Disability Etiquette. Playing the trivia game “Keepin’ it Legal” fosters understanding of Americans with Disability Act laws and regulations that apply directly to visitor interactions. “Let’s Clean Up our Language” uses a matching strategy to build skills in person-first and identity-first language. The quiz game “And the Category is...” encourages a creative problem solving approach to offering accommodations. There will be prizes for the winners of each game! The session will also explore the process of developing new games.

Vivienne Shaffer, Children’s Museum of Pittsburgh
Carina Kooiman, Children’s Museum of Pittsburgh

Changing Museum Practice through Research (and Evaluation)

ROOM 104

Workshop: This session will provide a framework for thinking about how to build both internal and external capacity for conducting and applying research and evaluation in museums. Featuring case studies from three institutions, the workshop will offer practical examples and then facilitate idea-sharing and working sessions for participants. These case studies will describe the range of ways that research and evaluation influence museum practice, including exhibit design, programming, and facilitation. Work with peers to identify research and evaluation questions, and discuss ways of gathering information and building your capacity for conducting research.

Suzy Letourneau, PhD, Providence Children’s Museum and Brown University (moderator)
Robin Gose, EdD, Thinkery
Jenni Martin, Children’s Discovery Museum of San Jose

Upping Our Math Game: Outreach, Exhibits, and So Much More

ROOM 105

Talk Show: Who says math isn’t fun? Representatives from four children’s museums will share how they are using increased early math funding in unique ways. Each museum’s outreach, programming, and exhibits are tailored to the specific communities it serves. The talk show panelists will provide a wealth of early math programming that can easily be tailored to meet the needs of children’s museums looking to increase their focus on early mathematics. Try out some of the math programming as talk show panelists get everyone up, moving, and doing some foundational math! There will be ample time for audience questions and comments.

Stephanie Bynum, Kohl Children’s Museum of Greater Chicago (moderator)
Erika Gray, Kohl Children’s Museum of Greater Chicago
Natalie Bortoli, Chicago Children’s Museum
Alix Tonsgard, DuPage Children’s Museum
Meredith Doby, The DoSeum, San Antonio’s Museum for Kids

ACM MarketPlace

EXHIBIT HALL A

4:00 p.m.–7:00 p.m.

The ACM MarketPlace is a central part of the InterActivity experience. Expanded hours will ensure you have plenty of time to see all the goods and services showcased in Exhibit Hall A of the Pasadena Convention Center! Visit the ACM MarketPlace for a world of inspiring program ideas, creative product and service solutions, ready-to-rent exhibit models, and customizable design prototypes—all this and more, brought directly to you! Discover new vendors and visit familiar faces as you plan or purchase for upcoming projects. See pages 44-46 for exhibitor listings.
Build Your Kingdom!

Castle Builder

Produced by The Children’s Museum of Indianapolis

For more information contact:
Sarah Myers, Traveling Exhibits Program Manager
sarahm@childrensmuseum.org, 317-334-4107
Visit Booth #65

Disney Character live appearances are not part of the exhibit.
INVESTIGATION SESSION
4:15 P.M.–5:30 P.M.

Making Connections: Brain Building and Parent Engagement in Children's Museums
BAllroom G
What caregiver messaging is most important, and most meaningful, to the families you serve? Based on the science of early brain development, Vroom was designed to empower parents and caregivers with creative ways to make the most of the everyday moments they already share with their children. This session will focus on the myriad ways communities across the country are already engaged in brain-building and highlight strategies employed and lessons learned from an exciting partnership with the Children's Museum of Denver at Marsico Campus. Leave with ideas and knowledge that can be used to create brain-building initiatives at your own institutions.

Jess Estrada, Bezos Family Foundation (moderator)
Erika Weiss, Children’s Museum of Denver at Marsico Campus
Taylor Seidel, Bezos Family Foundation
Barbara Hahn, Minnesota Children’s Museum
Sammy Perone, PhD, Department of Human Development, Washington State University

PEER-TO-PEER ROUNDTABLE DISCUSSIONS
4:15 P.M.–5:30 P.M.

Connect with colleagues in an informal setting to investigate 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.

BAllroom F

Table 1 - Advocating for Play Statewide
Moderators: Deborah Gilpin, Madison Children’s Museum and Mike McHorney, Children’s Museum of Eau Claire

Table 2 - Being an Activist Organization with Conservative Governance
Moderators: Susan Garrard, Mississippi Children’s Museum and Joe Hastings, ¡Explora!

Table 3 - Meaningful Partnerships through Community Engagement
Moderator: Kara Baltazar, The New Children’s Museum

Table 4 - Cultural Exhibits and Programming
Moderator: Hana Etwell, Brooklyn Children’s Museum

Table 5 - Afterschool Partnerships
Moderator: Melissa Ballard, Afterschool Alliance

BAllroom A

Table 6 - Motivating Millennials
Moderator: Paula Burdge, The Magic House, St. Louis Children’s Museum

Table 7 - Literacy Programming
Moderator: Jess Graff, Portland Children’s Museum

Table 8 - Getting Adults to Play
Moderator: Adrienne Brown, Grand Rapids Children’s Museum

Table 9 - University Partnerships: From Internships to Design
Moderators: Suzanne Barbati, OH WOW! The Roger & Gloria Jones Children’s Center for Science & Technology and Ingrid Kanics, Kanics Inclusive Design Services, LLC

Table 10 - Maximizing Digital Marketing
Moderator: Kerri Fox, The New Children’s Museum

Room 102

Table 11 - Board Member to Board Member
Moderator: Ximena Garcia, Kansas Children’s Discovery Center

Table 12 - Building a Successful Business Model
Moderator: Charlie Trautmann, Sciencenter

Table 13 - Keeping the Calendar and Staying Current
Moderator: Shelly Hanover, Children’s Discovery Museum

Table 14 - Creating Compelling Early Learning Space in Museums of All Types
Moderator: Emily Zinn, Museum of Boulder

Table 15 - Fundraiser Idea Exchange
Moderator: Sonja Gillis, Lynn Meadows Discovery Center

Room 104

Table 16 - Young Professionals Career Chat - Taking the Next Step
Moderator: Brittany Waxman, Children’s Discovery Museum of San Jose

Table 17 - How to Rock as Spock: The Benefits and Challenges as Second in Command
Moderator: Emily Joseph, Amazement Square

Table 18 - The U.S. Department of Education’s Agenda on Informal Education
Moderator: Annie Tillman, Midland County Public Libraries

Table 19 - When Supporting Visitors Means Taking a Stand
Moderator: Margaret Middleton, Independent Consultant
**ACM MarketPlace Reception**
5:30 p.m.–7:00 p.m.
EXHIBIT HALL A
*Event includes cash bar and sponsored drink tickets.*
Explore the ACM MarketPlace as you mix and mingle with your colleagues at a casual, kick-off reception. Roam the aisles to find exhibitors with sponsored drink tickets (here’s a hint: look for 1220 Exhibits, Inc., Blackbaud, and Haizlip Studio).

**Museum CEO and Trustee Reception at the Historic Pasadena Rose Bowl**
*Sponsored by Payden & Rygel*
6:30 p.m.–8:30 p.m.
*Pre-registration is required; tickets are $40. Transportation is included.*
Participants should meet in the lobby of The Westin or the Hilton. Buses will pick up at both hotels promptly at 6:30 p.m. and drop-off at both hotels at 8:30 p.m.
A National Historic Landmark built in 1922, The Rose Bowl Stadium is the proud home of the Tournament of Roses Football Game and UCLA Bruin Football, as well as host of five NFL Super Bowl games and several Olympic and international sporting events. As the sun sets over the Arroyo Seco where the stadium nestles in the background, take a look behind the scenes of this historic venue, and even step out on the field where many great sport moments have taken place. Enjoy quality networking time with fellow museum leaders and indulge in a scrumptious Southern California-inspired dinner crafted by Wolfgang Puck Catering.

**Sound Bites**
7:30 p.m.–9:00 p.m.
BALLROOM A
*Event includes cash bar.*
An evening of bite-sized presentations on a variety of topics guaranteed to entertain and inspire. An eclectic group of children’s museum colleagues will each have ten minutes or less to share short presentations about ideas they are passionate about. Topics run the gamut from dancing to exploding exhibits!

**Emcees**
Paul Orselli, POW! (Paul Orselli Workshop, Inc.)
Margaret Middleton, Independent Consultant
Thursday, May 4

All programming will be held at the Pasadena Convention Center, unless otherwise noted. Numbered room locations are in the Conference Center building and lettered rooms are in the Exhibition Hall and Ballroom building.

**ACM MarketPlace**  
7:30 a.m.–4:30 p.m.  
EXHIBIT HALL A  
The ACM MarketPlace continues throughout Thursday! Pick up on a conversation you didn’t finish at the reception, visit new vendors, and say hi to old friends. For detailed descriptions of the MarketPlace exhibitors, download the InterActivity App. Many InterActivity exhibitors are also sponsors. They are highlighted on the following pages in green. Please take time to stop by their booth and thank them for their support of ACM and the InterActivity conference.

**ACM MarketPlace Breakfast**  
7:30 a.m.–8:45 a.m.  
EXHIBIT HALL A  
For a great start to the day, enjoy complimentary breakfast in the ACM MarketPlace. Then explore the exhibit hall throughout the day. With dozens of exhibitors, you’ll want to come back often.
### Alphabetical Exhibitor Listing

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<thead>
<tr>
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Extraordinary Exhibits for Minds of All Ages!

At MindSplash, each Airways we create is as unique as your museum. At Terre Haute Children’s Museum, MindSplash custom designed their new Airways to accommodate visitors with low vision. With a high contrast design palette and sensory driven pathways, visitors are able to feel and see the direction of the air.

In the outdoor gallery at the new MOXI in Santa Barbara, visitors use the physics of air to move “passengers” between near and far geographic “destinations” to simulate inventor Elon Musk’s HYPERLOOP transportation system!

Contact MindSplash today to learn how we can create a custom A-Mazing Airways or unique exhibit solution to put your museum on the map!

MindSplash
INVENTIVE PLAYSCAPES

Master Planning • Exceptional Exhibits
Design • Exhibit Enrichment

(630) 369-5249 • Naperville, IL • www.mindsplash.net
Plenary Session and Keynote Address
Sponsored by Great American Insurance Group
9:00 a.m.–10:15 a.m.
BALLROOM DE

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

Association Update
Jennifer Farrington, President, Board of Directors, Association of Children’s Museums; President & CEO, Chicago Children’s Museum

Keynote Address
Own Your Awesome: Why Nonprofits Are Awesome and How We Can Be Even More Awesome
Vu Le, Executive Director, Rainer Valley Corps

The nonprofit sector is full of dedicated, brilliant, and extremely good-looking people, especially museum professionals. We do critical stuff that lifts up families and strengthens communities. But we still have a bunch of challenges we need to tackle, including society’s misconceptions about our work, the Overhead Myth, the myth that nonprofits can’t make money, bizsplainers, the Nonprofit Hunger Games, the scarcity and martyrdom mindset, and ridiculous in-kind donations. In his keynote address, nonprofit expert Vu Le will examine these and other challenges. He’ll talk about how we can address them in order to own our awesomeness and unleash our full potential in light of changing demographics and the current political climate. Vu Le will bring his trademark humor and deep insights about nonprofit challenges and successes.

Speaker Biography:
Vu Le is the writer behind the blog nonprofitwithballs.com. He is known for his no-nonsense approach, irreverent sense of humor, and love of unicorns. He is the Executive Director of Rainier Valley Corps, a nonprofit in Seattle that promotes social justice by developing leaders of color, strengthening organizations led by communities of color, and fostering collaboration between diverse communities. He was recently recognized by The Chronicle of Philanthropy as a “Writer with Attitude.”

STUDY TOUR

D. The Children’s Center at Caltech and Child Educational Center
9:00 a.m.–12:30 p.m.
Pre-registration is required; tickets are $35. Transportation is included. Participants should meet by the entrance of the Exhibition Hall and Ballroom building of the Pasadena Convention Center. The bus will leave promptly at 9:10 a.m. and return to the convention center by 12:30 p.m.

For museums that host or partner with preschools, have outdoor spaces, or want to learn more about STEM in early childhood, this study tour is for you! At The Children’s Center at Caltech, visit their outdoor STEM laboratory and hear how their emergent curriculum program incorporates STEM principles into the daily play of children. At the Child Educational Center, hear about how the Outdoor Classroom Project is transforming centers throughout California and tour the center to see how the outdoor environments support play and learning.
In Dialogue with International Children’s Museums

Sponsored by Lee H. Skolnick Architecture + Design Partnership
10:30 a.m.–1:45 p.m.
BALLROOM H

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

For the sixth year, ACM is pleased to offer In Dialogue with International Children’s Museums. This conference within a conference 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.

Agenda

10:30 a.m.–10:45 a.m.
Welcome and Introductions
Laura Huerta Migus, Executive Director, Association of Children’s Museums

10:45 a.m.–11:30 a.m.
Why Global Fundraising Matters to YOU
Patrick McWhortor, Senior Consultant, The Cagney Group
Philanthropy is growing everywhere and so is fundraising innovation! This session examines 10 worldwide trends reshaping philanthropy with significance for children museums. It explores ways in which museum professionals can grow in their understanding of and ensure their success in this more global environment which is both presents more complexity and greater opportunity for private support. Each participant will map their own plan of action on the way to becoming more global (and more effective) in their fundraising.

Speaker Biography: Patrick McWhortor is a Senior Consultant with The Cagney Company which offers an array of fundraising competencies, strategic planning, governance consultation, and facilitation and training (learn more at www.thecagneycompany.com). His experience includes serving on the board of directors and for two years chairing the National Council of Nonprofits. In this capacity, he was involved in many national and international issues faced by the nonprofit sector.

11:30 a.m.–12:15 p.m.
Perspectives from International Children’s Museums
Bistra Kirova, MUZEIKO – America for Bulgaria Children’s Museum
Michelle Emerson, Eureka! National Children’s Museum
Juan Carlos Novoa, Tin Marin Children’s Museum
No two children’s museums are ever funded in the same way. Hear from leaders of children’s museums that have moved beyond their initial funding to a more diverse funding portfolio.

12:15 p.m.–1:00 p.m.
Working Lunch

Connecting Funding Opportunities with Project Milestones
Lee Skolnick and Jo Ann Secor, Lee H. Skolnick Architecture + Design Partnership
What project are you planning? Are you developing a new exhibit, or designing a new museum? Learn how using a project planning framework for various types of projects can help establish funding goals from start to finish.

1:00 p.m.–1:45 p.m.
Closed Session for Non-U.S. Museums
This time will be used for attendees to discuss what has been presented in the previous sessions as well as sharing their funding strategies and resources, and the resources they need.
We are now MIG | Portico, offering full design services for indoor and outdoor play, learning environments and exhibits.

MORE CAPABILITIES = MORE FUN!
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS
10:30 A.M.–11:45 A.M.

Daring Experiences: Museums and Visitors Taking Risks
BALLROOM G
Panel/Town Hall: Children’s museums operate in an increasingly competitive environment. To stand out and deliver remarkable experiences that remain on-brand and fun, museum teams are challenging old assumptions about their audience, and themselves. Hear from museum professionals about recent exhibits that took risks. From spaces that put dangerous tools in kids’ hands, to provocative topics that confront cultural expectations, panelists will share what it took to bring these projects to life, and the lessons learned along the way. This session will culminate a town hall discussion about what it means for a museum to take risks and the pros and cons of pushing boundaries.

Allen Boerger, Roto (moderator)
Katie Slivovsky, Chicago Children’s Museum
Nichole Myles, Children’s Museum of the Lowcountry
Thomas Quaranta, Children’s Museum of Manhattan

Guiding Your Museum to Greatness through the Museum Assessment Program
BALLROOM B
Panel: Need budget-friendly help to strengthen operations, meet standards and best practices, and plan for the future? In this session learn how the Museum Assessment Program (MAP), an IMLS-funded excellence program, can provide your institution with concrete feedback. MAP’s roadmap, a one-year process of self-assessment and peer review, addresses challenges with overall operations, community engagement, or collections stewardship. Hear about the value, process, and results of MAP from actual program participants and an American Alliance of Museum’s program officer and leave armed with the details and motivation to apply.

Martha Sharma, American Alliance of Museums
Sunnee O’Rork, i.d.e.a. Museum
Ruth Shelly, Portland Children’s Museum

Responsible Screen Time in Children’s Museums
BALLROOM C
Firestarter: As digital technology becomes a ubiquitous part of family life, what role can children’s museums play? Should museums be screen-free zones or are there responsible ways to model good screen time behavior for families? In this session, hear how science and technology centers have used (and misused) digital technology, gain perspective from an educational researcher on what youth outcomes one may expect from educational media, and take the pulse of children’s museum professionals on this hot topic.

Carol Tang, PhD, Children’s Creativity Museum
Scott Burg, Rockman et al
Darrell Porcello, University of California, Berkeley

Dia de los Muertos: Collaboration and Community Building
ROOM 101
Panel: Creating partnerships with institutions that have different goals and missions can be a challenge. How does each organization/institution define success? Misunderstandings of this core concept can bring down a partnership. When collaborating on a project, museum goals can be different from community organizations and non-brick-and-mortar partners. This session will identify the differences and show how seven organizations worked with these challenges by incorporating different interpretive models, at multiple sites, with a non-competitive schedule and a team approach. The result? Success for all! And, exposure to new audiences and community building.

Kyle Pong, Children’s Discovery Museum of the Desert (moderator)
Michaeleen Gallagher, The Annenberg Foundation Trust at Sunnylands
Jocelyn Vargas, Raíces Cultura
Arlene Amick, Palm Springs Art Museum in Palm Desert
Tizoc DeAztlan, Run with Los Muertos
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Carolyn McLean
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carolynmclean@webergrouppinc.com
5233 Progress Way
Sellersburg, IN 47172
webergrouppinc.com
The Empathy Story: Growing Empathy in Exhibits
ROOM 103
Talk Show: As children’s museums focus more and more on social-emotional learning in exhibits, “empathy” rises to the fore as one of the key component goals of many exhibits. Connecting with other cultures, people in our own communities, and family and friends all draws on empathy. This session includes a deep dive into empathy to better understand it, and how it can get eclipsed by human nature. Discover why young brains veer toward empathy, and why older brains veer away, and how to playfully override this conundrum.

**Brianna Cutts,** *The Sibbett Group*
**Anne Fullenkamp,** *Children’s Museum of Pittsburgh*
**Nina Silver,** *Noah’s Ark at the Skirball Cultural Center*

Bringing Fun to All Families
BALLROOM F
Panel: All children’s museums strive to provide positive play experiences for visitors. Play is fun, and fun is therapeutic! Although everyone benefits from fun experiences to improve their health, play and fun are especially important for families who have children with special needs, are financially struggling, or have social barriers such as court-separation. However, such families are often unable to visit children’s museums. In this session, panelists will examine different ways in which museums endeavor to bring fun to the families who are often harder to reach, yet need it the most.

**Saki Iwamoto,** *Boston Children’s Museum*
**Alicia Greene,** *Boston Children’s Museum*
**Jeanmarie Walsh Mansfield,** *Long Island Children’s Museum*
**Saleem Hue Penny,** *Chicago Children’s Museum*

Early Learning and STEM—Opportunities Ahead!
BALLROOM A
Talk Show: Early Childhood Learning has and continues to be a high priority for federal agencies as well as other state and local stakeholders. What are some of the resources and opportunities related to Early Childhood and STEM available to children’s museums? In a talk show format, staff from the Institute of Museum and Library Services, Department of Education, and museums will share insights on funding opportunities, partnerships, and field-tested prototypes striving to make an impact on the STEM pipeline.

**Reagan Moore,** *Institute of Museum and Library Services*
**Paula Gangopadhyay,** *Institute of Museum and Library Services*

**Michael Yankovich,** *Children’s Museum of Denver at Marsico Campus*
**Dene’ Mosier,** *Kansas Children’s Discovery Center*
**Patty Belmonte,** *Hands On Children’s Museum*

Getting Serious about the Value of Play in Children’s Museums
ROOM 102
Firestarter: Play is vital for children’s development, but children’s opportunities to play are diminishing. Children’s museums are uniquely positioned to support play, but face many challenges and pressures in doing so. This discussion-focused session will address the complex factors that shape how individual institutions talk about play and incorporate it into their practices, as outlined in a large-scale study on this topic conducted by the ACM Research Network. Talk with peers to gain new insights on the value of play, as well as glean practical ideas for discussing play in your own institution.

**Jessica Luke, PhD,** *University of Washington*
**Sarah May,** *Boston Children’s Museum*
**Kari Nelson,** *Thanksgiving Point*
**Suzy Letourneau, PhD,** *Providence Children’s Museum*
**Barbara Hahn,** *Minnesota Children’s Museum*

Shake It Up! Re-Engaging Teachers
ROOM 104
Workshop: It’s important to keep things fresh even when they are working well. Long Island Children’s Museum reevaluated its school partnership efforts to create a new model that re-engages teachers, responds to district needs, and creates collective impact measures that provide new funding opportunities. Teachers value this new educational model, which creates a flexible framework that puts real-world needs front and center, as well as demonstrates the museum is a true partner in achieving classroom goals.

**Aimee Terzulli,** *Long Island Children’s Museum*
**Cheryl Kessler,** *Blue Scarf Consulting*
**Brumsic Brandon,** *Westbury Public Schools*
Creating Spaces to Foster Creativity and Innovation
ROOM 105
Workshop: Museum professionals want to provide opportunities for visitors to be innovative and creative. But how can spaces be designed that are both functional and inspiring? This session focuses on the elements that go into successful creative environments: ones that foster innovation while also being practical for those working in and managing the spaces. Research findings from the Smithsonian’s Lemelson Center for the Study of Invention and Innovation on innovative environments will be shared, as well as how the lessons learned from inventors and innovators can be applied to a museum setting.
Tricia Edwards, Smithsonian’s Lemelson Center for the Study of Invention and Innovation

ACM MarketPlace Lunch
Sponsored by Heartland Scenic Studio
11:45 a.m.–1:45 p.m.
EXHIBIT HALL A
Enjoy a complimentary lunch in the ACM MarketPlace; then take your time to explore the exhibit booths. The next sessions don’t start until 2:00 p.m.!

Brown Bag Lunch: ACM’s New Trend Reports
12:00 p.m.–1:00 p.m.
BALLROOM A
Grab your lunch in the ACM MarketPlace and head on over! ACM has partnered with New Knowledge Organization Ltd. (NewKnowledge) to create a series of trend reports, drawing from a decade of ACM membership data to make predictions about the children’s museum field. Chat with the report writers about how these reports apply to your museum’s strategic goals.

STUDY TOUR
E. NASA’s Jet Propulsion Laboratory (JPL)
12:00 p.m.–4:00 p.m.
Pre-registration is required; tickets are $35. All U.S. citizens, 18 years of age or older, must present official, government issued photo identification (driver’s license or passport) before being allowed entry. All non-U.S. citizens 18 years of age or older must present a passport or resident visa (green card) before being allowed entry. Individuals without proper identification will not be admitted. Transportation is included. Participants should meet by the entrance of the Exhibition Hall and Ballroom building of the Pasadena Convention Center. The bus will leave promptly at 12:10 p.m. and return to the convention center by 4:00 p.m. Box lunch will be available for JPL study tour participants. Pick up at meeting place.
JPL is a unique U.S. research facility that carries out robotic space and Earth science missions. JPL helped open the Space Age by developing America’s first Earth-orbiting science satellite, creating the first successful interplanetary spacecraft, and sending robotic missions to study all the planets in our solar system. This 2 1/2 hour tour includes a multimedia presentation on JPL, “Journey to the Planets and Beyond,” which provides an overview of the Laboratory’s activities and accomplishments, as well as entry to the von Karman Visitor Center, the Space Flight Operations Facility, and the Spacecraft Assembly Facility.
Using Data to Improve Your Operations
BALLROOM C
Panel: Data tells a story and all museums capture data every day. By studying, reviewing, and understanding the data, the better hidden costs and opportunities for revenue growth can be recognized. This panel of museum professionals will discuss how they use data to guide their organizations out of the trenches and onto a platform of increasing revenue by maximizing resources. Expect an honest dialogue as success stories and lessons learned along the way are shared. The presentation is meant to challenge the status quo of operating a nonprofit, mission-based organization.
Lindy Hoyer, Omaha Children’s Museum (moderator)
Kenny Wagener, Management Resources
Mary Baerg, Natural History Museum of Los Angeles County
Matt Orand, Omaha Children’s Museum
Blake Wigdahl, Thanksgiving Point

Creating Positive Organizational Culture through Employee Engagement
BALLROOM B
Fishbowl: “What is it like to work here?” Employee engagement is about morale, productivity, workplace happiness, and a sense of inclusion and belonging. Connections between departments (horizontally) and interactions from entry level through upper management (vertically) can form an organizational culture that creates a high performing team and has a positive impact on the visitor experience. Join four CEOs as they kick off this inclusive discussion of staff engagement and how it promotes organizational and individual growth. Learn how fun at work is serious business when it results in a positive culture crucial to the growth and success of a learning organization.
Kathy Gustafson-Hilton, Hands On! Studio (moderator)
Ruth Shelly, Portland Children’s Museum
Joanna Haas, Kentucky Science Center
Deborah Gilpin, Madison Children’s Museum
Charlie Walter, Mayborn Museum Complex

Children’s Play Culture and the Role of Museums in Asia
BALLROOM F
Workshop: With rapid social changes occurring in Japan, Korea, and Singapore, new trends in children’s play culture have been observed. After an introduction of the trends and issues, presenters will discuss cases about how museums in Asia are using play as a mediator between generations to help parents, grandparents, and children communicate better. Learn about modern play in these countries, and engage in play experiences.
Jinhee Kim, Gyeonggi Children’s Museum
Young-ja Park, Yamaguchi Center for Arts and Media
Mishelle Lim, Singapore Philatelic Museum

Teaching Coding in Museums
BALLROOM A
Workshop: Teaching coding to museum visitors presents unique challenges—from exhibits with short engagement times to facilitation-heavy school programs. In this interactive session, representatives from museums with coding programming will share their experiences, lessons learned, and provide hands-on demonstrations of various tools other museums can deploy. Attendees will learn how to train staff and volunteers on coding facilitation, and how to provide meaningful learning opportunities for children as young as five.
Tomas Durkin, Children’s Creativity Museum
Maureen Bowman, Marbles Kids Museum
Dene’ Mosier, Kansas Children’s Discovery Center
Caitlin Lutjohann, Kansas Children’s Discovery Center

What Is a Play Facilitator? A Museum’s Best Asset
ROOM 102
Workshop: Museums of all varieties invest tens of thousands of dollars toward the creation of engaging exhibits throughout their growth. The Grand Rapids Children’s Museum (GRCM) not only builds these exhibits from the ground up, but invests heavily in staff. While the word “facilitator” is infrequently used throughout the field, for GRCM, “facilitating play” is at the center of their practice. Facilitators ensure that every day the museum is open, its mission is celebrated and represented to the fullest. Presenters will emphasize the importance of having a diverse, well-trained and playful staff that make
exhibits come alive, make every guest feel welcomed, and that manifest the museum’s core principles and values.

Jake Bouck, Grand Rapids Children's Museum
Adrienne Brown-Reasner, Grand Rapids Children's Museum
Christina Sparks, Grand Rapids Children's Museum

Interdisciplinary Learning in Museums: When STEM Becomes STEAM
BALLROOM G
Panel: In informal settings, content and learning goals often cross disciplines. These interdisciplinary experiences are ideal for creating connections that build on existing knowledge and help visitors make meaningful connections between science and art. Children’s museums have the unique opportunity to cross disciplines through exhibits and programs that focus on cognitive development, experiential learning, and immersive play. Panelists will explore different strategies for presenting dynamic, cross-disciplinary experiences that can keep pace with the demand for STEAM-rich content.

Donna DiBartolomeo, Museum Consultant
Anne Fullenkamp, Children’s Museum of Pittsburgh
Kate Marciniec, Boston Children's Museum
Eric Lennartson, TapeScape Artist and Designer

The 2017 Eclipse: Tools for Engaging Young Scientists
ROOM 104
Workshop: On August 21, 2017, a total solar eclipse will sweep across the U.S.! This incredible astronomical event is an exciting opportunity for museums to convene their communities around Earth and space science. This workshop-style session will build enthusiasm for the many tools and resources available for planning and hosting an eclipse event, and for getting hands-on with science, especially with the youngest visitors. From NASA resources, to DIY tools for viewing, gain first-hand experience and take home ready-to-use resources.

Alexandra Jackson, Sciencenter
Dennis Schatz, Pacific Science Center
Ellen Blinderman, Lawrence Hall of Science
Darrell Porcello, University of California, Berkeley
Anna Hurst, Astronomical Society of the Pacific
Jeffrey Nee, NASA Museum Alliance

Two Worlds Collide: Education and Development Collaboration for Positive Change
ROOM 105
Firestarter: When education and development departments start working together, amazing things can happen! This firestarter takes a closer look at the benefits of cross-departmental collaboration and how to build a strong relationship between Education and Development staff by working towards a common goal. Two worlds collide when museum leaders allow the community’s critical needs to guide both program and funding priorities. Professionals from both departments will share successes and failures, before discussing what works, what doesn’t, and why it’s important to play for the same team and create a powerful partnership resulting in ambitious programs and increased funding.

Lauren McMurtry, Mississippi Children’s Museum
Jana Perry, Mississippi Children’s Museum
Kimberly McKenney, Children’s Museum of Tacoma

Museums for All: Expanding Access
ROOM 101
Talk Show: Attendees will hear from representatives of the organizations behind Museums for All (ACM and the Institute for Museum and Library Services) as well as three participating museums. Learn about what Museums for All is, why museums want to be a part of it, challenges they’ve faced and overcome, and how they have individually tailored and supported the program.

Brendan Cartwright, Association of Children’s Museums (moderator)
Paula Gangopadhyay, Institute of Museum and Library Services
Saleem Hue Penny, Chicago Children's Museum
Nichole Myles, Children’s Museum of the Lowcountry
Timothy Vincent Delaney, Portland Children’s Museum
**Signs on Trial**

**ROOM 103**

Mock Trial: This interactive, energetic session focuses on a topic all museums struggle to get just right: signage! Presenters will share real-life examples in a mock trial format to stir discussion on a number of decisions inherent in every sign created: legibility, language, layout, content, context, color, price, placement, and more. The session will look at a variety of signs, from wayfinding to donor recognition to parent education. Gain insight and perspective on “what works and why” in this fun, interactive session.

Sharon Crawford, IIDA, LEED AP ID+C, Gensler
Adam Woodworth, Children’s Museum in Oak Lawn
Sally Edwards, Marbles Kids Museum and IMAX Theatre
Alissa Rupp, FAIA, LEED AP BD+C, MIG | Portico

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**Children’s Museums as a Strategy for Children’s Rights**

**BALLROOM H**

Town Hall: Children’s museums are unique community institutions where children are valued citizens. Yet many children’s museums work in communities and environments that are actively harmful to children. In this session, leaders from two children’s museums talk about the reality of their work. One provides visits for refugee children held in detention centers at the Texas-Mexico border, while the other works in South Africa, where the lack of basic infrastructure elements (such as sidewalks) limits safe places for children. After their introductory remarks, attendees will have the opportunity to share their stories. Through discussion, attendees will identify issues and themes that can inspire both individual and collective action.

Jennifer Farrington, Chicago Children’s Museum (moderator)
Felipe Peña III, Children’s Museum of Brownsville
Nosisa Dube, Play Africa

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**ACM MarketPlace Coffee Break**

3:15 p.m.–3:45 p.m.

**EXHIBIT HALL A**

Need a mid-afternoon pick-me-up? Come for a complimentary coffee break in the exhibit hall. Plus, it’s another great opportunity to find the products and services your museum needs.

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**CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS**

3:45 p.m.–5:00 p.m.

**Putting the FUN in Funding: Creative and Effective Donor Recognition**

**BALLROOM G**

Firestarter: Is donor recognition a win-win, or always a trade-off? Efforts to begin a capital campaign, renovate a gallery, look for program sponsorship, or acknowledge annual donors lead to discussions of who to acknowledge, and how. Learn your colleagues’ approach to the ethics, and the “who, what, when, where, how?” of donor recognition. We’ll explore innovative ways to say thanks while bringing a fun, creative spirit to recognizing those who make contributions that in turn make our achievements possible.

Alissa Rupp, FAIA, LEED AP BD+C, MIG | Portico (moderator)
Putter Bert, KidsQuest Children’s Museum
Michael Yankovich, Children’s Museum of Denver at Marsico Campus
Patty Belmonte, Hands On Children’s Museum
Lisa Van Deman, Kidzu Children’s Museum
Gretchen Kerr, Children’s Museum of Denver at Marsico Campus
Allison Craig Sundine, MIG | Portico

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**Keeping Our Spaces Safe and Secure**

**ROOM 105**

Panel: Despite our best wishes, no public venues are immune to the risks of accidents, medical emergencies, violence, or natural disasters. We want our children’s museums to be safe havens of play-filled learning, but we still need to be aware of and have a plan to deal with the threats that exist to that ideal. We want to offer welcoming and inviting environments, but still maintain the safety and security necessary to provide engaging experiences for all. What is too much safety and security? Where is that line between too much and not enough? Join us for an invigorating conversation about one of the most basic elements of museum operations.

Mike Jacabacci, Stepping Stones Museum for Children (moderator)
Juan Carlos Novoa, Tin Marin Children’s Museum
Leslie Bushara, Children’s Museum of Manhattan
Esther Netter, Zimmer Children’s Museum
Jason Periard, The Jewish Federation of Greater Los Angeles
Designing Outdoor Areas with Sustainability in Mind
BALLROOM F
Talk Show: How many ways can sustainability be consid- ered during the process of developing an outdoor area? Environmental sustainability is top of mind, but what about social and economic sustainability? In this lively town hall-meets-talk show, come together to create a David Letterman-esque Top Ten List of things to keep in mind when designing outdoor spaces with sustainability in mind. Design criteria, decision-making process, materials, accessibility, equity, etc., will also be covered. Panelists will unveil their Top Ten lists, followed by a lively, collaborative Top Ten list-makin extravaganza.
Brenda Baker, Madison Children’s Museum
Greg Belew, Hands On! Studio
Neil Gordon, The Discovery Museums
Jennifer Brooke, Lemon | Brooke

Out-of-School Programs: Successes and Lessons Learned
BALLROOM C
Town Hall: Everyone likes meaningful collaboration with measureable outcomes. Out-of-school programs—like camps, outreach and afterschool programming—are a fantastic way to meet museums’ goals of accessibility and impact while establishing truly beneficial partnerships. Hear from two museum education teams about six different programs that stretched their museums to better serve elementary-age students and engaged families in fun, interactive learning. Presenters will share successes and mistakes to help attendees draw a road map for how to launch and sustain out-of-school programs on any budget. The session will include a structured Q&A discussion.
Hilary Van Alsburg, Children’s Museum Tucson/Oro Valley
Jennifer Phillips, Children’s Museum Tucson/Oro Valley
Jamie Bonnett, KidsQuest Children’s Museum
Nicole Frymier, KidsQuest Children’s Museum

Kids at Heart: Millennial Engagement in Children’s Museums
ROOM 101
Workshop: Kids at Heart will present tools for children’s museums looking to create engagement programs for Millennials. Many Millennials are becoming parents themselves, however, a large portion of the population is often overlooked by chil- dren’s museums. With the largest transfer of wealth in history nearing, it is crucial to engage this population to ensure long- term sustainability. The session will be based on the launch of a successful pilot program at the Children’s Museum of Pittsburgh and ignite a discussion about turning today’s young professionals into tomorrow’s major donors and unwaver- ing advocates.
Gina Evans, Children’s Museum of Pittsburgh
Sarah Spiegel, Children’s Museum of Pittsburgh

Creating a Learning Framework: How to Get Started
BALLROOM A
Workshop: The buzz continues to build about learning frame- works and their power to provide a cohesive underpinning for a museum’s educational work. But how does a museum get started down the path of creating one? And what does a “finished” institutional learning framework look like? This interactive session will combine short presentations with activities to jumpstart the process and continue it after the conference. Review existing examples, identify common aspects of frameworks, and hear from presenters in the pro- cess of creating a learning framework, all while engaging in reflection and small group conversation.
Susan Foutz, The Children’s Museum of Indianapolis
Cheryl McCallum, EdD, Children’s Museum of Houston
Nicole Rivera, EdD, North Central College
Alix Tonsgard, DuPage Children’s Museum
Ten Easy Ways to Be More LGBTQ Friendly—and Why It Matters

BALLROOM H
Firestarter/Panel: Welcoming LGBTQ individuals and families is easier than you might think. Come explore how current best practices for child development and customer service apply to LGBTQ families. Hear from those with first-hand experience how good it feels to be included, talk with an early childhood expert who demystifies a topic that can feel political and controversial, and walk through a checklist of helpful tips with museum staff who have already implemented numerous LGBTQ family-friendly practices. Leave this session feeling empowered to better serve LGBTQ families.

Katie Slivovsky, Chicago Children’s Museum
Theresa Volpe, One Million Kids for Equality
Robert Hadaway, Duluth Children’s Museum

Reimagining School Readiness: Key Findings from Research and Practical Implications

ROOM 102
Panel: Kids entering kindergarten in 2017 will be entering the workforce in 2034. For these kids, school readiness is about being ready for schools as they are now, and also how they will evolve. The Bay Area Discovery Museum’s Center for Childhood Creativity will present findings from their recently released white paper that summarizes new insights into school readiness. Educators from three very different museums will discuss practical implications for these findings from the research.

Amy Eisenmann, Bay Area Discovery Museum and Center for Childhood Creativity
Martina Van Gelderen, Marbles Kids Museum
Jeanmarie Walsh Mansfield, Long Island Children’s Museum

Crowdfunding for Community Partnership

ROOM 104
Workshop: Making Spaces is a partnership between Google, Children’s Museum of Pittsburgh, Maker Ed, and ten regional hubs, including children’s museums, to integrate making into schools across the U.S. through crowdfunding. This session brings together many current trends in museum work—the integration of makerspaces into museum practice, crowdfunding as a tool for fundraising, and new methods for museum-community partnership. Partners have created resources that enable museum professionals, teachers and students to plan for and activate learning communities around making. Engage with these resources, and learn about additional resources that are available on the project website and learn about opportunities for future involvement, as the project continues to scale up.

Lisa Brahms, PhD, Children’s Museum of Pittsburgh (moderator)
Chip Lindsey, Children’s Museum of Pittsburgh
Stephanie Chang, Maker Ed
Mindy Porter, Scott Family Amazeum
Sam Dean, Scott Family Amazeum
EVENING EVENT

California Dreamin' at Kidspace Children's Museum
Sponsored by Chapman Family Foundation, ¡Explora!, Gyroscope, Inc., and The Sibbett Group
6:30 p.m.–9:30 p.m.
Pre-registration required; tickets are $50. Transportation is included. Participants should meet in the lobby of The Westin or the Hilton. Buses will pick up at both hotels starting at 6:10 p.m. Buses will loop between both hotels and Kidspace Children’s Museum until 9:30 p.m.

Get ready for some fun at the Kidspace party! After two full days of conference, we all deserve a little break, SoCal style! After a Hollywood welcome experience some of Kidspace’s favorite events and programs. Join us for rubber ducky races in the Arroyo, experience some of Route 66 on our trike tracks, and join in on a dance party in the courtyard! Enjoy local craft beer and California wine, along with the diverse flavors that make up the LA food scene. From In-N-Out burgers to street tacos to Asian cuisine, there will be something for everyone! After some refreshments, tinker in the Imagination Workshop, explore your love of science in the Physics Forest, belt out a karaoke tune in the Storyteller Studio, and enjoy a scavenger hunt sponsored by Gyroscope, Inc. in the Arroyo Adventure! Ready to chill? Grab a dessert and enjoy live amphitheater performances under the stars.

Congratulations

The Junior League of Pasadena, Inc. congratulates Kidspace on a successful conference and looks forward to having more fun with them in the future!
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Friday, May 5

Don't leave early! We're saving the best for last. Today all programming will be held at the Pasadena Convention Center. Numbered room locations are in the Conference Center building. Lettered rooms are in the Exhibition Hall and Ballroom building.

Morning Coffee
7:30 a.m.–8:45 a.m.
BALLROOM FOYER
There are never enough opportunities to network, so we're providing this unstructured coffee time to make new contacts or reconnect with colleagues.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS
9:00 A.M.–10:15 A.M.

Mistakes Were Made
BALLROOM G
Firestarter: Resources squandered, stakeholders alienated, deadlines missed. We honestly admit our biggest blunders and what we learned from them. A crowd-sourced contest finds the biggest mistakes in the room followed by presentation of the ACM Epic Failure Trophy of 2017. Sharing is the first step in learning!

Kathy Gustafson-Hilton, Hands On! Studio (moderator)
Brenda Riley, Fairbanks Children’s Museum
Jennifer Alexander, Kidcity Children’s Museum
Maria Tinajero-Dowdle, The Children’s Museum of La Habra
Brad Stefl, Children’s Discovery Museum

Crisis Communication
BALLROOM C
Panel: How museums respond to difficult situations and the public messaging that follows a crisis can have long-standing ramifications if not managed adeptly. This session will share insights on conflict management and de-escalation training on common issues facing museums. Discussion will focus on addressing disputes between guests, visitor to staff sexual confrontation, aggravated crowds, navigating cultural differences, and unauthorized pick-up due to custody disputes. Walk away with a framework for preparing a robust Crisis Communications Plan, including strategies for crafting public messaging, identifying which audiences need to be informed, and addressing media.

MaryAnn Viviano, Kidspace Children’s Museum
Dora Lipper, KidsQuest Children’s Museum
Anais Rodriguez, Miami Children’s Museum
Marilee Jennings, Children’s Discovery Museum of San Jose

Starting Small: Launching a Museum and University Collaboration
BALLROOM A
Firestarter: Many museum professionals want to collaborate with university researchers, and vice versa. But how do you start, especially if you work in a small, mid-sized, or newer museum? How do you ensure that the partnership is mutually beneficial? Learn replicable strategies from a partnership between Children’s Museum Tucson and the University of Arizona. After short presentations from both the university and museum perspectives, discuss examples of first steps that can be taken to develop such collaborations.

Cecile McKee, PhD, University of Arizona
Autumn Rentmeester, Children’s Museum Tucson/Oro Valley
Elly Zimmer, University of Arizona

The Art of Working Together: Managing an International Collaboration
BALLROOM B
Media Club/Panel: Children in the 21st century navigate an increasingly globalized world, and children’s museums are uniquely poised to be sites of global awareness and international connections. Find out how an established children’s museum in Chicago and an emerging museum in Johannesburg, South Africa, created a successful international art exchange program for children. Children and artists in both cities worked together on a collaborative art project, and afterwards got to meet one another through Skype. Panelists will share practical advice for those who want to collaborate internationally: both the knock-out successes and lessons learned from our first collaboration, Art Across Oceans.

Stephanie Bynum, Kohl Children’s Museum of Greater Chicago
Gretchen Wilson Prangley, Play Africa
Erika Gray, Kohl Children’s Museum of Greater Chicago
Beke Mchunu, Play Africa
**Playful Inclusion—Fun for All!**

**BALLROOM H**

Workshop: The power of play can inspire imagination, deepen connections, and lead to new discoveries—for kids of all abilities. Children with special needs are no exception! At this session, two museums will share visitor engagement tools, programmatic strategies, staff training practices, exhibit design and creative partnership ideas to increase access to play-based learning. The National Inclusion Project will provide a mini-training workshop and resources to inspire successful inclusion at your museum. Let’s talk about the great work of prioritizing access in play experiences and the amazing impact it can have on families in our communities.

**Maureen Bowman,** *Marbles Kids Museum*
**Vito Gioia, Jr.** *Kohl Children’s Museum of Great Chicago*
**Aron Hall,** *National Inclusion Project*

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**Engaging Preschool Teachers in Science Professional Development**

**ROOM 102**

Panel: With the growing emphasis nationwide on early STEM, more and more children’s museums and science centers are providing workshops and programs that empower early childhood educators to promote science in the early years. What resources, activities, and tools are most effective? How can we inspire teachers to take what they learn back to their classrooms? This session will highlight professional development models used with preschool teachers, pre-service teachers, and parents. Get ideas to use in developing and conducting your own preschool science professional development programs, and share your knowledge and experience with other participants.

**Ellen Blinderman,** *Lawrence Hall of Science* (moderator)
**Michelle Kortenaar,** *Sciencenter*
**Janella Watson,** *New York Hall of Science*
**Amy Eisenmann,** *Bay Area Discovery Museum and Center for Childhood Creativity*
**Ashley Barajas,** *Lawrence Hall of Science*

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**Best Program Ever! Tools and Techniques to Create Great Programs**

**ROOM 104**

Workshop: This high-energy, hands-on workshop introduces fun, effective professional development tools and techniques. You’ll be up on your feet learning improv exercises, brainstorming activities, using creative critique and reflection tools, and much more. We’ll send you home with a resource package that will help your team improve existing programs, create great new programs, and do a fantastic job engaging guests every day.

**Brad Herring,** *Museum of Life + Science*
**Rae Ostman, PhD,** *Science Museum of Minnesota*
**Alexandra Jackson,** *Sciencenter*
**Jeannie Colton,** *Arizona State University*
**Keith Ostfeld,** *Children’s Museum of Houston*
**Stephanie Long,** *Science Museum of Minnesota*

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**Mud, Fire, and Tools! Pop-Up Adventure Playgrounds and Museums**

**ROOM 105**

Workshop: Presenters will introduce the core ideas of adventure play and pop-up adventure playgrounds, exploring ways that open-ended play with loose parts can be supported in various settings. They will cover topics of risk management and program documentation. They will also discuss barriers to play and ways to overcome these challenges in order to better support children’s play and empower the next generation of problem-solvers. Following the presentation attendees will be invited to play, collaborate, and create a pop-up adventure playground onsite with provided materials.

**Jess Graff,** *Portland Children’s Museum*
**Mike Yager,** *Portland Children’s Museum*
**Leon Smith,** *Portland Free Play*
**Katie Shook,** *Mudland Play*
Making Connections: Facilitating Learning through Making

BALLROOM F

Workshop: Making Connections is a card game that encourages museum professionals to consider three important aspects of facilitating maker-based learning experiences: learning objectives, facilitation strategies, and the learners themselves. Making Connections is a great professional learning tool for museum educators and managers who are just beginning to integrate making as a learning process into their exhibits and programming, as well as those working to sustain and evolve their programs and spaces. Come learn about the IMLS-funded research behind the game’s development, engage in discussion about making as a learning process, and of course, play the game!

Jane Werner, Children’s Museum of Pittsburgh
Chip Lindsey, Children’s Museum of Pittsburgh
In 1979, a group of dedicated Junior League of Pasadena members came together to create Kidspace Children’s Museum, a kid-driven, informal learning environment.

We are here today because of them. On behalf of the children and families we serve, thank you for your vision and leadership. We applaud you for 90 years of dedicated service to the community.

Kidspace Children’s Museum
Board of Directors and Staff
Closing Plenary Session and ACM Great Friend to Kids Award Ceremony

Sponsored by Wells Fargo
10:30 a.m.–12:00 p.m.
BALLROOM DE

Welcome
Laura Huerta Migus, Executive Director, Association of Children’s Museums
Jennifer Farrington, President, Board of Directors, Association of Children’s Museums; President & CEO, Chicago Children’s Museum

Great Friend to Kids Award Introduction
Sandy Walia, Area President, Greater San Gabriel Division, Wells Fargo

2017 Great Friend to Kids Award Honoree
ACM will present its 2017 Great Friend to Kids Award to The Junior League. 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 The Junior League for its outstanding contribution in developing children’s museums around the world.

As a pioneer in the development of children’s museums, The Junior League helped inspire a cultural movement that changed children’s lives around the world. The award will be accepted by Susan Danish, Executive Director of The Association of Junior Leagues International, Inc.

About The Junior League: Founded in 1901, the Junior Leagues are charitable nonprofit organizations of women, developed as civic leaders, making a demonstrable impact on their communities. True to their mission, today’s League members work at the forefront of social reform, tackling the toughest and most critical issues of the day for the purpose of enhancing the social, cultural, and political fabric of civil society. As a result of this work, The Junior League—and the more than 150,000 women in 291 communities in the United States, Canada, Mexico, and the United Kingdom who comprise its ranks—has amassed an archive of tangible results and a reputation as thoughtful and influential change agents dedicated to the public good.

Susan Danish Biography: Susan Danish brings more than 20 years of leadership and management to her role as Executive Director of The Association of Junior Leagues International, Inc. (AJLI). Her personal commitment to voluntarism and women’s leadership make her ideally suited to guide an organization dedicated to promoting voluntarism, developing the potential of women and improving communities. Her insights are shared via her blog on The Huffington Post. Before AJLI, Danish was the Executive Director of the Center for Women’s Leadership at Babson College. Her background also includes significant corporate experience. Danish holds a BS degree from Northwestern University, an MS from Boston University and an MBA from Harvard Business School. She is an Active member of The Junior League of Brooklyn.

Invitation to InterActivity 2018
Laura Huerta Migus, Executive Director, Association of Children’s Museums
Sally Edwards, President & CEO, Marbles Kids Museum
See you next year in Raleigh, NC!
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 that champions children’s museums around the world. 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.

ACM Annual Membership Dues
Open Museum Categories
Dues are based on annual operating income
Level 1 (under $250k): ...................................................$450
Level 2 (under $500k): .................................................$800
Level 3 (under $1 million): .........................................$1,050
Level 4 (under $3 million): ........................................$1,400
Level 5 (under $5 million): ........................................$1,600
Level 6 ($5 million and over): ......................................$1,950

Special Museum Categories
Emerging Children’s Museum: ....................................$400
International Museum: ................................................$650
Sponsor Children’s Museum: .....................................$2,500

Individual Categories
Friends of the Field: ......................................................$100
Student: ............................................................................. $75

Organizational Categories
Academic/Research Institution: ..............................$450

ACM Annual Business Membership Dues
ACM business members represent a diverse range of organizations serving the field and supporting the growth of children’s museums in their communities. They gain exposure to a unique and focused audience through ACM membership while acknowledging the value of children’s museums worldwide.

Business Categories
Business Visionary: .......................................................$2,500
Business Supporter: ....................................................$750
Business Associate: .......................................................$300

Questions? Ask Dana Weinstein, Development Manager, at Dana.Weinstein@ChildrensMuseums.org.

Questions? Ask Maria Sulima, Membership Manager, at Maria.Sulima@ChildrensMuseums.org.
ASSOCIATION OF CHILDREN’S MUSEUMS

ACM is a community of more than 300 member museums all over the world, sharing the same vision: a world that honors all children.

We’re on our way to make this vision our reality.

Let’s go!

Strategic Roadmap

Our Vision
A world that honors all children and respects the diverse ways in which they learn and develop.

Build Capacity and Support Excellence of Children’s Museums
Promote and Champion Children’s Museums

Our Mission
ACM champions children’s museums worldwide.

Build our members’ capacity to proactively respond to critical issues
Nurture talent and leadership in the children’s museum workforce
Bolster positive public perception of children’s museums
Articulate and communicate field identity

Connect our members with current research and evidence to inform practice
Facilitate and strengthen partnerships between our members and other organizations.
Support high-quality operations across programs, service, and design
Promote attendance and engagement of children’s museums
Increase media visibility of children’s museums and ACM
Mark Your Calendar for May 15–18, 2018

ACM and Team Marbles invite you to Marbles Kids Museum in Downtown Raleigh for InterActivity 2018: Open Source Play, Sharing the Creative Code.

What’s Open Source Play? It’s the intersection between children’s museums and Open Source innovation, the big bold idea revolutionizing global technology. In a region known for its global tech leaders, we’ll explore how innovation is fueled by the open exchange of ideas, engaged participation, and the strength of community. We’ll embrace the unfamiliar to inform how we can deliver transformative play experiences in our communities.

Open Source principles apply to all aspects of our field: fresh and innovative thinking in the development of play experiences, people management, and community engagement.

Let’s create bigger, better ideas and inspired impact across the field. Let’s drive innovation and experience a new level of collaboration.

Let’s Build This Conference Together

With Open Source Play, you will have the opportunity to partner in a new way—kick-start a messy conversation to inspire new ideas, share colossal failures and surprising successes, field test a new play idea, and source improvements from the crowd.

- **Open Exchange**
  What new play ideas are inspiring our teams and communities? Share the code! Think exhibits, programs, partnerships, and combinations of all three.

- **Participation**
  How can we engage everybody and free ourselves to collaborate and create with each other? Think staff structures and management practices, new exhibit design and fabrication models, donor engagement, partner programming, and new ways of working across lines and sectors.

- **Community**
  How are we building cultures of engagement, purpose, and innovation in and around our museums? Think staff, board, volunteers, partners, as well as neighborhoods and community initiatives.

Session Proposals are Due July 28, 2017

Call, email, text, and Facebook each other to build session proposals over the summer. Have an idea, but don’t know who to partner with? Email ACM@ChildrensMuseums.org and we’ll help make the match!

Submitted proposals will be reviewed by the InterActivity 2018 Program Committee.

ASSOCIATION OF CHILDREN’S MUSEUMS

INTERACTIVITY 2018
OpenSource Play
SHARING THE CREATIVE CODE

RALEIGH, NC
May 15-18, 2018
Raleigh Convention Center
Hosted by MARBLES KiDS MUSEUM
INTERACTIVITY 2017 ADVERTISER INDEX

**Organization** | **Please see page...**
--- | ---
ACM InterActivity 2018 | 70–71
ACM Mobile App | 19
ACM Strategic Roadmap | 69
Argyle Design, Inc. | 26
Blackbaud | 15
Blue Telescope Studios | 12
Boss Display Corporation | 17
The Children's Museum of Indianapolis | 40
C.W. Shaw, Inc. | 76
Discount School Supply | 20
Great American Insurance Group | 62
Gyroscope, Inc. | 61
Haizlip Studio | 22
Hands On! Studio | 11
Heartland Scenic Studio | 25
The Junior League of Pasadena, Inc. | 60
Kidspace Children’s Museum | 66
Kraemer Design + Production Inc. | 43
Lee H. Skolnick Architecture + Design Partnership | Inside Front Cover
The Magic House, St. Louis Children’s Museum | 8
MIG | Portico | 50
MindSplash | 47
Museums for All | 75
Nickelodeon | 28
PartyWorks Interactive, Inc. | 65
Payden & Rygel | 74
Roto | Back Cover
Vroom | 30
Weber Group, Inc. | 52
Wells Fargo | Inside Back Cover
PAYDEN AND RYGEL SALUTES
THE ASSOCIATION OF CHILDREN’S MUSEUMS

Thank you for fostering the world’s largest meeting of children’s museum professionals for the exchange of ideas to serve the needs of all children and families.
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.

Participate in Museums for All!

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

Learn more about Museums for All and accessibility by attending:

**Museums for All table at the Professional Networking Breakfast**
Wednesday, May 3
7:30 a.m.–8:45 a.m.
Ballroom F

**Museums for All: Expanding Access session**
Thursday, May 4
2:00 p.m.–3:15 p.m.
Room 101

Visit [www.Museums4All.org](http://www.Museums4All.org) for resources, registration, and additional information.

@MuseumsForAll #MuseumsforAll
“We are so proud of the work that C.W. Shaw did for our Galvin Physics Forest exhibition. A perennial hit, the exhibits are engaging and fabulously illustrate various principles of physics. If you are looking for reliable, safe, and affordable exhibit experiences you can’t go wrong with C.W. Shaw.” - Michael Shanklin, CEO, Kidspace
When people care, it shows. Members of this community cared enough to put time and effort into making this event happen. And today, life for everyone here got a little bit richer. Little by little we can do a lot. Small is Huge℠

Great Friend to Kids, you’ve enriched our community.

Visit wellsfargo.com/stories to see how big small can be.

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Fresh ideas for today’s leading children’s museums.

**Recent Clients**
- Port Discovery Children’s Museum
- Children’s Museum of the Lowcountry
- Lincoln Children’s Museum
- Museum of Natural Curiosity
- Warsaw Children’s Museum
- Chicago Children’s Museum

**Our Services**
- Museum start-up planning
- Exhibit development & evaluation
- Full-service exhibit design
- Theming and environmental design
- Interactive engineering & prototypes
- Fabrication & turnkey installation

Orlando Science Center’s newest 10,000 ft² KidsTown exhibit features custom-built, skill-based experiences throughout seven dynamic zones.