ASSOCIATION OF CHILDREN'S MUSEUMS

INTERACTIVITY 2018

Open Source Play

SHARING THE CREATIVE CODE

RALEIGH, NC
May 15–18, 2018
Raleigh Convention Center
Hosted by MARBLES KiDS MUSEUM

#IA18
Rock Your Spatial Skills with

SUPER CUBE SHUFFLE™

A new interactive exhibit from Bedtime Math

Players race to match the cubes to the spinning tower picture puzzle!

Get Ready.
Get Set.
Get your CUBE on!

CHECK IT OUT!
Booth 16
SUPER CUBE SHUFFLE
A new interactive exhibit from Bedtime Math®

Rock Your Spatial Skills with
CHECK IT OUT!
Get Ready.
Get Set.
Get your CUBE on!

Booth 16
Players race to match the cubes to the spinning tower picture puzzle!

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Association of Children’s Museums

The Association of Children’s Museums (ACM) champions children’s museums worldwide. With 450 members in 48 states and 20 countries, ACM is the world’s foremost professional society supporting and advocating on behalf of children’s museums, and those who work at and otherwise sustain them. We leverage the collective knowledge of children’s museums through convening, sharing, and dissemination.

Visit www.ChildrensMuseums.org to learn more about ACM.

Marbles Kids Museum

Located in the heart of downtown Raleigh, North Carolina, Marbles Kids Museum has been bringing big, bold play to the state capital since 2007, following a museum merger. Short on funding and time, Marbles turned to the community with open arms to help us transform our space and spark a new way to play. On opening day, we unveiled our new name (a nod to our three-story wall of more than a million moveable marbles), and swung open the doors to welcome more than 10,000 guests. From that first day, our playful, free-flowing creativity, flexibility, learning by doing, and community connectedness proved to be a winning model.

Today, Marbles serves 683,000 visitors a year. Our contemporary 83,000 square foot museum imparts a sense of wow and wonder, with soaring ceilings, colorful bridges spanning overhead, a giant walk-out window overlooking an urban park, and our wrap-around wall of a million marbles. A playful mix of scale blends the real and the imagined. Simple forms and creative use of color build an immersive environment while leaving plenty of space for kids to fill in the blanks with their imaginations. Exhibits and programs are intentionally low-screen, absent hi-tech bells and whistles. Instead, Marbles uses loose parts abundantly to fuel open-ended play with highly tactile, familiar materials. From pretend play in Moneypalooza and Around Town, to engineering role play in Kid Grid, to planting and harvesting in Seedlings and Sun Sprouts, Marbles sparks imagination, discovery and learning through play.

Also home to North Carolina’s only 3D giant-screen IMAX Theatre, Marbles pairs educational documentaries with award-winning, hands-on Learning Labs to give middle schoolers time to play! And why stop there? Marbles offers play for millennials too, with popular 21Marbles afterhours events and a powerful Big Kid Corps volunteer program. And we maintain a deep commitment to access and inclusion through Marbles Full Circle programs and a host of partnerships in education, health, and human services.

Marbles is a colorful contributor to the extraordinary renaissance of Downtown Raleigh and the innovative mindset driving our region’s success. Our institutional DNA embodies the collaborative, inclusive, and community-driven approach that launched us ten years ago. Today, we are preparing the way for the next decade of play by planning for expansion, starting with the recent purchase of an old school building next door.

To learn more about Marbles Kids Museum, visit www.marbleskidsmuseum.org.

Photos courtesy of Marbles Kids Museum.
Dear Colleague,

Welcome to Raleigh for **InterActivity 2018: Open Source Play, Sharing the Creative Code**! Whether it’s your first InterActivity or your fifteenth, InterActivity offers a time and place to come together, share successes and challenges, and celebrate our field. Over the next few days, we will explore the intersection between children’s museums and open source innovation, the big bold idea revolutionizing global technology. We invite you to embrace the unfamiliar and investigate the many ways that open source principles apply to our field—informing how we work collaboratively to develop and deliver transformative play experiences in our communities.

Together, the Association of Children’s Museums and Marbles Kids Museum, in partnership with the InterActivity Program Committee, have created a robust program, including speakers from outside the field. Hear from Jim Whitehurst, President and CEO of Red Hat, the world’s leading catalyst for developing technology the open source way; Mindy Thomas of NPR’s *Wow in the World* podcast; Aly Khalifa of Raleigh-based Designbox; and Al Race, chief knowledge officer and deputy director of the Center on the Developing Child at Harvard University. Get inspired by high-energy presenters and performers at *SmallTalks 2018*. Learn from a wide range of speakers from universities, government agencies, and national and local nonprofits who will be presenting along with museum staff during our concurrent professional development sessions.

You’ll find some new features at InterActivity 2018, starting with our Inaugural Awards Dinner, celebrating scholarship winners and announcing the very first recipient of the new Champion of the Field Award. Take advantage of Brain Dates, a new consultation opportunity in the ACM MarketPlace. Discover opportunities to play and create in pop-up activity stations on Level 3 in the Raleigh Convention Center. Drop in to the Music in Motion for Early Literacy dance class, hang out in the video lounge to watch play training produced by Marbles Kids Museum, and explore sample Discovery Pack materials for self-directed learning in outdoor environments.

We want you to leave the conference feeling connected, inspired, refreshed and ready to share the creative code!

*Sally Edwards*  
President & CEO  
Marbles Kids Museum  
InterActivity 2018 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
May 15, 2018

Dear Friends,

On behalf of the Board of Commissioners and the one million residents we represent, I am delighted to welcome you to Wake County, consistently ranked one of the best places to live, work, learn and play in America.

Wake County is particularly delighted to host the Association of Children’s Museums’ InterActivity 2018 conference alongside our partner institution Marbles Kids Museum, which provides powerful play experiences that advance County goals in education, health, arts, and social and economic vitality.

Children’s museums like Marbles play an important role in our communities as shining examples of public and private partners working together to prepare children for success in a global workforce. I am grateful to each of you for your role in providing creative places and spaces for children to play and learn.

Wake County provides vast resources for a diverse and growing citizenry. Together with Marbles, we are excited to continue growing and learning with the children we serve. This week, we’re excited to grow and learn with you, our colleagues from across the country and around the world.

Best wishes for a fun week of learning.

Sincerely,

Jessica Holmes, Chair
Wake County Board of Commissioners
Greetings!

On behalf of the City of Raleigh, I wish to welcome you to the Association of Children’s Museums InterActivity 2018: Open Source Play.

You’ll find our creative culture and homegrown talent overflowing with award-winning chefs, thriving local arts, and innovative cultural and educational institutions among the many reasons Raleigh is consistently rated one of the top cities to live, work and play in the country.

We all find a way to play at Marbles, our hometown kids’ museum and a vibrant hub of activity in our growing downtown. As a welcoming, smart city we know you'll feel right at home and we invite you to explore all that Raleigh has to offer.

Nancy McFarlane
Mayor, City of Raleigh
Museums for All — an initiative of the Institute of Museum and Library Services

Celebrate Four Years of Museums for All!

- Over 250 participating museums.
- Over 100 ACM members involved.
- More than 1 million visitors served.

“I love that you have the Museums for All program. All children should have the opportunity to discover and explore.”
—Visitor to Grand Rapids Children’s Museum

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

Participate in Museums for All!

- 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.

Administered by the Association of Children’s Museums.

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

Museums for All table at the Professional Networking Breakfast
THANK YOU

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

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**InterActivity 2018 Sponsors**

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Huge thanks to Team Marbles for hosting InterActivity 2018!
–from ACM
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Trisha Blosser, Explore More Discovery Museum
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Jerica Starr, Mt. Pleasant Discovery Museum
EXPLORING RALEIGH

Make sure you pack your comfy walking shoes to take advantage of all the great things to do and see in the downtown Raleigh area. This city is walkable! You’ll feel enriched and uplifted the instant you’re welcomed by the smart, savvy locals. Explore a host of homegrown authentic experiences created just for you.

Get your toes tapping to the sounds of emerging music. Invigorate your senses by sampling the many flavors of local cuisine. Join in broadening your horizons through an enticing array of cultural experiences. Add some local flair to your home or wardrobe by visiting unique retailers. No matter what path you choose on your visit, you will be energized by the fired-up cultural heartbeat fostered by the passionate minds of Raleigh.

Dining
Raleigh’s culinary scene is gaining national recognition. Carolina favorites like sweet tea, barbecue, and home-style vegetables are staples of Raleigh’s culinary history. Award-winning chefs are setting trends in unique and creative takes on comfort food. Choose from more than 1,300 restaurants in the area, representing a wide range of prices and cuisines.

In and Around Downtown
In Raleigh, art in everyday life is an essential for quality of life. At the North Carolina Museum of Art find your place among more than 30 Rodin sculptures, at a family workshop, in the audience for performing arts, or at countless other spots as you tour this world-class collection. The Ann and Jim Goodnight Museum Park connects art, nature, and people to encourage creative experiences and human interactions. It features public art installations by international artists, environmentally sustainable landscapes, colorful and contemporary gardens, miles of recreational trails, and a terraced pond.

Raleigh holds dear its history and preserves more than 200 historic places on the National Register. Numerous museums, sites, programs, and events lay out a bevy of stories for history buffs, collectors, and the endlessly curious. Founded in 1879, the North Carolina Museum of Natural Sciences remains at the forefront of research and education about the natural world. The museum uses these four questions as a compass to create meaningful and popular experiences: what do we know, how do we know, what is happening now, and how can the public participate? The North Carolina Museum of History features more than 150,000 artifacts spanning 600 years of North Carolina history. At the information desk, pick up a gallery-themed backpack full of activities designed for children ages three to five to complete as you wander the museum’s galleries. Don’t forget to visit the North Carolina Sports Hall of Fame on the third floor.

Children’s Museums Near Raleigh
In addition to Marbles Kids Museum, there are a number of children’s museums within driving distance of Raleigh: Kidzu Children’s Museum, Discovery Place (all four locations), Greensboro Children’s Museum, Kaleideum North and Downtown, Outer Banks Children @ Play Museum, and The Children’s Museum of Wilmington. All are participating in the Museum Open House Program—see the full list of participating museums on p. 16.
Your organization creates moments of wonder, inspiration, and possibility.

Blackbaud creates solutions that empower you to make more of those moments, faster.

Learn more about our solutions and services for Children’s Museums at arts.blackbaud.com
MUSEUM OPEN HOUSE PROGRAM

The Museum Open House Program gives InterActivity 2018 attendees the opportunity to explore many cultural institutions in Raleigh and surrounding areas. The institutions listed below are generously offering free admission from May 14 through May 19, 2018. Simply present your InterActivity 2018 conference badge or registration confirmation. Many museums are closed Mondays, please call ahead to confirm hours.

RALEIGH
Marbles Kids Museum
919.834.4040
www.MarblesKidsMuseum.org

CAM Raleigh
919.261.5920
www.CAMRaleigh.org

City of Raleigh Museum
919.996.2220
www.CityofRaleighMuseum.org

North Carolina Museum of Art
919.839.6262
www.NCArtMuseum.org

North Carolina Museum of History
919.807.7900
www.NCMuseumofHistory.org

North Carolina Museum of Natural Sciences
919.707.9800
www.NaturalSciences.org

ASHEBORO
North Carolina Zoo
800.488.0444
www.nczoo.org

CHAPEL HILL
Kidzu Children's Museum
919.933.1455
www.KidzuChildrensMuseum.org

Morehead Planetarium & Science Center
919.918.1155
www.moreheadplanetarium.org

CHARLOTTE
Discovery Place Nature
704.372.6261
www.DiscoveryPlace.org

Discovery Place Science
704.372.6261
www.DiscoveryPlace.org

DURHAM
Museum of Life + Science
919.220.5429
www.LifeandScience.org

GREENSBORO
Greensboro Children's Museum
336.574.2898
www.gcmuseum.com

HUNTERSVILLE
Discovery Place Kids – Huntersville
704.372.6261
www.DiscoveryPlace.org

KITTY HAWK
Outer Banks Children @ Play Museum
252.261.0290
www.ChildrenatPlayobx.org

ROCKINGHAM
Discovery Place Kids – Rockingham
910.997.5266
www.DiscoveryPlace.org

WILMINGTON
The Children's Museum of Wilmington
910.254.3534
www.PlayWilmington.org

WILSON
Imagination Station Science & History Museum
252.291.5113
www.ScienceandHistory.org

WINSTON-SALEM
Kaleideum Downtown
336.723.9111
www.Kaleideum.org
Kaleideum North
336.767.6730
www.Kaleideum.org
Boss Display collaborated with Star Group China to produce the new Song Qinling Science and Technology Hall, located in the heart of Beijing. It is the mission of this multifunctional center to inspire young individuals through hands-on experiences.

From idea to installation, Boss Display collaborates with teams from all over the world to deliver educational spaces that create lasting memories for visitors of all ages.
GENERAL CONFERENCE INFORMATION

InterActivity Registration Desk
The ACM InterActivity Registration Desk is located in the Main Lobby Foyer of the Raleigh Convention Center. Registration Desk hours are as follows:

- **Tuesday, May 15:** 7:00 a.m.–7:00 p.m.
- **Wednesday, May 16:** 7:00 a.m.–6:00 p.m.
- **Thursday, May 17:** 7:00 a.m.–6:00 p.m.
- **Friday, May 18:** 7:00 a.m.–12:00 p.m.

Program Locations
Most of InterActivity 2018 programming will take place at the Raleigh Convention Center.

ACM MarketPlace
The ACM MarketPlace will be held in Ballroom BC of the Raleigh Convention Center. It will be open on Wednesday, May 16 from 4:00 p.m. to 7:00 p.m., with a reception starting at 5:00 p.m., and Thursday, May 17 from 8:00 a.m. to 4:00 p.m. Your conference badge is your entrance ticket, so please wear it at all times. Meals will be served in the ACM MarketPlace on Thursday, May 17.

Internet Access
Complimentary internet access is provided throughout the Raleigh Convention Center.

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 your museum’s brochures and educational materials.

Social Media
Follow ACM on Twitter and Instagram at @ChildMuseums, and join the InterActivity conversation with the hashtag #IA18. 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 the following page for more details).

Getting Around Raleigh
Everything in downtown Raleigh is in close proximity and easy to reach on foot. But in case you need a quick lift, the city of Raleigh offers a free circulator service, the R-Line, which will connect you to restaurants, retail, entertainment venues, museums, hotels, and parking facilities in downtown Raleigh. Buses run every 10–15 minutes. View the map on page 23. Marbles Kids Museum is located at stop R18. The Raleigh Convention Center, Marriott, and Sheraton are located at stop R13.

**R-Line Hours of Operation:**
- **Monday–Wednesday:** 7:00 a.m.–11:00 p.m.
- **Thursday–Saturday:** 7:00 a.m.–2:15 a.m.
- **Sunday:** 1:00 p.m.–8:00 p.m.

ACM will provide transportation for most of the Study Tours. Attendees can walk to the Museum CEO and Trustees Reception and the evening event at Marbles Kids Museum or use the R-Line.

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 2018 Evaluation
We need your feedback to help plan InterActivity 2019! Please complete a session evaluation form at the end of each session, and take our electronic overall survey after the conference is over.

Consultations
Institute of Museum and Library Services (IMLS)
Meet one-to-one with IMLS Program Officer Reagan Moore or Program Specialist Ashley Jones to discuss funding opportunities. Available in 15-minute intervals on Thursday, May 17, 12:30 p.m. to 1:45 p.m. Sign up at the InterActivity Registration Desk. Attend the IMLS Session, A Dialogue with IMLS Reviewers, on Thursday, May 17 10:45 a.m.–12:00 p.m. Description on page 55.

Brain Dates in the ACM MarketPlace
NEW! Brain Dates are a new consultation opportunity at InterActivity. Meet one-to-one with an ACM MarketPlace exhibitor and learn from them about a wide variety of topics. Available in 10-minute intervals on Thursday, May 17, 9:00 a.m. to 4:00 p.m. If you have not pre-registered for a Brain Date, sign up at the InterActivity Registration Desk.

Download the InterActivity Mobile App!
Make the most of InterActivity 2018 with:
- Session descriptions, speakers, and room locations
- Real-time newsfeed to follow the action
- Interactive maps to find ACM MarketPlace exhibitors, events, or your way around Raleigh
- Important conference notices and more!

Download ‘Attendify – Network at Events’ in the App Store on iTunes or Google Play, then search for INTERACTIVITY 2018 and select “join” to create a profile.
Building Community through Visitors’ Stories

- Storykiosk for Exhibits
- Community Storytelling
- Popup Exhibits and Rentals
- International Collaborations
- Story-based Augmented Reality

Arts Learning Festival, Melbourne with Harvard's Project Zero

Family literacy e-card Louisiana Children's Museum

Boston Mini Maker Faire at Boston Children's Museum

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www.BradLarson.com
Stop by our booth to make a collaborative puppet show with colleagues in London!

United Kingdom (UK)
London

Booth #68
www.BradLarson.com

Storykiosk for Exhibits
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Popup Exhibits and Rentals
International Collaborations
Story-based Augmented Reality

Building Community through Visitors' Stories
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cshaw@cwshaw.org | www.cwshaw.org | 1.727.528.0333
Nearby

A  Alfred Williams & Company
410 S. Salisbury St.  919.832.9570

B  City of Raleigh Museum (COR Museum)
220 Fayetteville St.  919.996.2220

C  Contemporary Art Museum (CAM Raleigh)
409 W. Martin St.  919.261.5920

D  North Carolina Museum of History
5 E. Edenton St.  919.807.7900

E  North Carolina Museum of Natural Sciences
11 W. Jones St.  919.707.9800
Tuesday, May 15
All programming will be held at the Raleigh Convention Center, unless otherwise noted.

Emerging Museums Pre-Conference
Sponsored by CambridgeSeven
8:30 a.m.–5:00 p.m.
ROOM 304
Pre-registration is required; Member registration, $235, Nonmembers, $335. This event is limited to emerging museums and individuals starting a children’s museum. Registration fee includes breakfast, lunch, and materials.

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
Victoria Garvin, Association of Children’s Museums

9:15 a.m.–10:30 a.m.
Perspectives from Recently-Opened Children’s 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 of all sizes and shapes, including one located on an island, one that renovated a three-story house, and one that opted for a brand-new building.

Esther De Sola-Pijl, Children’s Museum Curaçao
Rebecca Shulman Herz, The Peoria Playhouse
Children’s Museum
Peter Olson, Knock Knock Children’s Museum

10:30 a.m.–10:45 a.m.
Break

10:45 a.m.–11:15 a.m.
Where Are You in the Development Process?
In this facilitated discussion, reflect on the previous session and identify burning questions you want answered during the next sessions.

Victoria Garvin, Association of Children’s Museums

11:15 a.m.–12:15 p.m.
Which Plan and When?
There are a number of plans that start-up museums are recommended to develop—a business plan, a strategic plan, a master plan, a fundraising plan, an exhibit plan, a program plan, a staffing plan—sometimes the list seems endless. Which plans do you need to develop and at what stage?

Elena Kazlas, ConsultEcon
Peter Kuttner, FAIA, CambridgeSeven
Esther De Sola-Pijl, Children’s Museum Curaçao
Rebecca Shulman Herz, The Peoria Playhouse
Children’s Museum
Peter Olson, Knock Knock Children’s Museum

12:15 p.m.–1:00 p.m.
Lunch

1:00 p.m.–1:30 p.m.
ACM Resources
Learn about ACM resources that are especially valuable to those starting a children’s museum.

Keila Rone, Association of Children’s Museums

1:30 p.m.–2:30 p.m.
The Economics of Opening a Children’s Museum
Presenters will address the following questions: What is your operating strategy? What is the importance of testing project viability? (Yes, your new children’s museum is a project!) Do you need to conduct economic feasibility evaluations, market support evaluations, and site and plan evaluations? What if you don’t? What are hard costs versus soft costs? How should you budget for the period up to and including the opening? How can you manage donors and their expectations?

Elena Kazlas, ConsultEcon
Esther De Sola-Pijl, Children’s Museum Curaçao
Rebecca Shulman Herz, The Peoria Playhouse
Children’s Museum
Peter Olson, Knock Knock Children’s Museum
CambridgeSeven expertly guided our volunteer team, working closely together with us from the design phases of creative conception to the final stamp of completion at the emerging Knock Knock Children’s Museum. The result is 18 interactive learning zones, infused with ingenuity and inspiration, that wow our visitors and offer endless opportunities for programming.

Aza Bowlin
Founding Member and Board Chair of the Knock Knock Children’s Museum
2:30 p.m.-2:45 p.m.
Break

2:45 p.m.-3:45 p.m.
Building and Site Options
Presenters will address the following questions: What do you need to know before a site is selected for your new museum? How can you determine the best location for your museum? Should you accept an offer of “free space” or a free building? Should you build new or renovate? What non-exhibit issues do you need to worry about (accessibility, number of toilets, parking, security, etc.)? What does the process look like and how can you avoid pitfalls? What if you’ve already been given a building and site?
Peter Kuttner, FAIA, CambridgeSeven
Esther De Sola-Pijl, Children’s Museum Curaçao
Rebecca Shulman Herz, The Peoria Playhouse
Children’s Museum
Peter Olson, Knock Knock Children’s Museum

3:45 p.m.-4:45 p.m.
We Know Where, Now What? Designing the Museum
Presenters will address the following questions: What’s the process of selecting an architect and/or exhibit designer, and how should you work with them? What if you cannot read architectural drawings? What is the process and how long does it take? Who should be involved? How large of a core team should you have? What is the role of advisors? How can you get the community involved?
Penny Sander, CambridgeSeven
Douglas Simpson, CambridgeSeven
Esther De Sola-Pijl, Children’s Museum Curaçao
Rebecca Shulman Herz, The Peoria Playhouse Children’s Museum
Peter Olson, Knock Knock Children’s Museum

4:45 p.m.-5:00 p.m.
Wrap Up and Adjourn

STUDY TOUR

A. Museum of Life + Science
12:15 p.m.–3:15 p.m.
Pre-registration is required; tickets are $35. Transportation is included. Participants should meet by the Salisbury Street entrance of the Raleigh Convention Center. The bus will leave promptly at 12:30 p.m. and return to the convention center by 3:15 p.m. Please note: lunch is not included.
Located near downtown Durham, the Museum of Life + Science is one of North Carolina’s top family destinations. Situated on eighty-four acres, this interactive science park includes a two-story science center, one of the largest butterfly conservatories on the East Coast, and beautifully landscaped outdoor exhibits that are safe havens for rescued black bears, lemurs, and endangered red wolves. Other popular attractions include sixty species of live animals, Dinosaur Trail, Ellerbe Creek Railway, and a two-acre natural playscape, Hideaway Woods. Talk with members of the education and exhibits departments while exploring the museum’s incredible outdoor learning environments. Learn about the design thinking, education goals, and program planning that guided their creation. Get a behind-the-scenes look at Earth Moves, the museum’s newest outdoor exhibit, while it’s under construction.
PRE-CONFERENCE WORKSHOP

**Digital Playground: Technology and Play in Early Childhood**

*1:00 p.m.–4:00 p.m.*

**ROOM 305 A**

Pre-registration is required; registration is $50 and includes handout materials. Best for education and program staff at open museums.

Join the experts from the Technology in Early Childhood (TEC) Center at Erikson Institute for a digital play date! Learn about the appropriate use of technology in early childhood and family learning, evaluate screen-free tech tools with a takeaway you can use at your museum, and connect the role of technology to young children’s creativity and wonder.

The workshop will explore these questions:

- How can my museum connect the latest technology and young children research, guidelines and policies to our own programs and policies?
- Does play with tangible technology differ from other types of play?
- How can screen-free technology tools support children’s creativity and wonder?

**Media Mentors: A Digital Age Role for Children’s Museum Educators**

*Chip Donohue, PhD, TEC Center at Erikson Institute*

**Pedagogy to Practice: Evaluating Tech Tools for Early Childhood**

*Tamara Kaldor, TEC Center at Erikson Institute*

*Meghan Farrell, TEC Center at Erikson Institute*

**Creativity and Wonder in the Digital Age**

*Tamara Kaldor, TEC Center at Erikson Institute*

*Meghan Farrell, TEC Center at Erikson Institute*

MUSEUM LEADERSHIP FORUM

**Social Issues: What Is Ours to Do?**

*1:30 p.m.–4:30 p.m.*

**ROOM 402**

Pre-registration is required for this free event limited to open museums. As a museum’s response to social issues requires organizational buy-in—from board to front-line staff—museums are encouraged to participate in teams of up to three including its CEO.

Over the past year, a number of highly visible social issues have challenged our core values as a field, begging the question, what can and should we do? This forum will focus on how children’s museums are responding and can respond to pressing social issues including poverty, education, race, and health—while staying true to their missions. Facilitated by Laura Huerta Migus, Executive Director, Association of Children’s Museums.

**Agenda**

**Welcome and Introductions**

**Overview of Children’s Museums and Social Issues**

This session will situate children’s museums historically as direct products of the progressive education movement as well as the influence of the United National Rights of the Child in 1959 and 1989. The session will also explore the various roles that children’s museums play in their communities.

**What Is “Ours” to Do?**

There will be a short share out of top issues we see in our communities, prioritized by children’s museums as “ours” to respond to and examples from museum representatives.

**Defining “Our” Approach to Issues**

Attendees will split into smaller groups to discuss one of the top issues with a set of guiding questions. The session will end with a report out from each group.

**Planning Our Action on Social Issues**

Museum teams will regroup to document ideas they heard and complete an action plan worksheet.

**Wrap Up and Reflection**
WORLDWIDE DAY OF PLAY

Join the Celebration in September 2018

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InterActivity 2018 Officially Starts

New Attendee Orientation
5:15 p.m.–6:00 p.m.
ROOM 305 B
If you are attending InterActivity for the first time, or it’s been a few years, 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 2018 Program Committee, as well as network with other newcomers.

Inaugural ACM Awards Dinner
Sponsored by Nickelodeon
6:30 p.m.–8:30 p.m.
ROOM 306
Pre-registration is required; tickets are $65 and include a plated dinner. Cash bar. Doors will open at 6:15 p.m. Dinner will be served at 6:30 p.m. Program will start at 7:00 p.m.
Come celebrate the field! Join your colleagues for dinner and the launch of ACM’s new awards program, including the winner of the first-ever Champion of the Field award. This new award recognizes an individual who has made a significant contribution to children’s museums through a lifetime of dedicated service. Tonight’s program will also recognize individuals who received 2018 Diversity in Action Scholarships as well as recipients of the InterActivity 2018 Small Museums Financial Aid Program, sponsored by Jack Rouse Associates.

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

ACM Awards Program
Jennifer Farrington, President, Board of Directors, Association of Children’s Museums; President & CEO, Chicago Children’s Museum
Leslie Bushara, Vice President – Initiatives, Board of Directors, Association of Children’s Museums; Deputy Director, Education and Guest Services, Children’s Museum of Manhattan

Introduction of Honoree Jeri Robinson, 2018 Champion of the Field
Jean Margaret Smith, Senior Vice President, Nickelodeon Public Affairs, Nickelodeon
Carole Charnow, President & CEO, Boston Children’s Museum

A Conversation with Jeri Robinson
Jennifer Farrington, President, Board of Directors, Association of Children’s Museums; President & CEO, Chicago Children’s Museum
Jeri Robinson, Vice President of Early Learning Initiatives, Boston Children’s Museum

About Jeri Robinson
Jeri Robinson joined Boston Children’s Museum (BCM) in 1973 and has more than forty-five years of experience teaching and consulting in the field of early childhood education. She is the developer of the PlaySpace exhibit at BCM, one of the earliest prototypes for early learning family spaces in museums. She also founded the Boston Cultural Collaborative for Early Learning, and co–founded the Families First Parenting and “Count Down to Kindergarten” programs. Robinson received a Bachelor of Science, Master of Science in Education, and an Honorary Doctorate in Education from Wheelock College. She currently serves on the Boston School Committee, the City of Boston’s Thrive in Five program, and the Mayor’s Universal Pre–K Task Force. She has received numerous awards in recognition of her work, including the Wheelock Centennial Award, the Boston Parents Paper Family Advocate Award, the Women Who Care Award, the Lucy Wheelock Award, and the Abigail Eliot Award from the Boston Association for the Education of Young Children.
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Wednesday, May 16
All programming will be held at the Raleigh Convention Center, unless otherwise noted.

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 group:

- **Room 301 A**
  - Education and Fun with Nickelodeon
- **Room 301 B**
  - Exhibits
- **Room 306 A**
  - Administration, Development, Finance, and NISE Network
- **Room 306 B**
  - International Attendees Marketing, and Membership
- **Room 306 C**
  - Museums For All, Research and Evaluation, and Visitor Experiences/Services
- **Room 402**
  - Museum CEOs and Executive Directors

Plenary Session and Keynote
9:00 a.m.–10:15 a.m.
BALLROOM A

**Welcome to InterActivity 2018**
- Laura Huerta Migus, Executive Director, Association of Children’s Museums
- Sally Edwards, CEO, Marbles Kids Museum

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

**Keynote**
*Open Source Leadership: The Key to Building Thriving Children’s Museums in the Digital Era*

**Jim Whitehurst, CEO, Red Hat**

*In conversation with Sally Edwards, CEO, Marbles Kids Museum*

The way we interact with information and each other in the digital era creates amazing opportunities for innovation. Disruptive technologies are changing the way we work, and play. Successful leaders will pay close attention to the opportunities and implications of the connected age. Jim Whitehurst will provide us with a new framework for leadership in the quickly accelerating digital world. He will share critical context on the evolving nature of work and the new economy—and what it means for children's museums. Jim will challenge us all to think differently about how we engage with children, colleagues, and communities we serve—inviting us to connect and engage more deeply during the conference and inspiring us to take action back at home.

**Jim Whitehurst Biography:** Jim Whitehurst is President and CEO of Red Hat, the world’s leading catalyst for developing technology “the open source way.” Whitehurst leads more than 11,000 Red Hatters who work every day on helping customers adopt open source technology to innovate and grow. Open source technology is critical to nearly every major innovation we enjoy today—from smartphones to cloud computing. Yet open source technology is not just about the software code—it is about an open, transparent, collaborative approach to community-driven innovation—making its teachings applicable to every field.
B. Work Spaces to Collaborate, Create, and Innovate
10:15 a.m.–1:30 p.m.
Pre-registration is required; tickets are $35. Transportation is included. Participants should meet by the Salisbury Street entrance of the Raleigh Convention Center. The bus will leave promptly at 10:25 a.m. and return to the convention center by 1:30 p.m. Please note: lunch is not included.
Join this designer-led tour of three of Raleigh’s most innovative workspaces designed to foster collaboration and creativity. The tour begins at the global headquarters for Red Hat, the world’s leading provider of open source software, where we’ll learn how their space design reflects their brand and supports openness and community. Next stop is Citrix, where the workplace is designed to stimulate creativity, collaboration, productivity, and engagement. Finally, we’ll tour the James B. Hunt Jr. Library on the North Carolina State University campus, an award-winning and inspiring architectural marvel featuring creative commons that support learning, collaboration, and community-building. These spaces will inspire us to think about how our own environments serve as community hubs that drive our mission and culture. Tour leaders will help attendees apply design inspiration to budgets of all sizes, from full renovations to low-cost idea hacks.

C. Play Around Town
10:15 a.m.–1:00 p.m.
Pre-registration is required; tickets are $35. Transportation is included. Participants should meet by the Salisbury Street entrance of the Raleigh Convention Center. The bus will leave promptly at 10:25 a.m. and return to the convention center by 1:00 p.m. Please note: lunch is not included.
Explore how children’s museums, school systems, parks and recreation departments, and nonprofit partners can work together to create a playful community for all. This tour will investigate how three partners—a school, a nonprofit, and a statewide health program—collaborate to create opportunities for play across the community. Visit Powell Center for Play and Ingenuity Magnet Elementary School, a school that decided to put play at the center of learning to engage its students more meaningfully. Observe a school playground activated by PlayWorks, an organization working to create spaces where every kid can feel included, be active, and build valuable social and emotional skills. Finally, experience loose parts play in action on a community playground facilitated by Be Active Kids®, an innovative, interactive health program for children ages birth to five.
Hands On! Studio is proud to announce the new Children’s Museum and Theatre of Maine, joyfully transforming young learners in 2019.

“We could not be happier! You’ve gone above and beyond with great ideas from early concept to architectural interface to completed exhibition design. Most important of all, we view you as skillful and effective friends and partners, helping us bring our dreams to reality.”

Suzanne Olson, Executive Director, CMTM
CONCURRENT SESSION STREAMS

InterActivity 2018 includes six blocks of Concurrent Professional Development sessions which feature seven thematic streams. Use the stream icons to identify sessions of interest and create your own learning experience at the conference.

**Biz Ops**  
Business Operations. Content areas cover development, marketing, building construction and maintenance, finance, and administration

**Design**  
Content areas cover exhibit design and fabrication, architecture, construction, renovation, learning spaces.  
*Sponsored by Roto.*

**Equity and Inclusion**  
Content areas cover both inward and outward focused efforts to advance equity and inclusion.

**Learning**  
Content areas cover everything from pedagogy to programs.

**People**  
Content areas cover organizational culture, professional development, staffing, and career.

**Research and Evaluation**  
Content areas cover research findings and their application to data collection methods.

**Safety**  
Content areas cover protecting visitors, staff, and facilities.
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

10:30 a.m.–11:45 a.m.

Leading and Learning Toward a More Equitable and Inclusive Organizational Culture
ROOM 302 A

Join three museum leadership pairs as they are interviewed about how they are leading and what they are learning as they move their museums toward a more equitable and inclusive organizational culture. This session will focus on their efforts through the Cultural Competence Leadership Institute process to look inward at their institutional values and commitments and will include successful strategies as well as failed ones. The session will reveal there isn’t one “right path,” that this process is about learning and continually moving toward an aspiration. A Q&A open to all session attendees will follow the interview portion.

Kathy Gustafson-Hilton, Hands On! Studio (moderator)
Jennifer Farrington, Chicago Children’s Museum
Salezem Hue Penny, Chicago Children’s Museum
Kate Treiber, Children’s Museum of South Dakota
Kati Hanson, Children’s Museum of South Dakota
Joe Hastings, Explora Science Center and Children’s Museum
Kristin Leigh, Explora Science Center and Children’s Museum

Skinny Marketing: Low- and No-Cost Advertising Ideas
ROOM 302 B

Large budget, tiny budget, no budget? No problem! In this session, join other colleagues to share ideas and effective practices when it comes to low- and no-cost advertising ideas. From traditional strategies such as social media or community events to creative initiatives and everything in between, participants will walk away with ready-to-implement strategies. Children’s museums of every size can utilize “Skinny Marketing” to achieve greater impact in their community.

Michael McHorney, Children’s Museum of Eau Claire
Carrie Hutchcraft, The Magic House, St. Louis
Children’s Museum
Lara Litchfield-Kimber, Mid-Hudson Children’s Museum
Denise Bradburn, Discovery Depot Children’s Museum

School Readiness through Partnerships: Model for Supporting Children and Families
ROOM 302 C

Boston Children’s Museum works with museums, libraries, and community organizations to enhance their shared capacity to directly support school readiness for young children and foster family engagement, with support from a National Leadership Grant from the Institute of Museum and Library Services. In this session, presenters will describe the regional hub model used in Massachusetts as a mechanism for organizations to develop and implement activities for families across their communities. Presenters will share materials developed, successes, challenges, and lessons learned since the project began in 2016.

Jeri Robinson, Boston Children’s Museum
Kathryn Jones, Boston Children’s Museum
Stephanie Young, Woods Memorial Library

Play Is... Recent Research Findings and Their Application
ROOM 301 A

If you’ve been to InterActivity before, you’ve likely heard about the work conducted by the Children’s Museum Research Network (CMRN). Their second study focused on play, looking at definitions of play, types of play, characteristics of play, and measuring play, among other dimensions. Join CMRN participants in this workshop session as they help you develop your own plan—using a CMRN-vetted worksheet—for incorporating the research findings on play into your institution’s practices. This session will include individual work and lots of table discussions.

Stephen Ashton, PhD, Thanksgiving Point Institute
Alix Tonsgard, DuPage Children’s Museum
Melissa Swank, The Magic House, St. Louis
Children’s Museum
Janella Watson, Providence Children’s Museum
Using Everyday Life to Inspire Extraordinary Learning
ROOM 306 C
Remember the last time you went through a car wash? This everyday experience is both wild and adventurous and mundane. A new exhibit at the Minnesota Children’s Museum uses a car wash as the foundation for an open-ended learning experience that is provocative, develops 21st century skills, and leverages intergenerational connections. Presenters will discuss how they achieved a shift in their creative process. They will lead attendees through small group work using their “Everyday Learning” design development toolkit, exploring different everyday experiences such as a laundromat, pet store, bowling alley, and more. Participants will break out into small groups to generate new exhibit ideas, which will be reviewed by attendees and presenters.

Mary Weiland, Minnesota Children’s Museum
Tim Phillips, Gyroscope, Inc.
Barbara Hahn, Minnesota Children’s Museum

Innovative Accessibility
ROOM 303
Accessibility in children’s museums has a myriad of components! In this session, attendees will learn how different museums approach accessibility, including a program designed to offer museum experiences to children facing life-threatening illnesses, exhibit design strategies and facilitation techniques to engage visually impaired children, and a makerspace accessibility project. Presenters will provide practical tips for museums of all sizes, including how-to's and ideas for funding sources. Attendees will come away with inspiration to create and sustain programs that offer high-quality experiences to children who otherwise might not be able to enjoy children’s museum experiences.

Dené Mosier, Kansas Children’s Discovery Center
Nyssa Buning, Smithsonian’s Lemelson Center for the Study of Invention and Innovation
Jarrett Grimm, Kidzu Children’s Museum

Nobody Puts Baby in a Corner: Giving Infants the Spotlight
ROOM 306 A
In the early years of our field, many children’s museums and science centers catered to children ages two and up, if not older. More recently, museums have seen tremendous growth in attendance by families with infants and toddlers. At the same time, child development research has yielded a wealth of information about early brain development and the importance of sensory-rich experiences during the first three years. Presenters from four museums will share innovative strategies to strengthen engagement with families with infants and toddlers, including programming, exhibits, professional development, evaluation, and a free membership program open to all first-time parents and their infants.

Kia Karlen, Madison Children’s Museum (moderator)
Ali Leake, Discovery Museum
Becki Kipling, Museum of Science, Boston
Victoria Fiordalis, Sciencenter
Heather Davis, Madison Children’s Museum

STEM Gaming in Museums—Making the Right Moves
ROOM 306 B
Are you interested in adding fun gaming experiences to your museum that help visitors explore STEM topics, but not sure where to start? Learn about successful STEM gaming examples from a full range of museums and materials, and hear what works. Card games, board games, full-body games, social games, and digital games all can be great tools to learn about STEM, dive into the design process, and reinforce critical thinking skills. Final round: using the tips of game designers in the room, you and your fellow attendees will be challenged to create a new game on a current STEM topic.

Darrell Porcello, The Lawrence Hall of Science
Max Cawley, Museum of Life + Science
Tomas Durkin, NISE Network
Getting the Building You Need, Want, and Can Afford
ROOM 305 A
Building design has a significant impact on the visitor experience and operations of a children’s museum. An architect/exhibit designer will interview three museum CEOs about working with architects and other consultants as part of a new building, expansion, or renovation project. Their stories will help attendees establish a proactive process that ensures their own building projects address visitor, operational, and exhibition needs. Attendees will have time to ask questions following the interviews.

Greg Belew, Hands On! Studio
Suzanne Olson, Children’s Museum & Theatre of Maine
Dolores Beistegui, Papalote Museo del Niño
Joseph Cox, Museum of Discovery and Science

Full STEAM Ahead: Programs to Attract a Teen Audience
ROOM 301 B
This session will provide multiple examples of how children’s museums can best attract older demographics through STEAM-related programming of all kinds. From after-school sessions with underprivileged kids, to outreach programs exploring architecture and geometry, to scholarship competitions for tweens and teens, these programs will give museums of all sizes and shapes ideas for sharing the power of STEAM with teens. You’ll leave this session with numerous ideas for programs to start immediately at your own museum to engage new audiences with STEAM topics.

Marissa Gill Keyzer, Lincoln Children’s Museum
Amelia Blake, Explore and More Children’s Museum
Claire Flynn, Long Island Children’s Museum

Lunch on Your Own
11:45 a.m.–1:15 p.m.

STUDY TOUR

D. Marbles Kids Museum
12:45 p.m.–2:45 p.m.
Pre-registration is required; tickets are $35. Participants should meet by the Salisbury Street entrance of the Raleigh Convention Center. Marbles staff will walk participants to Marbles Kids Museum leaving promptly at 12:50 p.m. It is an approximate 10-minute walk. For those that need accessible transportation, please see page 18 for information about the free R-Line circulator service.

The tour will conclude so that you are able to be back at the convention center by 2:45 p.m. Please note: lunch is not included.

Visit Marbles for a creative and in-depth tour of our exhibits and a hands-on experience of our favorite daily play. See how collaboration and open source principles have helped shape and grow the museum over our first ten years. Take part in a conversation with Team Marbles to discuss our exhibit design and play planning process, the ways we build and strengthen our team culture, and the process by which we foster community engagement and program partnership practices.
Innovative software helping you grow young minds.

Visit us and see why Jonas Ticketing is the leader in innovation for ticketing and reservation software for children’s museums.

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CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

1:15 p.m.–2:30 p.m.

Flip this Museum! Real World Techniques That Turn Struggles into Success
ROOM 302 A
While children’s museums are nonprofit institutions created to serve their communities, finances matter! Many facilities underperform or ultimately fail due to a variety of financial and operational issues. In this engaging and interactive session, attendees will first hear from two museum directors who have taken on such challenges and transformed their museums into institutions built for long-term success. Next, two economic and management consultants will share how to identify and solve various financial and operational problems. Attendees will then test out new knowledge by examining a fictional case study of a struggling museum.

Shawn McCoy, Jack Rouse Associates (moderator)
Sally Edwards, Marbles Kids Museum
Ainslie Brosig, expERIEnce Children’s Museum
Sarah Linford, AECOM
Ray Giang, Management Resources

DIY Exhibit Design for Tight Budgets
ROOM 302 B
This session explores why you might consider doing exhibit design yourself—whether for budgetary or aesthetic reasons. The session is designed to empower internal teams to design their own exhibits and follow through on making exhibits in-house. Presenters will facilitate discussion about the principles of good design and will provide ideas for durable and easily-sourced materials. Presenters will cover both the pros and the cons of DIY exhibit design, and when it may or may not be the best solution to go this route.

Collette Michaud, Children’s Museum of Sonoma County
Phillip Heiman, Children’s Museum of Sonoma County
Matt Niland, Kidcity Children’s Museum
Kara Mackey, Bellaboo’s Play and Discovery Center

Building Capacity through Social Justice Principles
ROOM 301 A
Learn effective practices for building your museum’s institutional and individual capacity from social justice–informed museum workers spanning the spectrum of museum roles. This session will explore three major areas: self-assessment, action planning, and resilience planning/sustaining change. Topics include accountability, advocacy, diversity/inclusion/affinity groups, retention, self-care, professional development training (internal & external), building coalitions, and managing “up and across” to advance change.

Sage Morgan-Hubbard, American Alliance of Museums (moderator)
Margaret Middleton, Independent Consultant
Sandra Bonnici, Madison Children’s Museum
Saleem Hue Penny, Chicago Children’s Museum
Alicia Greene, Boston Children’s Museum

Avoiding the Trip-Ups of Field Trips: The Value of Play
ROOM 301 B
How often have you heard, “It’s just a day off for students to play”? A common trip-up of field trips to children’s museums is schools not understanding the power of play as a learning tool. Join presenters from small and medium museums as they share their field trip models and how each emphasize the value of play. Then, participate in a reflective working session to co-develop potential pathways for museums to convey the value of play-based field trips to external stakeholders such as parents, teachers, school administration, and funders.

Mindy Porter, Scott Family Amazeum (moderator)
Hillary Saalfeld, Omaha Children’s Museum
Kendra Freedom, Tulsa Children’s Museum Discovery Lab
Sarah Weeden, Scott Family Amazeum
Adrienne Barnett, Thinkery
Making Observations: Evidencing Learning in Museum-Based Makerspaces
ROOM 306 A
Making and makerspaces are increasingly popular in children’s museums as well as other informal and formal educational settings. But how do we measure and assess making as a learning process? In this session, presenters will share a suite of empirical tools to identify evidence of learning in a museum-based makerspace, designed collaboratively by museum educators and researchers. Presenters will discuss how these tools can, and have, been used for practice, evaluation, and research in three museums across the U.S. Finally, participants will have the opportunity to brainstorm how these tools can be used to inform their own institutions’ goals.
Lisa Brahms, PhD, Children’s Museum of Pittsburgh (moderator)
Annie McNamara, University of Pittsburgh and Children’s Museum of Pittsburgh
Sherlock Terry, Montshire Museum of Science
Peter Wardrip, PhD, University of Wisconsin—Madison

Multi-Museum Math Mashup
ROOM 306 C
Help parents and care providers harness math moments in everyday experiences to build children’s early numeracy. Early math skills are one of the strongest predictors of later academic success, yet they are often the weakest subject on kindergarten entry evaluations. Learn how three Washington State children’s museums teamed up to infuse early numeracy strategies for region-wide impact. Discuss approaches for infusing early numeracy strategies into existing exhibits, onsite programs, and outreach programs, as well as evaluation methods. Learn about the benefits and challenges of multi-museum collaboration and how you can start a similar approach in your region.
Kimberly McKenney, Children’s Museum of Tacoma
Jamie Bonnett, KidsQuest Children’s Museum
Teddy Dillingham, Imagine Children’s Museum
Alyssa Tongue, Children’s Museum of Tacoma

Better Together: Navigating Partnership Challenges
ROOM 304
Creating and sustaining truly effective partnerships can be tricky. What if results don’t exceed initial expectations? What do you do when, after a while, it becomes clear your goals don’t match your partner’s? What happens when you realize that you are not making the most out of a partnership you have had for years? In this session, presenters will share effective practices for building strategic and more effective collaborations that will make your institution stronger. Participants will also collaboratively analyze and discuss three scenarios that present a variety of partnership challenges encountered in the museum field.
Isabel Diez, Sietecolores: Ideas Interactivas
Guillermo Loza, Sietecolores: Ideas Interactivas
Erika Kiessner, GSM Project
Patti Reiss, Mississippi Children’s Museum

Need an Afternoon Pick-Me-Up?
Coffee and tea will be served in the Main Lobby Foyer from 2:00 p.m. to 3:00 p.m.
Sponsored by POW! (Paul Orselli Workshop, Inc.)
Digital Distraction to Attraction: Using Technology to Engage Families
ROOM 402
In this session, practice using mindful media tools for engaging families that have been tested and researched in both museum and home settings. Presenters will discuss and share lessons learned through two research-based projects to engage and empower families to play and learn together, with and without technology tools, in and outside of museums. Presenters will share field-tested scripts for engaging families in the appropriate and meaningful use of technology in museums. Participants will also practice how to be media mentors in museum and educational programming.
Tamara Kaldor, TEC Center at Erikson Institute
Meghan Farrell, TEC Center at Erikson Institute
Alexandra Pafilis Silverstein, Chicago Children’s Museum
Maureen Leary, Smithsonian Early Enrichment Center

How You Do What You Do: Staffing is Key
ROOM 305 B
As the first point of contact with visitors, every museum needs well-trained, creative, and playful front-end staff! In this session, representatives from a small, medium, and large museum will share tips and tricks for hiring, training, and retaining an engaging team. Presenters will also explore different approaches to successful floor team interactions with both adults and children. Participants will leave with concrete examples of practices to implement in their own institutions when hiring, training, and retaining a front-end team.
Jon Handwork, Children’s Museum of Denver at Marsico Campus (moderator)
Carl Chisem, Kidcity Children’s Museum
Nicole Ortiz, Children’s Museum of Denver at Marsico Campus
Caroline Rinehart, The Sandbox: An Interactive Children’s Museum

How to Inspire Humans, Not Donors
ROOM 305 A
Attend this hands-on workshop session to generate ideas, clarify missions, and create talking points and collateral materials in bold, succinct ways to drive engagement and affinity. This session will help enable children’s museums to get their messages delivered clearly and definitively—from the development team, to communications, to volunteer leaders. How we speak and write matters.
Jennifer Harris, PhD, Graham-Pelton Consulting

Pop Up Play
2:30 p.m.–3:00 p.m.
Head to the hallways outside Rooms 301–303 and 305–307 to play. Drop in to Music in Motion for Early Literacy, hang out in the video lounge to watch play training produced by Marbles Kids Museum, explore sample Discovery Pack materials for self-directed learning in outdoor environments. Jump into hallway hijinks with Team Marbles’ May Madness Tournament Action, and mix it up with Marbles’ Professor of Play and the PhDs.
Announcing our newest cultural exhibit, **KENYA’S KIDS**

Experience life in Kenya as you visit a traditional home, school, market and more — all without leaving your museum!

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

visit booth 60 for more information!

The Magic House
St. Louis Children's Museum

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SmallTalks 2018
3:00 p.m.–5:00 p.m.
BALLROOM A

Organized by Marbles Kids Museum, SmallTalks 2018 features speakers and performers who practice open source play every day. This year’s presentations explore the process of co-creation, how to design experiences that inspire awe and wonder, the challenges of leading in a connected age, and the power of seeing the world through a child’s eye.

Welcome to SmallTalks
Sally Edwards, CEO, Marbles Kids Museum

Emcee

Sarah Powers is an artist based in Raleigh, NC, where she is also the Executive Director of the Office of Raleigh Arts. She co-chaired Raleigh’s community planning process for the arts, engaging 4,000 people in shaping the community’s collective vision for living a creative life. Before joining the City of Raleigh, Sarah served as Executive Director of Visual Art Exchange, where she co-organized SPARKcon, The Triangle’s Creativity Festival, as an open-source experience.

SmallTalks Presenters and Performers

Marlon Torres is the Executive Director of North Carolina Arts in Action, which teaches life skills to children through dance and music. He began his career as a principal dancer in Mini Pops, a dance ensemble featuring child performers televised weekly across Latin America.

Percy Hooper is the Coordinator of Entrepreneurship and New Product Development at NC State University College of Design. Percy teaches undergraduate and graduate design studios focusing on Invention, Innovation, and the Design Process. With his Middle School Innovators Academy, Percy brings design thinking and STEM-based innovation into sixth-grade classrooms across North Carolina.

Marie Schacht works as a Head Coach for Seth Godin’s altMBA, an online leadership workshop focused on creating positive change. Before working with altMBA, Marie served as the Director of Hopscotch Design Festival, a two-day gathering of designers, thinkers, makers, and storytellers who are shaping the future right now. You can often find Marie playing around town with Raleigh Urban Rangers, connecting people, exploring the city and having a great time.

Anjana Mohanty is the Vice President of Engineering and Finished Goods for Spoonflower, Inc., a digital printing company that empowers individuals to create on-demand, custom-designed textiles. Anjana is responsible for leading Spoonflower’s technical teams in developing a platform that inspires creativity worldwide. She began her career at Shoeboxed, where she led product strategy and managed an international, cross-platform engineering team.

James Siegal is CEO of KaBOOM!, the national nonprofit dedicated to giving children the childhood they deserve filled with balanced and active play, so they can thrive. KaBOOM! created the innovative idea of “play everywhere”—bringing play to unexpected but everyday spaces. Previously, James served as Chief of Staff for the Corporation for National and Community Service, the federal agency supporting citizen engagement to address community challenges through AmeriCorps, the Social Innovation Fund, and other programs.

Mindy Thomas has spent the last seventeen years playing radio, and pretending at the professional level. She currently hosts NPR’s Wow in the World, and The Absolutely Mindy Show on SiriusXM, where she serves on the front-lines of imagination, education, and fun 101. She is a fierce advocate of childhood, and has no plans of ever growing up.
ACM MarketPlace
4:00 p.m.–7:00 p.m.
BALLROOM BC
No InterActivity schedule is complete without time to go through the ACM MarketPlace. The ACM MarketPlace offers a world of inspiring ideas, creative products, and ready-to-rent exhibits, so stopping by is a must! Whether it’s mingling during the ACM MarketPlace Reception or touring during Thursday’s lunch break, there are an amazing group of exhibitors who are excited to connect with you.

ACM MarketPlace Reception
5:00 p.m.–7:00 p.m.
BALLROOM BC
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 that have sponsored free drink tickets (here’s a hint: look for 1220 Exhibits, Inc., Blackbaud, and Haizlip Studio, see map on p. 48).

MUSEUM CEO AND TRUSTEE RECEPTION
Sponsored by Alfred Williams & Company and Duke Energy
6:30 p.m.–8:00 p.m.
Pre-registration is required; tickets are $40. Event attendees are on their own to walk to the Alfred Williams & Company headquarters at 410 S Salisbury St. It is a 5 minute walk from the Marriott and Sheraton. ACM staff will be in the lobby of each hotel starting at 6:15 p.m. to direct attendees to the reception.
The Board of Directors and Board Alumni of Marbles Kids Museum invite museum CEOs and trustees to enjoy a reception at the headquarters of Alfred Williams & Company, a national leader in workspaces that connect people, place, and purpose. Celebrating 150 years of civic and corporate leadership, Alfred Williams is led by Chairman and CEO Blount Williams, a founding board member and steadfast supporter of Marbles, and grandfather to twelve young museum regulars. Conveniently located in Downtown Raleigh near the convention center and conference hotels, Alfred Williams & Company occupies an historic building recently reimagined in a classic, contemporary style—providing an inspiring backdrop for museum leaders to gather for networking, music, drinks, and heavy hors d’oeuvres featuring local flavors in one of the “Top 10 Tastiest Towns in the South.” Experts in workspace design will be on hand to chat about trends and inspire us to think about how our museum workspaces foster connections and spark conversations that lead to new ideas.
Inspiring innovative, inclusive, imaginative play.

ARCHITECTURE | LANDSCAPE ARCHITECTURE
EXHIBIT DESIGN | INTERPRETIVE PLANNING

SITE SELECTION | MASTER PLANNING | FACILITATION
GRAPHIC DESIGN | COMMUNITY ENGAGEMENT | STRATEGIC PLANNING
UNIVERSAL ACCESS PLANNING (ADA) | WEB TECHNOLOGY

www.migcom.com
T 206.621.2196  F 206.621.2199
Thursday, May 17
All programming will be held at the Raleigh Convention Center, unless otherwise noted.

**ACM MarketPlace**
8:00 a.m.–4:00 p.m.
BALLROOM BC
The ACM MarketPlace continues for the day! Pick up on a conversation you didn’t finish at the reception, visit new vendors, and say hi to old friends.

**ACM MarketPlace Breakfast**
8:00 a.m.–8:45 a.m.
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.

**New! Brain Dates in the ACM MarketPlace**
9:00 a.m.–4:00 p.m.
Available in 10-minute intervals, Brain Dates are a new consultation opportunity at InterActivity. Meet and learn from ACM MarketPlace exhibitors based on a wide range of topics. You can find like-minded people interested in sharing knowledge one-to-one and get to meaningful conversations right away. If you have not pre-registered for a Brain Date, sign up at the InterActivity Registration Desk.
**ALPHABETICAL EXHIBITOR LISTING***

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Birds of a Feather
Is your museum small, medium, or large? Find your flock using the ACM Museum Size chart and join us for one of three high energy sessions. The presenting museums will provide an overview of their institution, including operational facts and figures, as well as unique characteristics of their practices and/or business model. Presenters will then facilitate conversation and knowledge-sharing between museums of similar size, covering all the bases of museum practice, including programming, exhibits, funding, and more. The categories are based on those introduced in 2017 via the ACM Trends Reports, which draw from more than a decade of ACM member data. Attend the session that best applies to your museum!

What Size is Your Museum?

<table>
<thead>
<tr>
<th>Size Category</th>
<th>Total Operating Expenses</th>
<th>Building Size (square feet)</th>
<th>Annual Attendance</th>
<th>Staff</th>
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<tr>
<td>Small</td>
<td>Less than $487,326</td>
<td>Less than 12,000</td>
<td>Less than 50,000</td>
<td>Less than 14</td>
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<tr>
<td>Medium</td>
<td>$487,326 – $2.3 million</td>
<td>12,000 – 44,040</td>
<td>50,000 – 148,667</td>
<td>14 – 41</td>
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<tr>
<td>Large</td>
<td>More than $2.3 million</td>
<td>More than 44,040</td>
<td>More than 148,667</td>
<td>More than 41</td>
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Large Museums
ROOM 305 B
Joseph Cox, Museum of Discovery and Science (moderator)
Jane Werner, Children’s Museum of Pittsburgh
Deborah Gipin, Madison Children’s Museum
Elizabeth Rood, EdD, Bay Area Discovery Museum

Beyond the Brainstorm
ROOM 402
To learn and grow alongside the kids and communities we serve, we’re challenged to move at the speed of childhood. Children’s museums can deliver great play to our kids, faster, by engaging our full teams’ talents, creating a culture where we build on each other’s ideas, and moving quickly to action. This session will focus on playful, practical ways to kick off meetings, generate ideas, and move quickly from pie in the sky to feasible plan. Creative teams from two children’s museums and the Raleigh design community will share the design-thinking and open-source approaches that inspire their projects. They’ll lead you through a fast-paced, fun practice round as you try out new techniques. Leave with resources you can use as soon as you return home to kick off your next project.

Pam Hartley, Marbles Kids Museum (moderator)
Michael Yankovich, Children’s Museum of Denver at Marsico Campus
Michelle Ward, Marbles Kids Museum
Aly Khalifa, Designbox

Small Museums
ROOM 303
Stephanie Terry, Koch Family Children’s Museum of Evansville (moderator)
Kathy Parham, The Children’s Playhouse
Felipe Peña III, Children’s Museum of Brownsville
Kelli Toohill, Wise Wonders Children’s Museum

Medium Museums
ROOM 302 A
Putter Bert, KidsQuest Children’s Museum (moderator)
Marina Di Leva, Early Start Discovery Space
Jared Kannenberg, Family Museum
Mort Sajadian, PhD, Amazement Square
Jennifer Alexander, Kidcity Children’s Museum

Pop Up Play
10:15 a.m.–10:45 p.m.
Head to the hallways outside Rooms 301–303 and 305–307 to play. Drop in to Music in Motion for Early Literacy, hang out in the video lounge to watch play training produced by Marbles Kids Museum, explore sample Discovery Pack materials for self-directed learning in outdoor environments. Jump into hallway hijinks with Team Marbles’ May Madness Tournament Action, and mix it up with Marbles’ Professor of Play and the PhDs.
New Strategies for Successful STEM Exhibits
ROOM 301 A

How can you design a high-quality STEM exhibit that meets your museum’s learning goals, is highly engaging, and fun to the max, while involving your entire team in the process? This session will introduce you to Dimensions of Success (DoS), a STEM program quality assessment tool researched and developed at Harvard’s PEAR Institute. Presenters will share how they “tweaked” this tool to provide an entirely new way to think about children’s museum exhibit development! Share, brainstorm, and go home with the resources you need to ramp up exhibits with new partnerships, research-based credibility, and a recipe for the power of play!

Deb Dunkhase, The Iowa Children’s Museum
Aimee Mussman, The Iowa Children’s Museum
Gracie Brandsgard, Iowa Afterschool Alliance
Kristen Missall, PhD, University of Washington

Creativity in Play: Links Between Play and Long-Term Creativity
ROOM 302 A

Research tells us that creativity is developed through experience, and childhood is the optimal time to maximize creative potential. Come hear about the links between play and long-term creativity and consider how programming and experience design—in the arts, in making, in STEM—can boost creativity and creative problem solving. This session will combine research, examples from the field, and interactive elements.

Elizabeth Rood, EdD, Bay Area Discovery Museum
Tomoko Kuta, The New Children’s Museum
Alyssa Tongue, Children’s Museum of Tacoma

Brace for Impact: Three Ideas for Measuring Museum Value
ROOM 306 B

It has become increasingly important for informal learning institutions to demonstrate the impact they have within their communities. In this session, presenters will share what they have done to measure impact and how you might start to measure your own. Learn about effective practices for measuring social impact, including working with partners, measurement how-to’s, simple research methods, report ideas, and working with policymakers, funders, and other key stakeholders.

Stephen Ashton, PhD, Thanksgiving Point Institute
Susan Foutz, The Children’s Museum of Indianapolis
Cheryl McCallum, EdD, Children’s Museum of Houston

Table 2 Grant Writing
Jeannette Thomas, Association of Children’s Museums

Table 3 Corporate Sponsorships
Lauren McMurtry, Mississippi Children’s Museum

Table 4 Fundraising Events
Linda Hunter, The Magic House, St. Louis Children’s Museum

Development Speed Dating, #1
ROOM 301 B

Looking for money in all the wrong places? Then let’s make a date! Join us for a thought-sharing forum where both development professionals and those just starting off in the world of development can get together. Meet experts from the field who share insight, as well as encourage participants to share their own tips and tricks about individual giving, grant writing, sponsorships, fundraising events, and more. Attendees will participate in four quick paced group “speed dates” sure to provide real-world, implementable ideas. Development Speed Dating #2 is scheduled from 2:00 p.m.–3:15 p.m.

Carrie Hutchcraft, The Magic House, St. Louis Children’s Museum (moderator)

Table 1 Individual Giving
Gwen Kochman, Children’s Museum of Denver at Marsico Campus
Co-Creation: Cultivating Relationships with Local Autism Communities
ROOM 306 A
This session will explore how co-creation can help a project succeed, fostering deeper connections with your museum’s community while helping the museum remain relevant to visitors. Presenters will share how they co-created a project with therapists, advocates, and families in the autism community to support families affected by autism. They will share resources, ideas, and stories about how their work has helped families during museum visits and generated positive change in the museums.

Sarah Pratt, Explora Science Center and Children’s Museum (moderator)
Daniel Stromberg, Explora Science Center and Children’s Museum
Michelle Kortenaar, Sciencenter
Rachel Evans, Omaha Children’s Museum
Sarah Cohn, Aurora Consulting

Keeping Everybody Safe
ROOM 302 B
In this fishbowl-style session, each presenter will address a specific topic in regard to safety within children’s museums, from policy implementation and protocols to training engagement and working with outside agencies. Each conversation will provide the opportunity for audience input, as attendees come and go from the circle. No institution is too big or too small to have an opinion on safety, so come and share your ideas and learn what colleagues are doing to keep their young guests and staff safe.

Vito Gioia, Jr., Kohl Children’s Museum of Greater Chicago
Callahan Walsh, National Center for Missing and Exploited Children

Kindness: An Approach to Professional Learning
ROOM 304
Can kindness be a learning process? The Children’s Museum of Pittsburgh is currently engaged in a museum-wide professional learning initiative to use an evidence-based learning framework to support children and families’ engagement in kindness as a learning process. Learn about the embedded model of professional development the museum is using to enable and empower staff to identify, describe, and continually design activities to support kindness as a learning process across the museum. Attendees will participate in a mini-design jam to bring aspects of this process and tangible ideas for supporting kindness as a learning process back to your museum.

Lisa Brahms, PhD, Children’s Museum of Pittsburgh
Peter Wardrip, PhD, University of Wisconsin – Madison
Lacey Murray, Children’s Museum of Pittsburgh
Robert Lindsey, Children’s Museum of Pittsburgh

Uniting Community through Cultural Programming
ROOM 305 B
In a divided political and social climate, many children's museums in the U.S. are partnering with organizations that represent various cultures in their local populations. Presenters in this session will discuss cultural collaborations, exhibits, and programs that are helping to unify their communities, with programming to serve Latino, Chinese, Korean, and Vietnamese populations, as well as highlight the cultures of Myanmar (Burma), Mexico, and Yemen, and more. Attendees will take away ideas for new partnerships and outreach.

Lovely Qureshi, The Children’s Museum of La Habra
Norma Aguilar, Consulate of Mexico, Santa Ana, CA
Amelia Blake, Explore & More Children’s Museum
A Dialogue with IMLS Reviewers: Tips and Techniques from the Experts

ROOM 305 A

Following a brief introduction to its grant programs and initiatives, the Institute of Museum and Library Services (IMLS) will host a talk show style dialogue with three recent panel reviewers. The panelists will share their experiences as IMLS reviewers and offer recommendations to write competitive proposals. Session attendees will be encouraged to participate in the discussion and will learn what it takes to craft a successful application.

Reagan Moore, Institute of Museum and Library Services (moderator)
Ashley Jones, Institute of Museum and Library Services
Beth Fitzgerald, The Magic House, St. Louis Children’s Museum
Michael Luria, Children’s Museum Tucson/Oro Valley
Sarah Brenkert, Children’s Museum of Denver at Marsico Campus

ACM MarketPlace Lunch
12:00 p.m.–2:00 p.m.
BALLROOM BC

Enjoy a complimentary lunch in the ACM MarketPlace, and then take your time to explore the exhibit booths. The next sessions don’t start until 2:00 p.m.!

International Children’s Museums Forum
12:00 p.m.–2:00 p.m.
ROOM 306 C

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

For the seventh year, ACM is pleased to offer the International Children’s Museums Forum. The forum provides a setting for attendees from international children’s museums and others to discuss ideas, issues, and connections that impact and unite the field worldwide.

Agenda

Working Lunch and Introductions
Jennifer Rehkamp, Association of Children’s Museums

About Children’s Museums and Programming around the World
Laura Huerta Migus, Association of Children’s Museums
Joerg Ehtreiber, FRida & FreD – The Graz Children’s Museum; President, Hands On! International Association of Children in Museums

Children’s museums of all sizes and shapes are complex institutions. In this session, hear from ACM about the various roles that children’s museums play. As places with exhibits and programming for children and families, they’re destinations. As institutions with staff expertise expanding cultural life, they’re community resources. They’re also educational laboratories and advocates, serving as community conveners and advocates on behalf of children’s rights. Next, hear about Hands On! International’s mission to heighten the awareness, visibility, and recognition of children in museums.

What Role Does Your Museum Play?
To illustrate the various roles played by children’s museums, forum participants will provide a short overview of their museums.

What Are the Critical Elements of a Children’s Museum and Their Possibility?
Attendees will engage in facilitated dialogue reflecting on points in the first session and their own practices. Next, attendees will discuss how to build a global community: what are the needs and strategies required to support children’s museums around the world?

Wrap Up and Adjourn
E. Kidzu Children’s Museum  **SOLD OUT!**
**12:30 p.m.–3:45 p.m.**
Pre-registration is required; tickets are $35. Transportation is included. Participants should meet by the Salisbury Street entrance of the Raleigh Convention Center. The bus will leave promptly at 12:40 p.m. and return to the convention center by 3:45 p.m. Please note: a box lunch will be provided.

Established in 2006 in Chapel Hill, NC, Kidzu’s success story is about reinvention. After humble beginnings in a 2,000 square feet space on a college town’s main street, Kidzu has weathered five different homes and quadrupled its size along the way. Serving 90,000 visitors annually, Kidzu thinks of itself as a “launch pad,” a term that describes its intentional prototyping of programs and exhibits in preparation for a future (and final) permanent home. Kidzu is the home of the first makerspace in the Carolinas designed specifically for young children and dedicated to STEAM learning, and is known for its roster of more than a hundred community and academic partners who help infuse its visitor experience with creativity and innovation reflective of the region. A visit to Kidzu will inspire you to consider new ways to make the most of a small space and incorporate elements that make a museum uniquely “place-based.”

### Renovation Revelations! Shared Success and Lessons Learned for Successful Museum Renovations
**ROOM 301 A**
Are you ready to renovate your museum? Whether you are getting your own building at long last, or are moving into a great new space that needs some targeted TLC, renovation offers unique opportunities and challenges. Learn from museum staff who are in the trenches, those who have recently come out on the other side, as well as consultants who have advised museums across the U.S. through the process. Leave this session with information about scheduling, costs, and shortcuts that will lead to great buildings, systems, and exhibits in your new fixer-upper space.

*Alissa Rupp, FAIA, LEED AP BD+C, MIG | Portico (moderator)*
*Jill Randerson, Jill Randerson Exhibit Management*
*Lisa Van Deman, Kidzu Children’s Museum*
*Kristie Akl, kidSTREAM Children’s Museum*
*Putter Bert, KidsQuest Children’s Museum*

### Transgender-Inclusive Children’s Museums
**ROOM 306 A**
Children and adults of all genders benefit from a gender-inclusive learning environment. This session will provide foundational information on gender constructs and expression. Through interactive exercises, attendees will increase their familiarity with gender-inclusive language, including practicing pronouns. A case study will explore staff training and policies, gender-inclusive labeling in your gift store, membership forms, and communications, along with other strategies to welcome transgender and non-binary gender visitors, both children and adults, and staff.

*Robert Hadaway, Duluth Children’s Museum*
*Margaret Middleton, Independent Consultant*
*Alicia Greene, Boston Children’s Museum*
*Ames Simmons, Equality NC*
Beyond the Alphabet: Playful Literacy in Children's Museums
ROOM 305 B

As the importance of early literacy becomes more and more apparent, what can children's museums do to promote its development in young learners? This session will begin with an overview of the key concepts of early literacy learning, followed by a close look at how three museums have facilitated parent engagement and embraced literacy-based activities through programming and exhibits. Time will be provided for attendees to engage in story acting techniques that connect literacy to pretend play, making connections between thoughts and written words and written words and actions. The session will conclude with a discussion period and a review of resources.

Penny Sander, CambridgeSeven
Cate Heroman, Knock Knock Children's Museum
Kathy Parham, The Children’s Playhouse
Susan Garrard, Mississippi Children’s Museum

Development Speed Dating, #2
ROOM 301 B

Ready to take this whole development thing to the next level? Designed for the more seasoned development professional, Development Speed Dating #2 expands on topics discussed in the morning session, tackling some of the bigger ideas and concepts in the development world. Get to know more as experts and your fellow attendees share their experiences and know-how on the subjects of capital campaigns, endowment and restricted funds, planned giving, board development, and more. Attendees will participate in four quick-paced group “speed dates” sure to provide real-world, implementable ideas.

Gretchen Kerr, Children’s Museum of Denver at Marsico Campus (moderator)

Table 1 Capital Campaigns
Amy Burt, Children’s Museum of Denver at Marsico Campus
Jane Werner, Children’s Museum of Pittsburgh

Table 2 Endowment/Restricted Funds
Vicki Peckron, The Magic House, St. Louis Children’s Museum

Table 3 Development Policies
Michael Luria, Children’s Museum Tucson/Oro Valley

Table 4 Board Development
Deborah Gilpin, Madison Children’s Museum

Exploring Parent and Caregiver Perceptions of Learning in Children's Museums
ROOM 402

This session will share the findings from a recent study conducted by the Children’s Museum Research Network. The study explored how parents and caregivers perceive learning in a children’s museum context. Presenters will share their findings along with case studies of efforts to engage parents and caregivers. Attendees will be invited to respond to the findings, share experiences, and reflect on how their own practice meets the needs of parents and caregivers.

Nicole Rivera, EdD, North Central College
Kari Ross Nelson, Thanksgiving Point Institute
Barbara Hahn, Minnesota Children’s Museum

Best Program Ever! Tools and Techniques to Create Great Programs, Part 1
ROOM 304

This high-energy, hands-on double session provides an overview of effective practices in educational program development, delivery, and evaluation. Participants will work in small groups to share their experience and improve their skills. The sessions, appropriate for educators at different stages of their careers, will encourage collaboration among participants. Participants will also receive ready-to-use resources (both printed and online) to take home, including tools and guides for program development, peer review, presentation skills, universal design, and iterative formative evaluation. Part 2 is scheduled from 3:45 p.m.–5:00 p.m.

Ali Jackson, Sciencenter (moderator)
Paul Martin, Center for Innovation in Informal STEM Learning, Arizona State University
Rae Ostman, PhD, Center for Innovation in Informal STEM Learning, Arizona State University
Nora Thompson, Port Discovery Children’s Museum
Brad Herring, Museum of Life + Science
Collaboration: Building Authentic Museum Experiences in Non-Museum Environments
ROOM 306 B

Children’s museums’ missions can address children and their adults wherever they are, within their museums or elsewhere. There are opportunities throughout our communities where children are receptive and in need of playful learning: hospitals, homeless shelters, airports, even prisons. These places have their own set of constraints that can challenge our understanding of what best aligns with practice within our museums. Standards of maintenance, levels of engagement, and tolerance for risk can range widely across institutional settings. How do we meaningfully collaborate with these institutions to create rich learning environments that meet divergent operational demands?

LaNeshe Miller-White, Interactive Mechanics
Emily Saich, Universal Services Associates, Inc.
Jennifer Farrington, Chicago Children’s Museum
Tom Barry, Intrepid Sea, Air & Space Museum Complex

Engineering an Engineering Experience: A Museum-University Partnership
ROOM 305 A

Tinkering is meant to be tinkered with. A museum-university collaboration involves looking for that sweet spot when “making something” becomes a powerful STEM learning experience. Presenters will share intriguing research findings that help answer common questions about open-ended, hands-on experiences in museums: How do we design activities and train staff to bolster caregivers’ capacity to support children’s engineering processes? How can visitors’ conversations at the museum make learning visible while deepening the impact of tinkering experiences? This session will explore engineering as an iterative design approach, providing important implications for many tinkering and maker experiences for young children.

Kim Koin, Chicago Children’s Museum
Tsivia Cohen, Chicago Children’s Museum
Catherine Haden, PhD, Loyola University Chicago
Maria Marcus, Northwestern University

Cultural Exhibits in Children’s Museums: Stories Behind the Freeman Foundation Asian Culture Exhibit Series
ROOM 302 A

Cultural sensitivity and authentic experiences are important at any age. In 2013, five museums set out to create memorable, high-quality exhibits that introduced U.S. children to their counterparts in China, Japan, Korea, and Vietnam. Their exhibits have traveled around the country, stopping at forty-five different venues over four years. Presenters will share their process, lessons learned, and guiding principles in creating exhibits that bring Asia to America, and discuss the importance of cultural exhibits.

Brendan Cartwright, Association of Children’s Museums (moderator)
Jenni Martin, Children’s Discovery Museum of San Jose
Beth Fitzgerald, The Magic House, St. Louis Children’s Museum
Leslie Bushara, Children’s Museum of Manhattan
Leslie Swartz, Boston Children’s Museum

ACM MarketPlace Coffee Break
Sponsored by Kraemer Design + Production, Inc.
3:15 p.m.–3:45 p.m.
BALLROOM BC

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.
Children and families are invited to the enchanting world of Dora the Explorer, her animal-rescuing cousin Diego, and their friends Boots and Baby Jaguar! Here they can explore Isa’s Flowery Garden, help Tico gather nuts, join the Pirate Piggies’ crew as they set sail, and search for baby animals in the Rainforest Maze.

Preschoolers will role-play, solve problems, practice sharing and caring behaviors, and learn Spanish words. Everyone will celebrate a successful day—We did it! ¡Lo hicimos!

Available Fall 2018!

For more information contact:
Lisa Coleman, Traveling Exhibits Coordinator
lisac@childrensmuseum.org, 317-334-3822
Visit Booth #63
Defusing the Threat of Changing Retail
ROOM 302 A
A technology-fueled revolution in retail is underway, with developers, property owners, and brand managers scrambling to reinvest their shopping centers, malls, and mixed-use developments with “experiences” sure to attract their most reliable crowd—children. In an age of “open source” thinking, how do mission-centered, nonprofit children’s museums respond to growing commercial competition from the new breed of well-funded “discovery” attractions and neighborhood for-profit “museums”? What competitive advantages can children’s museums use to preserve the quality of their services while also retaining market share? Three experienced children’s museum CEOs and leadership at Roto will share their insights, predictions, and good news for museums willing to embrace change.

Joseph Wisne, Roto
Andy Ackerman, Children’s Museum of Manhattan
Nene Spivy, Children’s Science Center
Michael Yankovich, Children’s Museum of Denver at Marsico Campus

Best Program Ever! Tools and Techniques to Create Great Programs, Part 2
ROOM 304
Part two of a double session that provides an overview of effective practices in educational program development, delivery, and evaluation. Attending Part one is highly recommended (see page 57), but all attendees are welcome.

Ali Jackson, Sciencenter (moderator)
Paul Martin, Center for Innovation in Informal STEM Learning, Arizona State University
Rae Ostman, PhD, Center for Innovation in Informal STEM Learning, Arizona State University
Nora Thompson, Port Discovery Children’s Museum
Brad Herring, Museum of Life + Science

Are You on Track? Measuring Impact on a Variety of Audiences
ROOM 402
It is obvious to children’s museum professionals that our institutions positively influence the lives of the children and families we serve, but what is the true nature of our impact? Explore the impact children’s museums have on a variety of audiences through case studies from two institutions. Following discussion, attendees will work in round tables to investigate what you can do. Delve into the possibilities with peers and discuss ways of measuring and communicating the valuable contribution your museum makes to your visitors and community. Leave the session with resources to help you get started and contacts to answer questions along the way.

Marina Di Leva, Early Start Discovery Space
Aubrey Henriksen, Creative Discovery Museum
Martha Johnson, Early Start Discovery Space

Shark Tank: Developing Interactives That Do More than Tread Water
ROOM 306 A
Treading water to stay afloat in the ocean of interactive possibilities? Creating a new interactive can be a daunting task. With so many possible experiences, today’s hot exhibit can quickly grow cold. Dive in and explore the world of interactives exhibits and how to select the best option to meet your museum’s learning objectives, budget, and maintenance capabilities. Presenters will share effective practices in a “Shark Tank” format as two “contestants” try to keep their heads above water while being drilled about why their interactive approaches are worth the investment. The session will wrap with time to devise solutions and share recommendations.

Cathlin Bradley, Maltbie—a Kubik Company (moderator)
Sarah Myers, The Children’s Museum of Indianapolis
Sarah Macey, Discovery Place
Scott Wolfram, Working Studio
Trent Oliver, Blue Telescope
Decoding Early Coding: The Latest Practices and Research in Computational Thinking and Early Coding
ROOM 301 A
Attend this session to learn how to create computational thinking and coding learning experiences that are meaningful and accessible to all children and adults, including those with disabilities. Play with screen-free and screen-based coding tools and sample materials from programs that have been implemented in a variety of settings, including a museum without internet access. Join us in connecting the latest research in children's technology and media, computer science, and child development to educational practice, as we all work to develop digital fluency.
Tamara Kaldor, TEC Center at Erikson Institute (moderator)
Becki Kipling, Museum of Science, Boston
Rebecca Attia, Museum of Science, Boston
Ericka Farag, Kohl Children's Museum of Greater Chicago
Celeste Kathleen, Marbles Kids Museum

Keeping Our Spaces Safe and Secure
ROOM 302 B
Our collective goal is always to protect the children that visit our environments. However, there are many challenges to keeping the children who visit our museums safe. What are the ways that we can prevent or mitigate the potential threats to our play-filled, learning environments? In this session, learn the importance of identifying potential threats through vigilance by utilizing the Department of Homeland Security's “See Something, Say Something” campaign. Does your museum have a safety committee? Learn about the importance of creating one. Where do I look for funding? How do I build relationships with my local law enforcement? We want to hear from you, so join us for this important, informative session that will help you secure your space.
Mike Jacabacci, Stepping Stones Museum for Children
Lauren Kaye, Kidspace Children's Museum
Jon Handwork, Children's Museum of Denver at Marsico Campus
Caleb Quezada, U.S. Department of Homeland Security

How to Thrive in Your Job
ROOM 303
You are a hardworking, skilled, creative, and invaluable member of your museum’s team. You’ve got a new project that you are excited about but you can’t seem to get to it. Are you buried by emails and too many meetings? Do you always feel like you don’t have enough time? Join this fishbowl conversation to identify how to better manage your day-to-day duties so that you can successfully accomplish your goals. Identify unproductive habits, learn new techniques, and break out of sluggish work routines. Also, share what you know and practice with others so that the entire field benefits.
Tomoko Kuta, The New Children's Museum
Shelly Hanover, Children's Discovery Museum
Kelley Fitzsimmons, Children's Museum of Phoenix
Scot Sedley, Stepping Stones Museum for Children

Capturing Childhood: Visual Storytelling in Your Museum
ROOM 301 B
Whether you are new to visual storytelling or love to share photos on Facebook and Instagram, museum professionals of all abilities can learn how to showcase visitor experiences using photography and videography in this interactive session. Professionals in Marketing and Digital Media, as well as Children’s Media Consultants, will share quick tips and tricks for creating compelling photographs and videos that capture children exploring and learning through museum exhibits and programs. Presenters will also share how visual storytelling can be used to reach first-time visitors, museum regulars, and potential funders.
Lindsay McMurtray, Mississippi Children's Museum
Kimber Kuhl, Children's Museum of Denver at Marsico Campus
Alexandra Pafilis Silverstein, Chicago Children's Museum
Play It Up Party at Marbles Kids Museum
Sponsored by Wells Fargo
6:30 p.m.–9:30 p.m.
Pre-registration required; tickets are $50. ACM staff will be in the lobby of each hotel starting at 6:15 p.m. to direct participants to Marbles Kids Museum. Participants are on their own to walk to Marbles Kids Museum. It is approximately a 10 minute walk from the Marriott and Sheraton. For those that need accessible transportation, please see page 18 for information about the free R-Line circulator service.
Play is what it’s all about and tonight is YOUR night to be a kid again. Team Marbles invites you to experience the magic of Marbles after hours! Take off in the helicopter, dance up our musical staircase, power up the play in Kid Grid, get crafty in Studio Style, and cash out in Moneypalooza. Amp up the fun with grown-up versions of childhood favorites—Hungry Hungry Humans, Human Foosball, and more. Savor the brew and ‘que of the South, and cap it all off on the dance floor—hula hooping a must, double-dutch if you dare.

OPEN PLAY IS THE SMARTER WAY

Red Hat is proud to stand with organizations and professionals who understand that playing together is the first step to building a better world together.

Have a great week finding new ways to collaborate for the common good of children, in our communities and yours.

redhat.
THE ENERGY TEACHER RESOURCE

ENERGYTEACHER.ORG

THE FIELD’S LEADING JOURNAL ON MUSEUM EXHIBITIONS

Get 2 Issues Annually for $25
Friday, May 18
Don’t leave early! We’re saving the best for last. Today all programming will be held at the Raleigh Convention Center.

Morning Coffee
7:30 a.m.–8:45 a.m.
MAIN LOBBY 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.

Common Ground: Designing Inclusive Outdoor Environments
ROOM 302 A
Are you ready to take play and learning outside? Many children’s museums are tapping into the benefits of nature and looking for ways to engage visitors of all ages, abilities, and backgrounds in meaningful experiences outdoors. Whether you are planning a brand-new outdoor exhibit or looking for ways to bring more people into existing settings, the experts on this panel have valuable insights to share. Presenters will introduce guiding principles for the design, implementation, and management of inclusive natural play and learning environments. They will also demonstrate how several museums have put these principles into practice to serve the diverse needs of their communities.

Rebecca Colbert, RLA, MIG, Inc. (moderator)
Robin Moore, DiplArch, MCP, Hon. ASLA, North Carolina State University
Stephanie Ashton, Greensboro Children’s Museum
Patty Belmonte, Hands On Children’s Museum
Jenni Martin, Children’s Discovery Museum of San Jose

Costumes: "Wear," When, and Why
ROOM 306 B
Come, dress up! In this interactive session, evaluators, researchers, and exhibit developers pull back the curtain on costumes. Together attendees and presenters will articulate field-wide assumptions around costume use in exhibits, and discuss research and evaluation that explore these assumptions. Presenters will facilitate discussion about how costumes can bolster pretend play and influence adult-child interactions. Attendees will be encouraged to consider what a costume does, rather than what it is, as a means of thinking more intentionally about costuming experiences in museums.

Kaleen Tison Povis, PhD, Independent Consultant
Susan Foutz, The Children’s Museum of Indianapolis
Valerie Grabski, Chicago Academy of Sciences/Peggy Notebaert Nature Museum
Anne Fullenkamp, Children’s Museum of Pittsburgh

Mistakes Were Made
ROOM 301 A
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 and we award the ACM Epic Failure Trophy of 2018. Sharing is the first step in learning!

Kathy Gustafson-Hilton, Hands On! Studio (moderator)
Neil Gordon, Discovery Museum
Joseph Knight, Hands On! A Child’s Gallery
Charla Fields, Discovery Place
Ainslie Brosig, expERItence Children’s Museum

Sponsored by Roto Biz Ops
Sponsored by Roto Equity and Inclusion
Sponsored by Roto Learning
Sponsored by Roto People
Sponsored by Roto Research and Evaluation
Sponsored by Roto Safety
Beyond Surveys: Creative Methods for Data Collection in Children's Museums
ROOM 306 C

Children’s museums are lively, engaging, and experiential. Surveys can feel lifeless, mundane, and commonplace. This session will demonstrate how data collectors can capitalize on visitors’ expectation that their museum experience will be full of playful activities. Discover out-of-the-box evaluation methods that match the personality of the children’s museum experience, including card-sorts, magnetic mind-mapping, voting buckets, sticker charts, and talk-back paper chains. Learn how museums across the country have used these methods at their institutions. As a participant, get hands-on experience and see real-life representations of what these methods look like on the floor.

Aubrey Henriksen, Creative Discovery Museum
Melissa Pederson, The Children’s Museum of Indianapolis
Kari Ross Nelson, Thanksgiving Point Institute

Connecting Families to Complex Content in Museums
ROOM 306 A

Sometimes there can be hesitation around exploring exciting yet challenging content, such as hard-to-conceptualize art and science topics, gender roles, culture, race, and civil rights. Adult visitors may wonder: will I be able to support my child to process what they are experiencing? How will the museum handle sensitive topics in a thoughtful and respectful way? Attendees and presenters will explore how museums and families can engage with complex content together.

Tony Lawson, Cincinnati Museum Center
Lindsay Newton, Missouri History Museum
Lindsay Genshaft, Denver Art Museum

Making the Case for Play
ROOM 304

How can our field share the value of play in a way that not only benefits the children we serve, but also grows attendance, rallies the community, and builds sustained support for our organizations? Hear from three museums about how they’ve successfully made the case for play in their communities. What’s inspiring guests, partners, and funders to visit and invest?

Emily Bruce, Marbles Kids Museum (moderator)
Audrey Dean, Kids ’N’ Stuff Children’s Museum
Kerri Fox, The New Children’s Museum
Tanya Durand, Children’s Museum of Tacoma
Closing Plenary Session and ACM Great Friend to Kids Award Ceremony
10:30 a.m.–12:00 p.m.
BALLROOM A

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

Great Friend to Kids Award Introduction
Jennifer Farrington, President, Board of Directors, Association of Children’s Museums; President & CEO, Chicago Children’s Museum

ACM will present its 2018 Great Friend to Kids Award to the Center on the Developing Child at Harvard University. 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 Center on the Developing Child for its outstanding contributions toward closing the gap between what we know and what we do to improve the lives of children facing adversity.

The Center’s science-driven work in the areas of brain architecture, toxic stress, executive function, and resilience has resulted in breakthrough programs for children and families, including those in children’s museums. The award will be accepted by Al Race, Chief Knowledge Officer and Deputy Director of the Center on the Developing Child.

About the Center on the Developing Child:
The mission of the Center on the Developing Child is to drive science-based innovation that achieves breakthrough outcomes for children facing adversity. They believe that advances in science provide a powerful source of new ideas focused on the early years of life. Founded in 2006, the Center catalyzes local, national, and international innovation in policy and practice focused on children and families. They design, test, and implement these ideas in collaboration with a broad network of research, practice, policy, community, and philanthropic leaders. Together, they seek transformational impacts on lifelong learning, behavior, and both physical and mental health. For additional information about the Center, visit www.developingchild.harvard.edu.

Al Race Biography: Al Race is Chief Knowledge Officer and Deputy Director of the Center on the Developing Child at Harvard University. A member of the Center’s senior leadership since 2006, his focus is on how to use the knowledge generated by the Center’s work to transform the science-based innovation landscape to best help children and families facing adversity to thrive and grow. As a senior spokesperson for the Center, he helps scientists, researchers, students, the media, and other thought leaders improve their understanding and communication of the science of child development and science-based innovation and apply it to their work. He also leads the Center’s knowledge translation, communication, and public engagement portfolios, including the development and execution of strategic communications plans, communications research, publications, and new media products. He guides the team that produces the Center’s website, which now averages more than 5,000 video views and paper downloads each day and nearly a million visits per year from 200 countries.

Invitation to InterActivity 2019
Laura Huerta Migus, Executive Director, Association of Children’s Museums

Michael Yankovich, President & CEO, Children’s Museum of Denver at Marsico Campus

See you next year in Denver, CO!
InterActivity 2019: FearLESS  
May 8-11, 2019 • Denver, Colorado

The Association of Children’s Museums and the Children’s Museum of Denver at Marsico Campus invite you to Denver, the city that sits a mile high, gateway to the Colorado Rocky Mountains, where the sun shines 300+ days each year and where the spirit of adventure is strong and thriving.

The Children’s Museum of Denver at Marsico Campus has joyfully embraced the spirit of its city. More than doubling its size in a recent expansion and now designing and building a 500-foot-long, 36-foot-high aerial adventure course, they continually look for new ways to push the boundaries of exhibit and program design and operations, while ensuring access for all families is within reach and the budget is balanced.

InterActivity 2019: FearLESS will use Colorado’s spirit of adventure as a catalyst for discussion. With sessions that challenge and inspire us to think boldly about the work we do, to question norms and assumed barriers, to take strategic risks in exhibit, program and business development, and to think broadly about our role in our communities; challenging us to go from a field...to a force.

Be part of the program: Submit a session proposal

We invite you to submit a session proposal for InterActivity 2019. How has your museum overcome its fears? We want the daring and spirited and the nuts and bolts. Post your ideas to the InterActivity Groupsite to build session proposals over the next few months. The session proposal form and selection process are available at www.ChildrensMuseums.org. Proposals are due Tuesday, July 31, 2018.

Be bold. Be adventurous. FearLESS.
JOIN ACM: BECOME A MEMBER!

Serving 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 450 museums, businesses, educational organizations, and individuals.

Which membership level is right for you?

ACM offers a number of membership levels for both individuals and 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 I (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 Keila Rone, Membership Manager, at Membership@ChildrensMuseums.org.
Be a part of an educational adventure across America!

Start your journey now!

Contact Brittney Buder
402.930.8036 | bbuder@ocm.org

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ACM’s Visionary Members are valued thought leaders who make significant contributions that advance the field and support the growth of children’s museums.

To learn more, please visit www.ChildrensMuseums.org/Visionary
Fresh ideas for today’s leading children’s museums.

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In celebration of its 50th anniversary, the High Museum of Art hired Roto for the reinvention of the Greene Family Learning Gallery. These two new innovative galleries celebrate the art of creativity, imagination and play.