Preliminary Program

Hosted by The Magic House, St. Louis Children’s Museum

Let’s Play! – St. Louis, MO – St. Louis Union Station

Hosted by The Magic House, St. Louis Children’s Museum

Preliminary Program

#IA20
Cultural Exhibit Series

Featuring our newest exhibit

ARGENTINA’S NIÑOS

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Association of Children’s Museums

The Association of Children’s Museums (ACM) champions children’s museums worldwide. With more than 460 members in 50 states and 19 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.

The Magic House, St. Louis Children’s Museum

Since opening over 40 years ago, The Magic House has sparked the imaginations and touched the lives of more than 15 million visitors. While much about The Magic House has changed over the years, its mission to provide children and families with hands-on learning experiences that spark imagination, pique curiosity, enhance creativity, and develop problem-solving skills within a place of beauty, wonder, joy, and magic has been remained steadfastly the same.

The Magic House was founded by two young women who wanted to create a unique museum for children filled with hands-on, participatory exhibits designed to entice, delight, and educate. They renovated a 1901 Victorian house in the demographic center of the St. Louis region and named the museum for the magical quality they felt the house had. Thus, the name “The Magic House.”

The Magic House has grown from 5,500 square feet in 1979 to over 55,000 square feet today, offering hundreds of exhibits throughout two wings. The museum serves over 560,000 visitors each year with more than 50,000 children visiting during special field trip hours in the mornings when the museum is closed to the public. The Magic House also has an extensive outreach program with a dedicated staff providing outreach programs in schools, libraries, child-care facilities, preschools, and hospitals within a 100-mile radius of the City of St. Louis.

The Magic House is dedicated to inclusion and reaches out to those in their community who have the greatest needs and fewest opportunities. In the summer of 2019, The Magic House opened its first permanent satellite location in the City of St. Louis. The Magic House, MADE for Kids features a makerspace, artist studio, design lab, and entrepreneur marketplace. Located in one of the most under-resourced areas of the region, the satellite is a community-based space focused on partnerships with youth organizations, schools, and social service agencies serving the children in the immediate neighborhoods.

Last year, The Magic House offered 90,000 children programming free of charge through Access for All, an initiative to ensure that all children, regardless of ability, background, socioeconomic status, or special needs, have the opportunity to experience The Magic House.

Learn more about The Magic House at www.magichouse.org.
THANK YOU

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

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MagicHouse

InterActivity 2020 Sponsors

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Additional Support Provided by InterActivity 2020 Host

The Magic House, St. Louis Children’s Museum

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ACKNOWLEDGMENTS

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Mary Maher
Conference Hotel
ACM is holding a block of rooms at the St. Louis Union Station Hotel (Union Station) for InterActivity 2020. Registration, the ACM Marketplace, and sessions will take place at Union Station, unless otherwise noted. The deadline to make reservations at the hotel is Monday, April 13, 2020.

Hotel Reservations
St. Louis Union Station Hotel
1820 Market Street
St. Louis, MO 63103
314.231.1234

- Reservations deadline is April 13, 2020
- Group Name: Association of Children’s Museum
- Group Code: AOCM
- Group Rate: $175 per night (single or double, May 3–9, 2020, plus applicable taxes)
- Phone Reservations: 314.231.1234 or 800.774.1500
- Online reservations

Book in the Block!
ACM has negotiated this special rate for InterActivity attendees at the St. Louis Union Station Hotel and needs your reservation to count towards our contract. We know you have a choice of where to stay in St. Louis and appreciate your support of ACM by making your reservation at the conference hotel.

Travel
St. Louis Lambert International Airport (STL) is approximately 15 miles from the St. Louis Union Station Hotel. It should be about a 20–25 minute ride, depending on traffic.

Transportation To and From Airport
- Shuttle: The St. Louis Union Station Hotel does not offer a shuttle service. Airport Best Shuttle offers transportation to and from the airport to the hotel. Call 314.333.1043 for reservations.
- Taxis: Depending on the terminal you fly in to, exit out of the following doors from the baggage claim area and follow the taxicab signs to the taxi stands: Terminal 1, Exit 14 to Garage Yellow Level; and Terminal 2, Exit 12. Approximate taxi fare is $40.
- Uber: Make reservations online at www.uber.com/sign-in. Please note, depending on time of day and demand, pricing may change but approximate fare is $35. In Terminal 1, the pick-up location is Exit 6 on the ticketing level; and in Terminal 2, by Exit 15.
- Metro Rail Service: There is service between the airport and the Union Station stop (approximately a 10-minute walk to the hotel). The fare for the ride is $2.50 (cash) each way, or $4.00 for a two-hour pass. Information is at www.metrostlouis.org.

Parking
Onsite parking is available at the St. Louis Union Station Hotel. Rates are valid as of November 2019:
- Self-park daily fee: $27
- Valet parking daily fee: $40
Meet us in St. Louis and discover the Gateway City! St. Louis is full of unique attractions, exceptional music, outstanding restaurants, cultural institutions, and enough stores and specialty shops to keep any shopper happy.

Start with St. Louis Union Station
You’ll find more than 13,000 aquatic animals including sharks and rays right down the midway at the new St. Louis Aquarium at Union Station. All aboard for a splashin’ good time! Also at Union Station, The St. Louis Wheel, a 200-foot observation wheel that takes guests high over the skyline. Don’t miss the daily musical fire and light show at the lake near the aquarium entrance and the 3D projection shows on the ceiling of the hotel’s elegant Grand Hall.

Spend a night out on the town
Looking for a fun night out? Check out the sports-anchored entertainment district in the heart of downtown, Ballpark Village St. Louis! Jump a few blocks north to Washington Avenue or Laclede's Landing and take your pick of some of the hottest bars and dance clubs in St. Louis (most are smoke free and open until 3:00 a.m.). Visitors can also go for dinner, drinks, and a show at Westport Plaza’s 42-acre entertainment district, or check out the trendiest boutiques and upscale dining establishments in Clayton and the Central West End. If live music is your thing, Soulard boasts some of the best blues venues in town.

Immerse in the culture and beauty of Forest Park
Once home to the 1904 World’s Fair, Forest Park is one of the largest urban parks in the United States. It attracts 12 million visitors a year with world-class attractions and scenic walking and biking trails. Other points of interest include the Jewel Box, a beautiful greenhouse filled with magnificent floral displays, the golf courses, and the World’s Fair Pavilion, a perfect site for a picnic. Forest Park is where you will find the Saint Louis Zoo, Missouri History Museum, Saint Louis Art Museum, and Saint Louis Science Center listed in the Museum Open House Program (p. 10).

Relax with art in the fresh air
Enjoy a fusion of sculpture and landscape architecture at Citygarden, an urban oasis featuring works of modern and contemporary art, native plants, six rain gardens, and a café overlooking the beautiful scene. Or, just outside St. Louis in Sunset Hills, discover the stunning Laumeier Sculpture Park with more than 70 outdoor sculptures, a music amphitheater for special events, and a traveling series of exhibitions.

Get a bird’s eye view from the Gateway Arch
Take a 630-foot tram ride to the top of this iconic stainless steel monument for the finest view in the Gateway City. Underneath the Arch, stop by the new museum, which features exhibits on westward expansion and construction of the Arch. Visitors can also hop aboard a nearby 19th-century paddle-wheel boat replica for a narrated cruise down the mighty Mississippi River.

For more information, visit www.explorestlouis.com/acm/
The Museum Open House Program provides InterActivity 2020 attendees with the opportunity to explore many cultural institutions in St. Louis. The institutions listed below are generously offering free admission from May 4 through May 9, 2020. Simply present your InterActivity 2020 conference badge or registration confirmation. Many museums are closed on Mondays, please call ahead to confirm hours.

The Magic House, St. Louis
Children’s Museum
314.822.8900
www.magichouse.org

The Magic House, MADE for Kids
314.328.0561
www.magichouse.org/MADE

City Museum
314.231.2489
www.citymuseum.org

Contemporary Art Museum
St. Louis
314.535.4660
www.camstl.org
Admission always free

HealthWorks! Kids’ Museum
St. Louis
314.241.7391
www.hwstl.org

Inside the Economy Museum
at Federal Reserve Bank of St. Louis
314.444.7309
www.stlouisfed.org/
inside-the-economy-museum
Admission always free

Missouri Botanical Garden
314.577.5100
www.missouribotanicalgarden.org

Missouri History Museum
314.746.4599
www.mohistory.org
Admission always free

Museum at the Gateway Arch
314.655.1600
www.gatewayarch.org
Admission always free

Saint Louis Art Museum
314.721.0072
www.slam.org
General admission always free; admission to main exhibitions free only on Fridays

Saint Louis Science Center
314.289.4400
www.slsc.org
General admission always free

Saint Louis Zoo
314.781.0900
www.stlzoo.org
General admission always free; there is a charge for parking and for special attraction ticket sales

St. Louis Aquarium at Union Station
314.923.3900
www.stlouisaquarium.com

The National Museum of Transportation
314.965.6212
www.tmot.org

The Sophia M. Sachs Butterfly House
314.577.0888
www.butterflyhouse.org

World Chess Hall of Fame
314.367.9243
www.worldchesshof.org
In 2019, Port Discovery Children’s Museum opened the new, three-story SkyClimber and Port — designed, engineered, and built by Roto. The 3,600 square-foot space features a giant ship in port, a dual-sided sixty-foot climbing structure and the tallest stainless steel indoor corkscrew slide on the East Coast.

RECENT CLIENTS
Northern Virginia Science Center
Children’s Museum of the Lowcountry
High Museum of Art
EXPO 2020 Dubai
Lincoln Children’s Museum
Kaleideum Downtown

SERVICES
Museum start-up planning
Exhibit development & evaluation
Full-service exhibit design
Theming & environmental design
Interactive engineering & prototypes
Fabrication & turnkey installation
The following schedule is subject to change. Optional ticketed events are indicated by an asterisk (*).

**Tuesday, May 5**
- 8:00 a.m.–5:00 p.m. Emerging Museums Pre-Conference*
- 1:00 p.m.–3:45 p.m. Study Tour A. The Magic House: Building Exhibits and Facilities That Last*
- 1:00 p.m.–5:00 p.m. Birth to Three Community Outreach Program Showcase*
- 5:15 p.m.–6:00 p.m. New Attendee Orientation
- 6:15 p.m.–7:30 p.m. Welcome to InterActivity 2020 Meet & Greet

**Wednesday, May 6**
- 7:30 a.m.–8:45 a.m. ACM Awards Breakfast
- 9:00 a.m.–10:30 a.m. Opening Plenary Session
- 10:45 a.m.–12:00 p.m. Concurrent Professional Development Sessions
- 12:00 p.m.–1:30 p.m. Lunch on Your Own
- 12:00 p.m.–2:45 p.m. Museum CEO and Executive Directors Forum*
- 1:00 p.m.–3:15 p.m. Study Tour B. St. Louis Aquarium at Union Station*
- 1:30 p.m.–2:45 p.m. Concurrent Professional Development Sessions
- 3:15 p.m.–4:30 p.m. Investigation Sessions and Peer-to-Peer Roundtable Discussions
- 5:00 p.m.–7:00 p.m. ACM MarketPlace and Reception

**Thursday, May 7**
- 7:30 a.m.–4:00 p.m. ACM MarketPlace
- 7:30 a.m.–8:45 a.m. Professional Networking Breakfast in the ACM MarketPlace
- 9:00 a.m.–10:15 a.m. Plenary Session
- 10:30 a.m.–12:45 p.m. Study Tour C. History Clubhouse at the Missouri History Museum*
- 10:45 a.m.–12:00 p.m. Concurrent Professional Development Sessions
- 12:00 p.m.–2:00 p.m. ACM MarketPlace Lunch
- 1:00 p.m.–3:15 p.m. Study Tour D. The Magic House, MADE for Kids: Expanding Your Reach*
- 2:00 p.m.–3:15 p.m. Concurrent Professional Development Sessions
- 3:15 p.m.–3:45 p.m. ACM MarketPlace Coffee Break
- 3:45 p.m.–5:00 p.m. Concurrent Professional Development Sessions
- 6:30 p.m.–9:30 p.m. Evening Event: Come Play at Our House! An Evening at The Magic House, St. Louis Children's Museum*

**Friday, May 8**
- 7:30 a.m.–8:45 a.m. Closing Continental Breakfast
- 9:00 a.m.–10:15 a.m. Concurrent Professional Development Sessions
- 10:30 a.m.–11:45 a.m. Closing Plenary Session and ACM Great Friend to Kids Award
ALL TOURS EXTENDED!

For more information, visit Booth #21 or contact:
Sarah Myers, Traveling Exhibits Program Manager,
sarahm@childrensmuseum.org or 317-334-4107
Tuesday, May 5

All programming will be held at St. Louis Union Station Hotel, unless otherwise noted.

**Emerging Museums Pre-Conference**

Sponsored by Imagination Playground, LLC

8:00 a.m.–5:00 p.m.

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 handout materials.

ACM offers the annual Emerging Museums Pre-Conference to share foundational and effective practices of our field with those in the process of starting a children’s museum. The agenda changes each year to keep pace with new trends and insights, but always includes perspectives from recently opened children’s museums.

**Preliminary 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.–9:45 a.m.

**Attendee Introductions and Networking**

Victoria Garvin, Association of Children’s Museums

9:45 a.m.–11:00 a.m.

**Perspectives from Recently Opened Children’s Museums**

No two children’s museums are ever planned alike. However, much can be learned from those who have gone before. Hear from leaders at recently opened children’s museums.

Sharon Williams, PhD, North Country Children’s Museum

Mpho Tsele, Play Africa

Crystal Bowyer, National Children’s Museum

11:00 a.m.–11:15 a.m.

**Break**

11:15 a.m.–12:30 p.m.

**Guiding Your New Organization: Bylaws vs. Policies**

A nonprofit’s board of directors is responsible for developing, defining, and reviewing the organization’s mission, providing overall leadership and strategic direction, and assuring compliance with bylaws and policies. Understanding the hierarchy and legal accountability for bylaws and policies is essential for a governing board. The session will explore why they are important and how they can work for you.

Carol Scott, Children’s Discovery Museum of the Desert

12:30 p.m.–1:30 p.m.

**Lunch and Networking**

1:30 p.m.–2:15 p.m.

**ACM Resources**

ACM staff will provide a virtual tour of online member resources and show how you can get the most out of your membership by connecting with fellow professionals.

Keila Rone, Association of Children’s Museums
2:15 p.m.–3:30 p.m.

Choice of Sessions

1. **Staffing a Start Up**
   It’s never too early to start designing your “Dream Team.” Find out what you need to research, how to decide what positions you want on your team, and how and when to hire and train each level of staffing.
   **Genny Nadler Thomas, Knock Knock Children’s Museum**

2. **Frontline Staff Training**
   Acquire tips and ideas for creating a low-cost, ongoing training plan for your guest-facing staff. What role will your staff play? What will your approach to facilitation be? How will you identify training needs? How do you prioritize the various training topics, time, and budget? Are there training resources in your community? Where to begin? A variety of resources will be shared, including sample agendas, to provide you with the tools needed to answer these questions and help you create your own training plan.
   **Angelica Velez, Chicago Children's Museum**

3:30 p.m.–3:45 p.m.

Break

3:45 p.m.–4:45 p.m.

**Weathering a Recession**
Current economic conditions indicate that a recession could be coming soon. The best way to weather a recession is to be prepared. While a recession may mean increased costs, declining giving, and decreased cashflow, there may also be hidden opportunities such as better real estate deals and new partnerships. Hear from museums leaders who weathered the last recession and come away with strategies for a recession-proof startup.

**Susan Garrard, Mississippi Children’s Museum**

**Peter Olson, Region 5 Children’s Museum**

4:45 p.m.–5:00 p.m.

Wrap Up and Adjourn
STUDY TOUR

A. The Magic House: Building Exhibits and Facilities That Last
1:00 p.m.–3:45 p.m., rain or shine
Pre-registration is required; tickets are $35. Transportation is included.

Over 40 years, The Magic House, St. Louis Children’s Museum has evolved to support the needs of the children in the St. Louis community. Since opening, the museum has expanded to be ten times its original building size. Throughout this immense physical growth, the museum has always adhered to its founders’ vision to create clean-design, highly interactive, and low maintenance exhibits.

During this study tour, attendees will go behind-the-scenes in The Magic House exhibit fabrication workshop, and meet with the museum’s design and facilities team as they share their exhibit design process from conceptualization through fabrication and evaluation. This tour will include a focus on how community involvement helps to shape exhibit content. Attendees will learn tips for creating exhibits designed to last the long game.

PRE-CONFERENCE

Birth to Three Community Outreach Program Showcase
1:00 p.m.–5:00 p.m.
Pre-registration is required; registration is $10 and includes handout materials. Limited to staff at open museums.

Through a National Leadership Grant from the Institute of Museum and Library Services, Children’s Museum of Houston (CMH) has developed a neighborhood-based outreach model that engages families with children ages birth to three years old in two programs, Welcome Baby and The Basics Houston. Both programs help parents understand the value of their “serve and return” engagements with their young children, and provide a host of simple yet powerful at-home strategies for expanding this engagement. The CMH model will be initially released during this pre-conference designed to share various strategies employed through the model, as well as evidence of impacts for parents and caregivers, such as increased reading frequency and changes in knowledge about when children begin developing literacy skills. All resources shared in the session will be freely available for others to use within their communities.

InterActivity 2020 Officially Starts

New Attendee Orientation
5:15 p.m.–6:00 p.m.
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 from the conference, meet members of ACM staff, board, and the InterActivity 2020 Program Committee, as well as network with other newcomers.

Welcome to InterActivity 2020 Meet & Greet
6:15 p.m.–7:30 p.m.
Event includes cash bar.

Join us for a great opportunity to meet and mingle with other InterActivity attendees before the conference is in full swing. See you there!
Creating spaces that grow with you.

We believe that play—at all stages of life—is essential to thrive. MIG is a community of story-driven, place-based thinkers that create inclusive, equitable, and welcoming designs that resonate now and into the future.

EXHIBIT DESIGN | INTERPRETIVE PLANNING | ARCHITECTURE | LANDSCAPE ARCHITECTURE
Site Selection | Master Planning | Facilitation | Graphic Design | Community Engagement | Strategic Planning | Universal Access Planning

www.migcom.com
206.621.2196 | hello@migcom.com
Wednesday, May 6
All programming will be held at St. Louis Union Station Hotel, unless otherwise noted.

ACM Awards Breakfast
7:30 a.m.–8:45 a.m.
Come celebrate the field! Join your colleagues for breakfast and fête the first-ever Outstanding Practice in Children’s Museums Award honoree. This new award recognizes exceptional accomplishments by children’s museums in four categories: museum experiences, community resources, educational laboratories, and advocates for children. The program will also recognize the 2020 Champion of the Field honoree, the ACM 2020-2021 Diversity in Action Fellows, and recipients of this year’s InterActivity Small Museums Financial Aid Program, sponsored by JRA.

Opening Plenary Session
9:00 a.m.–10:30 a.m.
Kick off InterActivity by exploring the work of the Building Community Resilience (BCR) collaborative at the Sumner M. Redstone Global Center for Prevention and Wellness at the George Washington University. BCR works to build durable community networks focused on improving the health of children and families by helping communities develop protective buffers against Adverse Childhood Experiences (ACEs) occurring in Adverse Community Environments (ACEs)—the “Pair of ACEs.”

This session will launch a yearlong partnership between BCR and the Association of Children’s Museums. Children’s museums are important conveners and advocates for children within their own communities. Through this partnership, BCR will provide trainings and resources that educate and support children’s museums as effective allies in the work to build community resilience and wellness.
InterActivity 2020 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, membership, planning, communications, finance, and administration.

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

**DEAI**  
Diversity, Equity, Access, and Inclusion (DEAI). Covers content areas both inward and outward focused efforts.

**Partnership**  
Content areas cover informal and formal community connections and collaborative projects that advance partner goals.

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

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

**Learning**  
Content areas cover everything from pedagogy to programs and experiences designed for learning.
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

10:45 a.m.–12:00 p.m.

Planning for the Long Game: The Fundamentals of Strategic Planning
Empower your museum to take control of its destiny with the creation of a strong and usable strategic plan. Join us for a discussion with Collaborative Strategies Chairman Gina Hoagland as she shares information on the value of an effective strategic plan and the key steps in creating one. This session includes a discussion with The Magic House and their strategic planning committee lead as he provides an overview of the museum’s process and experience. Attendees will learn tips, tricks, and recommendations for strategic planning as it relates to the children’s museum field and will leave the session with a plan for creating and implementing their own roadmap for the future.
Beth Fitzgerald, The Magic House, St. Louis
Children’s Museum
Gina Hoagland, Collaborative Strategies
Gene Diederich, The Magic House, St. Louis
Children’s Museum

Long Game Love: Development Speed Dating
Need help with your donor long game? If the answer is yes, then make a date to join us for a thought-sharing forum where both seasoned development professionals and those just starting off in the world of development can get together to meet experts from the field. In addition to sharing their insight, they encourage participants to share their tips and tricks on the subjects of individual giving, corporate sponsorships, foundation/government grants, and fundraising events. Join the conversation as we quickly cover a variety of topics sure to provide you with real-world, useful ideas.
Autumn Rentmeester, Children’s Museum Tucson | Oro Valley (moderator)
Vicki Peckron, The Magic House, St. Louis
Children’s Museum
Amy Burt, Children’s Museum of Denver at Marsico Campus
Jennie Griek, CFRE, Greentrike
Michael Shanklin, Explore! Children’s Museum

Learning from the Process: Designing for Our Youngest Visitors
Developing and designing exhibits is hard. Add infants and toddlers, and the process gets even harder. Using the creation of two early learning spaces as case studies, this session explores the challenges that staff face at different stages of development and design. Join project directors, content specialists, exhibit developers, and designers in reflecting on strategies that (might) work in facilitating respectful collaboration, meaningful communication, and healthy internal risk taking. This session is for colleagues interested in thinking about ways to foster a stronger exhibit design process, especially towards creating successful spaces for very young children and their caregivers.
Robin Meisner, PhD, Boston Children’s Museum (moderator)
Joel Reider, Boston Children’s Museum
Alix Tonsgard, DuPage Children’s Museum
Kimberly Stull, DuPage Children’s Museum
Kate Marciniec, Boston Children’s Museum

National Landscape Study Results on DEAI Practices in Museums
In this session, leaders of the Cultural Competence Learning Institute will present findings from the National Study on DEAI Practices in Museums—the first ever industry-wide study to document the museum field’s diversity, equity, access, and inclusion (DEAI) practices. The presentation will also discuss industry implications of the study findings and how museums might take action based on the outcomes.
Jenni Martin, Children’s Discovery Museum of San Jose
Cecilia Garibay, PhD, Garibay Group, Inc.
Ann Hernandez, Association of Science-Technology Centers
Using Technology to Learn, Bond, and Enjoy with Young Kids
Smartphones, tablets, laptops, apps, and streaming services are here to stay and can be a great tool for families with young children. But how do we navigate a world that is different from the one we had in our childhood? How do we ensure we take advantage of technology while following child development guidelines? Common Sense Media, the leading national nonprofit organization, will present this interactive session. Explore research-based best practices, tips, high quality content choices, and resources to navigate the world of media and technology with the families you work with.

Michael Robb, PhD, Common Sense Media

The Power of Outreach Programming: Impacts on Students and Teachers
What is the impact of outreach programming on students and teachers in formal education? Learn from four outreach programs from across the U.S. in a lightning round of results from recently completed impact evaluations. Follow that up with outreach program speed dating as you rotate around the room, engage in outreach activities, and get all of your burning questions answered. Finally, learn from our mistakes as we count down the top five failures that led to success.

Whitney Hendren, Creative Discovery Museum
Jessica Hayes, The Children’s Museum of the Upstate
Liz Hilt, Kohl Children’s Museum of Greater Chicago
Janine Okmin, Bay Area Discovery Museum

Small Children’s Museum Collective—Where to Start?
Learn how easy it can be to collaborate with other museums and work to support one another. Presenters from four smaller children’s museums will explore the challenges currently faced by this segment and the difference collaboration has made to each institution. Topics include fundraising, operations, programming, and staffing. Following the presentations, attendees will engage in small group discussions to discuss their challenges and through collaboration, possible solutions. The session will conclude with sharing lessons learned during the discussions.

Felipe Peña III, Children’s Museum of Brownsville
Anyah Martinez, Explorium Denton Children’s Museum
Amanda Yarbrough, Beaumont Children’s Museum
Nancy Schultz, Galveston Children’s Museum

Who Are Your Museum Ambassadors?
There are many barriers beyond cost that prevent families from accessing children’s museums. What have we learned about these barriers? What have we tried that has worked to bring new families into our museums? What has not worked? In this session, hear from three museums about how they use ambassadors to connect with families who aren’t usual visitors, and from one Parent Ambassador who is part of the solution.

Kacy Hughes, Boston Children’s Museum
Rebecca Shulman Herz, Peoria PlayHouse Children’s Museum
Alexandra Pafilis Silverstein, Chicago Children’s Museum
Lisa Melara, Parent Ambassador
Executive Directorship: The Early Years
The leap from being a museum staff member or coming from another field to the high-profile role of CEO is a huge moment in time for both the individual’s and the organization’s future. The first two or three years are a uniquely challenging and rewarding time in a career, and everyone is watching. Voices with tried-and-true experience and those new to the CEO role will launch the session by sharing lessons learned and great ideas. Attendees will be able to add their own questions and lessons by diving in to the center of the fishbowl.

Kathy Gustafson-Hilton, Hands On! Studio (moderator)
Deborah Gilpin, Madison Children’s Museum
Dené Mosier, Kansas Children’s Discovery Center
Sarah Cole, Glazer Children’s Museum
Linnea DiBerardino, Children’s Museum of Findlay

Using Overall Experience Rating (OER) to Improve Visitor Experience
Are you unhappy with your current satisfaction measures? Then this is the session for you. Learn how recent research demonstrates that OER provides higher quality museum experience data than traditional measures. Impress your colleagues by learning to explain what a ceiling effect is and why it matters for measuring satisfaction. Hear from a panel of OER evangelists and see examples of how OER is helping them to improve the guest experience at their museums. Leave with an Excel template for visualizing the OER data you will be rushing home to collect! Become an OER evangelist yourself.

Elisa Israel, Saint Louis Science Center
Sena Dawes, Missouri Historical Society
Alyssa Carr, Nelson-Atkins Museum of Art

Lunch on Your Own
12:00 p.m.–1:30 p.m.

Museum CEO and Executive Directors Forum
12:00 p.m.–2:45 p.m.
Pre-registration is required; tickets are $60 and include a buffet lunch. Attendance is limited to CEOs and executive directors at open museums.

The Museum CEO and Executive Directors Forum provides a dynamic and flexible forum for the field’s leadership to engage around the issues facing children’s museums today. Join your colleagues for what is sure to be a lively and rich session for personal development and field advancement.

STUDY TOUR
A. St. Louis Aquarium at Union Station
1:00 p.m.–3:15 p.m.
Pre-registration is required; tickets are $35.

The brand-new St. Louis Aquarium at Union Station is one of the most interactive aquariums in the nation. Technology can be an additive to a visit, but it takes work to make it educational as well. Study tour attendees will experience five areas where technology enhances the experience and helps groups to connect with each other. They will learn about the thought process behind creating the technology and linking it to achieving educational goals. Areas include a historic train ride experience, animated otter talk, shark dive conversation, and RFID scavenger hunt. In addition, a special focus will be placed on the goal of providing an excellent experience to guests who process sensory inputs differently, including a calming corner, sensory bags, and team training. Finally, attendees will visit the KidZone, a role-playing area where the youngest guests can explore various careers related to aquatic animal care and environmental stewardship.
Exhibits That Endure the Test of Time

Over the years we’ve heard many terms to describe the qualities required of a good children’s exhibit: engaging, interactive, immersive...INDESTRUCTABLE. But there are many challenges! Exhibits must have a good foundation and be designed for future flexibility. Exhibit components must continue working safely and consistently despite limited financial and human resources. A maintenance plan must be developed and executed in order to make exhibits last. Join this session for an interactive, game-based discussion as we share our experiences and effective practices for developing, building, and maintaining exhibits that play the long game.

Cathlin Bradley, Kubik Maltbie, Inc. (moderator)
Scott Wolfram, Working Studio, Inc.
Sarah Myers, The Children’s Museum of Indianapolis
John Shaw, Museum EXP
Trent Oliver, Blue Telescope

Recipes for Social Justice: Finding the Right Ingredients to Get Started

If your organization is in the early stages of engaging in intentional social justice work, it can feel very overwhelming to move from identifying the problem to taking action on it. Where do you start? What resources are out there? What if there’s pushback? Join us for a playful and earnest exploration of our organization’s “recipes” for creating successful social justice programs, from research to training to implementation. Hear what it takes to make accessibility, inclusion, and equity practices a part of your organization’s long game. Attendees will leave with a “cookbook” of resources broken down by broad category.

Rachel McKay, Grand Rapids Children’s Museum
DeeArah Wright, Brooklyn Children’s Museum
Sandra Bonnici, Independent Professional
Janella Watson, Independent Professional

Control Your Destiny: Crisis Communication Planning

Having a crisis communication plan can be a critical factor in “playing the long game.” In today’s litigious and social media connected world, a public scandal can come out of nowhere. Children’s museums need to be prepared. Creating a crisis communication plan may sound scary, but not having one is even scarier. In this session, participants will learn about the process for creating a crisis communication plan from one of the world’s leading public relations firms and then hear from a children’s museum they helped through a real-life crisis. Participants will leave with a playbook for dealing with a variety of potential crises unique to children’s museums.

Carrie Hutchcraft, The Magic House, St. Louis Children’s Museum
Dave Collett, Weber Shandwick

Membership Speed Dating

Looking for some lively discussion on membership trends from children’s museums with ideas to take back to your organization? Then make a date to join us for a practice-sharing forum where membership professionals chat with colleagues who will provide insights, as well as encourage participants to share their tips on structuring member benefits and pricing, marketing, member acquisition and renewal, digitalizing membership, and more. Join the conversation as we quickly cover a variety of topics sure to provide you with real-world, implementable ideas.

Tomoko Kuta, The New Children’s Museum (moderator)

Table 1 Member Acquisition
Anne McNulty, The New Children’s Museum

Table 2 Member Engagement
Shelly Hanover, Children’s Discovery Museum

Table 3 Member Retention
Laura Burton, Kansas Children’s Discovery Center

Table 4 Database Management
Scot Sedley, Stepping Stones Museum for Children

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

1:30 p.m.–2:45 p.m.
**Principles into Practice: Empowering Young Learners in Museums**
Inquiry-based. Child-led. Culturally-responsive. We often hear these phrases in conversations about high-quality museum experiences for early learners, yet translating these ideas into practice remains a core challenge for the field. This session will explore the importance of defining these values and consider how two institutions implemented their early learning principles through models that blur the line between formal and informal learning environments. Presenters will share their process of making learning values explicit, offer examples of how values are enacted through facilitation strategies, and engage participants in sample lessons which exemplify the principles in practice.

*Brooke Shoemaker*, Smithsonian Early Enrichment Center  
*Cynthia Raso*, Smithsonian Early Enrichment Center  
*William Tolliver, Jr.*, Children's Museum of Pittsburgh  
*Alison Bank*, Children’s Museum of Pittsburgh

**The Long Game in Playing Games**
Board games, card games, and video games are more than just fun pastimes. They subtly teach math, strategy, teamwork, and social skills. But what else can they do? Find out how games can improve learning, drive empathy, create community and help to solve real-world problems. Panelists with backgrounds in gaming, game design, education, and exhibit design will discuss the true potential in creating games for children.

*Vi Tran*, WOW! Children’s Museum  
*Kathleen Mercury*, Ladue School District  
*Gini Philipp*, WOW! Children’s Museum  
*Jeannie Colton*, Arizona State University

**Cultivating Collaboration with Creatives**
Bringing creative experiences to your community through collaboration is a win-win for all involved. Successful collaborations can provide visitors with new cultural experiences, grow the skills and perspectives of the artists, push staff to think about things in new ways, and position museums as part of the larger community. In this session, learn what it takes to engage in creative collaborations with artists and makers. Hear the process, benefits, and challenges in building successful partnerships with creatives from a variety of perspectives.

*Erik Smith*, Scott Family Amazeum  
*Erin Thelen*, New York Hall of Science  
*Anne Fullenkamp*, Children’s Museum of Pittsburgh  
*Lani Bautista Cabanilla*, The New Children’s Museum

**Sustainable Futures: Museums and Communities Playing the Long Game**
This hands-on session will empower children’s museums to join their communities in creating a sustainable future. Presenters will share knowledge, practices, and a variety of project examples from small and large museums. Participants can try out public programs focusing on sustainability concepts and join small group discussions with staff who have implemented innovative sustainability programs. The session will provide an introduction for those new to sustainability, as well as tools and approaches for museums looking to take their efforts to the next level. Attendees will receive access to ready-to-use programming and training resources to download.

*Rae Ostman*, PhD, Center for Innovation in Informal STEM Learning, Arizona State University  
*Elizabeth Bagley*, PhD, California Academy of Sciences  
*Ellen Wiemers*, Beaumont Children’s Museum  
*Matt Jorge*, Children’s Creativity Museum
Improving the Long Game: Improv & Theatrical Techniques to Strengthen Frontline Teams

“Play” is at the heart of all we do, yet how often do we think of play as part of floor staff training? In this train-the-trainer session we will explore successful theatrical techniques for training frontline staff. Attendees will have the opportunity to get on their feet with tried and true approaches to team building. Using improv, role playing, and other methods, attendees will walk away with simple exercises anyone—performer or not!—can use with their staff. Handouts and supporting materials for activities done during the session will be provided to assist attendees with integrating ideas shared.

Christina Leavell, Science Museum of Minnesota (moderator)
Brad Herring, Museum of Life + Science
Douglas Coler, Discovery Place Science
Carla Thacker, Museum of Science + Industry, Chicago
Stephanie Long, Science Museum of Minnesota

These Museums Studied Visitors—You’ll Never Guess What Happened Next

To play the long game, museums must leverage existing data sources to prepare for the future. Unfortunately, too many rely on operational data without paying attention to data that speak to the experiences of our visitors. This session will highlight the Collaboration for Ongoing Visitor Experience Studies’ (COVES) recent work in collecting audience-level data from museums across North America in an effort to better understand visitor experiences broadly, while providing field-wide benchmarks for comparison. Attendees can expect to learn about the performance of peer institutions, the value of collecting experience data, and how to engage in visitor studies of their own.

Ryan Auster, Museum of Science, Boston (moderator)
Michael Rathbun, Discovery Center Museum
Sarah Cohn, Aurora Consulting
Donna Butcher, Children’s Discovery Museum of San Jose
Richard Kissel, PhD, The DoSeum

INVESTIGATION SESSIONS

3:15 p.m.–4:30 p.m.

1. The Long Game Benefits of Creating Formal and Informal Education Partnerships

High-quality educational experiences are essential in fostering a lifelong love of learning. Such experiences can and should be a mix of both formal and informal education. Join us for a conversation with three remarkable and highly-regarded St. Louis educators as they share how informal learning at museums plays a critical role in students’ formal education, and how museum experiences are even more important for families living in underserved areas. These dynamic educators will discuss how museum experiences can have a powerful impact on the long game of learning.

Beth Fitzgerald, The Magic House, St. Louis Children’s Museum (moderator)
Kelvin Adams, PhD, Saint Louis Public Schools
Art McCoy, PhD, Jennings School District
Sharonica Hardin-Bartley, PhD, University City School District

2. Bolder and Faster: Climate Change Urgency and Action

In this session, presenters will make the case for museums boldly stepping up their advocacy game and their programming and messaging around climate action, while supporting the growing youth voice around the most pressing issue of our time. The session will highlight progress on ACM’s Board of Directors’ Climate Change & Resiliency Task Force. In addition, you’ll hear from leaders inside and outside the field who are embracing their roles as climate advocates, and finding innovative ways to lead, lift youth voices, and create experiences and opportunities that propel citizens toward action and advocacy. This session will be visionary, while also offering practical ideas for implementation at museums large and small.

Brenda Baker, Madison Children’s Museum (moderator)
Joseph Cox, Museum of Discovery and Science
Stephanie Ratcliffe, The Wild Center
Julia Bland, Louisiana Children’s Museum
3. What We Continue to Learn from Mister Rogers
In 2000, Fred Rogers (aka Mister Rogers) wrote a piece for the Association of Children’s Museums on the importance of children’s museums. Twenty years later, this session will address what we can still learn from the man who wrote “I like to try to understand the meaning of who people are and what they’re saying to me.” Presenters include three of Fred’s colleagues, friends, and a community leader. They will reflect on the work of our favorite neighbor in the context of today, and demonstrate how his legacy lives on in children’s museums, specifically in his hometown, Pittsburgh.

Jane Werner, *Children’s Museum of Pittsburgh* (moderator)
Hedda Sharapan, *Fred Rogers Center for Early Learning & Children’s Media at Saint Vincent College*
Roberta Schomburg, PhD, *Fred Rogers Center for Early Learning & Children’s Media at Saint Vincent College*
Cathy Droz, *Fred Rogers Productions*
Ryan Rydzewski, *The Grable Foundation*

PEER-TO-PEER ROUNDTABLE DISCUSSIONS
3:15 p.m.–4:30 p.m.
Connect with colleagues in an informal setting to explore issues, ideas, challenges, and possibilities—both practical and philosophical. Table moderators will introduce a topic and facilitate a conversation. Stay at one roundtable discussion or move between roundtables to touch on multiple topics.

Interested in moderating a roundtable discussion?
Send an email of interest and topic title to *Victoria.Garvin@ChildrensMuseums.org* by January 31, 2020.

Preview of Topics

**Board Member to Board Member**
**Moderator: Linda Hunter, The Magic House, St. Louis Children’s Museum**

**Community Collaborations: A Catalyst for Change?**
**Moderator: Monique Ealey, Mississippi Children’s Museum**

**Voice of the Visitor**
**Moderator: Anne McNulty, The New Children’s Museum**

**Strategies for a Successful Volunteer Program**
**Moderator: Kristine Feleo Smith, The Children’s Museum at La Habra**

**Programming on a Shoestring**
**Moderator: Kelli Toohill, Wise Wonders Children’s Museum**

**Is Virtual Reality Appropriate for Children?**
**Moderator: Richard Kissel, PhD, The DoSeum, San Antonio’s Museum for Kids**

**Giving Kids a Voice in the Design Process**
**Elise Lemle, National Children’s Museum**

**Breaking Barriers through Community Outreach**
**Moderators: Kimberly Carter, DISCOVERY Children’s Museum and Stephanie Madrid, Portland Children’s Museum**
ACM MarketPlace and Reception

**Drink tickets sponsored by 1220 Exhibits, Inc., Blackbaud, and Haizlip Studio**

5:00 p.m.–7:00 p.m.

Explore the ACM MarketPlace as you mix and mingle with your colleagues at the ACM MarketPlace Reception. During the reception, roam the aisles to find exhibitors that have sponsored free drink tickets and meet the amazing group of exhibitors who are excited to connect with you. The ACM MarketPlace offers a world of inspiring ideas, creative products, and ready-to-rent exhibits, so stopping by is a must!

Take an early look at who you will meet in the ACM MarketPlace:

1220 Exhibits, Inc.
A-MAZE-D The Puzzling World of Dave Phillips
Argyle Design, Inc.
Betty Brinn Children’s Museum
Blackbaud
Blick Art Materials
Bonsai Design, LLC
Boss Display Corporation
BrownKnobs Design
Chicago Scenic Studio, Inc.
Children’s Museum of Pittsburgh
Digitalis Education Solutions, Inc.
Doubleknot, Inc.
Evergreen Exhibitions
Freenotes Harmony Park
Gyroscope, Inc.
Haizlip Studio
Hüttinger Interactive Exhibitions
Imagination Playground, LLC
JRA
K&K Insurance Group, Inc.
KaBOOM!
KidZbits, LLC
Kodo Kids, LLC
Kraemer Design + Production, Inc.

Kubik Maltbie, Inc.
Little Medical School
Loodo Exhibits
MIG | Portico
Minnesota Children’s Museum
Moey, Inc.
Nabholz Construction
NISE Network / Science Museum of Minnesota
Omaha Children’s Museum
Ontario Science Centre
Paul Dresher’s Sound Maze
RedBox Workshop
Roto
SafeSpace Concepts, Inc.
Science Museum of Minnesota
Sciencenter
SKOLNICK Architecture + Design Partnership
Snug Play USA, A PlayCore Company
Taylor Studios, Inc.
The Children’s Museum of Indianapolis
The Discovery Network at the Museum of Discovery
The DoSeum
The Magic House, St. Louis Children’s Museum
Universal Service Associates, Inc.
USA BMX Foundation
Working Studio, Inc.
Your organization creates moments of wonder, inspiration, and possibility.

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

Exhibit at the ACM MarketPlace to connect with high-level decision makers and influencers from children's museums around the world.

Exhibit Hall Benefits
- Face-to-face networking with new and existing clients
- Hands-on interactions with your products
- Two complimentary ACM MarketPlace registrations per booth or tabletop
- Discounted registration rates for the full conference
- Food served in the ACM MarketPlace to drive traffic
- First look at the ACM MarketPlace floor plan for InterActivity 2021, with option to reserve your booth

Exhibitor Options

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<th>Non-Member</th>
<th>ACM Member</th>
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<tr>
<td><strong>Booth</strong></td>
<td>$1,695</td>
<td>$1,295</td>
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<td>A key to business development, a booth enables you to engage with your target audience directly.</td>
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<tr>
<td><strong>Prime Location Booth</strong></td>
<td>$2,095</td>
<td>$1,595</td>
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<tr>
<td>A prime location in the ACM MarketPlace.</td>
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<tr>
<td><strong>Two Booths</strong></td>
<td>$2,895</td>
<td>$2,195</td>
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<tr>
<td>A chance to double your impression without doubling the price. Booths can be side by side or strategically separated.</td>
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<tr>
<td><strong>Booth + Ad</strong></td>
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<td>$2,295</td>
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<tr>
<td>A step above. One booth plus a full-page ad in the printed Final Program.</td>
<td>ACM Member</td>
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<td><strong>Tabletop</strong></td>
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<td>An ideal solution for organizations that don’t require a large space.</td>
<td>ACM Member</td>
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To reserve a space in the ACM MarketPlace, download the Prospectus, or contact Dana Weinstein, Senior Manager, Development, at Dana.Weinstein@ChildrensMuseums.org.
CambridgeSeven
Exhibit Design  Architecture  Planning
+1 617 492 7000  cambridgeseven.com
Thursday, May 7

ACM MarketPlace
7:30 a.m.–4:00 p.m.
The ACM MarketPlace continues for the day! Pick up on a conversation you didn’t finish at the reception, visit new vendors, or say hi to old friends.

Professional Networking Breakfast in the ACM MarketPlace
7:30 a.m.–8:45 a.m.
Network with peers over breakfast in the ACM MarketPlace. Tables will be organized by professional job functions and special interest groups, including:

- Administration
- Development
- Finance
- Education
- Exhibits
- Human Resources
- International Attendees
- Libraries
- Marketing
- Membership
- Museum CEOs and Executive Directors
- Research and Evaluation
- Trustees
- Visitor Experience/Services

Say hello to exhibitors before you head to the Plenary Session at 9:00 a.m.

Plenary Session
9:00 a.m.–10:15 a.m.
Building a Company and Community with Heart
Maxine Clark, founder of Build-A-Bear Workshop, is a true innovator. In 2013, she stepped away from her role as the company's Chief Executive Bear to apply her entrepreneurial skills to improving K-12 public education. With her unique blend of experience in entertainment, education, and merchandising, Maxine will share her insight on how children's museums can plan and evolve in strategic and heartfelt ways to meet the needs of their audiences. She will also share how Build-A-Bear Workshop came to be, and how her imaginative business plan led to the long-term success of the company. A natural outgrowth of her work in the children’s retail toy industry, Maxine will discuss her passion to ensure that all children have access to high-quality educational experiences in the classroom and in the community.

Maxine Clark Book Signing
10:15 a.m.–10:45 a.m.
STUDY TOUR

History Clubhouse at the Missouri History Museum: Children and Families Developing Exhibits
10:30 a.m.–12:45 p.m.
Pre-registration is required; tickets are $35. Transportation is included.

In 2015, the Missouri History Museum opened the History Clubhouse, a nearly 6,000-square-foot exhibit designed to offer children and families a chance to learn about local history through play in an immersive environment. Involving families in every step of the development process became a top priority. Over four years, the museum worked with thousands of children and families to select content, write labels, create art installations, design promotional material, and ultimately build an award-winning space families can call their own.

The study tour will kick off with a chance to explore the History Clubhouse where attendees can step back in time and steer a steamboat on the Mississippi River, fish in the ancient city of Cahokia, and sell food at the 1904 World’s Fair International Café. Next, attendees will gather for a deep dive into the methods the museum used to engage the community in every step of the development process. The museum’s content lead, exhibit designer, preparator, and museum educators will facilitate conversation, candidly discussing the costs associated and the challenges of letting the community steer development, as well as updates that have been made to the space in the last five years.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

10:45 a.m.–12:00 p.m.

Capital Campaigns—What’s Working Now and What’s Not
This session includes perspectives from four children’s museums that have recently undergone capital campaigns for expansion. Presenters will share what worked for them and what didn’t. Topics addressed will include: feasibility studies, setting a campaign goal, volunteer leadership (board and non-board), staff leadership, consultants, campaign plan, case statement and campaign materials, policies, prospects and prospect management, solicitation methods, cultivation events, campaign timelines, campaign budget, and stewardship.

Gretchen Kerr, Children’s Museum of Denver at Marsico Campus (moderator)
Roxane Hill, Wonderscope Children’s Museum of Kansas City
Maria Campanelli, The Children’s Museum of Cleveland
Crystal Bowyer, National Children’s Museum
Amy Burt, Children’s Museum of Denver at Marsico Campus

Digital Marketing Speed Dating
Looking for some lively discussion on digital marketing trends from children’s museums with ideas to take back to your organization? Then make a date to join us for a thought-sharing forum where marketing and communication professionals get together to chat with colleagues who will provide insight, as well as encourage participants to share their tips and tricks on moving from traditional to digital advertising, increasing exposure through social media, maximizing your website, and expanding your online presence. Join the conversation as we quickly cover a variety of topics sure to provide you with real-world, implementable ideas.

Kerri Fox, The New Children’s Museum (moderator)
Kerrie Vilhauer, Children’s Museum of South Dakota
Jo-Anne Baxter, Boston Children’s Museum
Heather Grance, Imagine Nation, A Museum Early Learning Center
Lauren Peters, Children’s Museum of Sonoma County
The Sometimes Crazy (Always Fun!) Interactive Process of Museum Construction

Whether your museum is building a new facility or renovating a small area, attend this session and learn what you need to know BEFORE embarking on any construction project. Follow along with team members from the Scott Family Amazeum project—including the project manager, architect, and the museum’s executive director—as they explain construction delivery methods, key stages in the process, and pitfalls to avoid. Hear firsthand how they maintained their sanity and kept their focus during the creation of the new children’s museum. Finally, have a chance to ask all your building questions!

Brock Cline, Nabholz Construction Corp. (moderator)
Sam Dean, Scott Family Amazeum
Mary Haizlip, AIA, Haizlip Studio
John Strack, Nabholz Construction Corp.
Ron Ferris, Nabholz Construction Corp.

Future-Proofing Exhibits: Designing Solutions That Work

When a museum decides to invest in a new exhibit, most of the time they are making a bet for the next five to six years. But the outside world moves much faster. Visitors are growing more accustomed to seeking novel experiences, which makes it harder to get repeat visitors. How can we design exhibits that are flexible enough to be updated, and how can we build museums’ internal capacity to do so? In this session, attendees will learn about effective practices through the presenters’ experiences and by engaging in a redesign challenge.

Isabel Diez, Sietecolores: Ideas Interactivas
Paul Orselli, POW! (Paul Orselli Workshop, Inc.)
Greg Belew, Hands On! Studio
Carina Kooiman, Children’s Museum of Pittsburgh

The Weight of Words: Confronting Race and Identity with Families

Undertaking subjects like race and racism, stereotypes and discrimination, cultural identity, intersectionality, and beyond poses unique challenges—for individuals, families, and the organizations that serve them. As daunting as this may be, we know that it is critical for our field: caregivers seek opportunities and tools to engage in meaningful dialogue with their children; and when people (children and adults) feel a strong sense of positive personal identity and belonging, they become better equipped to identify and address injustices in their communities. Join this session to explore lessons learned from successes and failures engaging families and staff in ongoing diversity, equity, accessibility, and inclusion initiatives.

Kate Marciniec, Boston Children’s Museum
Stacey Mann, Independent Professional
Akemi Chayama, Boston Children’s Museum
Laura Horwitz, We Stories

Learning Environments as a Mash-Up of Art, Science, and Making

Inspired by Mash-Up Menagerie, an artist-led exhibit as workshop held at Long Island Children’s Museum in the summer of 2019, attendees will work in teams to create a hybrid animal using supplied materials. Teams will then present the creature’s nature and character attributes, mashing the values of exhibits, craft, storytelling, and STEM. This session allows for uninhibited, multi-disciplinary learning towards building ideas and strategies for interactive hands-on learning environments that will engage the visitor and can double as a creative front-end evaluation and prototype for permanent exhibits.

Erik Schurink, Long Island Children’s Museum (moderator)
Scott Larrabee, Artist
Sarah Prather, PhD, Kaleideum
Bruce Dow, PhD, Independent Professional
Nadia Niggli, Madison Children’s Museum
IMLS Grant Programs, National Initiatives, and Commitment to Children
This session will provide a brief introduction to the Institute for Museum and Library Services (IMLS) grant programs available to children's museums, and introduce IMLS’s national initiatives that focus on children and youth—early learning, maker and STEM education, and school readiness. IMLS staff will be joined by grantees from the children’s museum community doing exemplary work in these areas.

Reagan Moore, Institute of Museum and Library Services

Expanding Audiences: Increasing Your Community Impact through Afterschool Program Partnership
Afterschool programs provide unique opportunities to engage children in an out-of-school time learning environment. Through quality partnerships, museums, afterschool programs, and students can benefit in a multitude of ways. However, creating constructive partnerships can be a challenge. In this session, attendees will hear from representatives from several organizations to learn effective practices for engaging afterschool partners as well as how afterschool partnerships can expand the reach and audience of museums. Attendees will take away a plan to engage new partners in their communities to help support an ecosystem of learning.

Leah Silverberg, Afterschool Alliance
Beth Weller, The Children’s Museum, West Hartford
Jeff Capps, The Iowa Children’s Museum

Staffing Tetris for Growing Museums
Sometimes it’s tough getting all the pieces in place when your budget is limited but your museum is growing. Hear how four small to medium museums tackled staffing in a growth mindset without breaking the bank. This session, specifically designed for leaders and managers of small to medium museums, will explore how to shift current staff, develop new positions, and use creative funding solutions. In small groups attendees will then work through their own staffing issues and think outside current structures based on ideas from the presenters and from within the group.

Audrey Dean, Kids ‘N’ Stuff Children’s Museum
Emily Rendall-Araujo, Above & Beyond Children’s Museum
Amanda Yarbrough, Beaumont Children’s Museum
Michelle Urbanczyk, Explore & More – The Ralph C. Wilson, Jr. Children’s Museum

Problems with a Purpose: Evoking Empathy to Support STEM Learning
Social and emotional skills like empathy and perspective-taking are an important—but often neglected—part of STEM learning. This session will share findings and implications from a National Science Foundation-funded research study across three museum sites. Learn about different facets of empathy and how they can be evoked with subtle hints of narrative and play with sample activities that illustrate how socioemotional skills connect to engineering and design thinking. These hands-on examples will ground a larger discussion about how encouraging children to imagine other points of view can make museum activities more inclusive and engaging.

Suzy Letourneau, PhD, New York Hall of Science (moderator)
Dorothy Bennett, New York Hall of Science
Mindy Porter, Scott Family Amazeum
Katherine Ozawa, The Tech Interactive
Anna Keune, Creativity Labs, University of California Irvine

ACM MarketPlace Lunch
12:00 p.m.–2:00 p.m.
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.!
The Magic House, MADE for Kids: Expanding Your Reach

1:00 p.m.–3:15 p.m.

Pre-registration is required; tickets are $35. Transportation is included.

In summer 2019, The Magic House, St. Louis Children’s Museum opened its first permanent satellite location in the urban core of the City of St. Louis. The cutting-edge facility was designed for children ages four to fourteen and features a makers workshop, artist studio, designers lab, and entrepreneurs marketplace.

The Magic House, MADE for Kids study tour includes exploration of the 7,000-square-foot facility. During the tour, staff will share how the facility came to be and what they have learned during the first year of operation, a perfect guide for other museums considering a satellite location. Following the tour, attendees will enjoy an open conversation with John Grapperhaus, Visual Art and Springboard Coordinator for St. Louis Public Schools, as he shares more on the importance of including “A for art” in your STEM exhibits, as well as the benefits of school systems partnering with children’s museums to integrate informal learning experiences into state-mandated school curriculum.

Whether your museum is considering a satellite location, a STEAM experience at or outside of your facility, or a school partnership, this study tour is sure to inspire you as well as share practical ideas for expanding your reach.

The Game of Earned Income

Beyond donors and ticket sales, how do we generate revenue? Ongoing revenue streams are critical to the success of our museums. They fund exhibits, facilities, programs, and even staff positions. This session will look at the strategy of playing the revenue streams game. In small groups, attendees will be challenged to share one revenue stream idea. This small group work will be followed by presentations from three museums of different sizes on how they find, create, develop, manage, and evaluate revenue streams, including how they determine return on investment.

Denise Bradburn, Discovery Depot Children’s Museum
Amber Kaylor, Children’s Museum of Illinois
Kerri Fox, The New Children’s Museum

Developing a Culture of Philanthropy

How do you build an organizational culture where everyone understands their role in fundraising and that fundraising is a part of your mission? In this session, you will hear how museum education, customer service, operation, and development staff work with their respective teams and volunteers to build a culture of philanthropy—where everyone recognizes they have a vested interest in development and fundraising.

Jennie Griek, CFRE, Greentrike
Kia Karlen, Madison Children’s Museum
Gretchen Kerr, Children’s Museum of Denver at Marsico Campus
Anna Kollaja, WOW! Children’s Museum
Exhibits Are Like Onions: Adding Layers of Engagement
Does your museum have an exhibit or experience that needs new life breathed into it or an experience that seems a little “thin”? Or maybe you are just relentless in your pursuit to constantly keep pushing your exhibits to realize their fullest potential? This session will explore how different museums approached taking something they already had, and how they engaged their creativity to peel away the known layers of an exhibit to reveal exciting new layers of depth within these existing experiences. Presenters will share strategies, challenges, and stories of success to illuminate that such opportunities may be surprisingly within reach, even on constrained budgets!

Robin Gose, EdD, MOXI, The Wolf Museum of Exploration + Innovation (moderator)
Sean O’Brien, MOXI, The Wolf Museum of Exploration + Innovation
Blake Wigdahl, Process Curiosity
Dana Schloss, New York Hall of Science
Rachel Mastromarino, Children’s Museum of Pittsburgh

Can Museums Be Activists? Exploration through Social Justice Discourse
Museums have the opportunity to play a unique and essential role as catalysts for change. Join presenters from mobile, small, medium, and large museums as they share their effective practices for strategizing how to best introduce social justice narratives on the topics of exhibition creation, program development, internal dialogue, and community engagement. Through a variety of perspectives, this session will provide examples of how intrinsic play can promote future thought leaders, advance equity, and promote radical inclusion.

Danielle Olsen, Peabody Essex Museum
Brittany Liscord, Children’s Museum & Theatre of Maine
Hillary Spencer, The Children’s Museum of the Upstate
Amber Johnson, PhD, The Justice Fleet

Advancing Equity in Early Childhood Education: NAEYC’s New Position Statement
All children have the right to equitable learning opportunities that help them achieve their full potential as engaged learners and valued members of society. By actively recognizing and addressing patterns of inequity, society will benefit from tapping the potential of children who have been systematically marginalized and oppressed. Advancing equity takes self-reflection. This session highlights tools and resources from the National Association for the Education of Young Children (NAEYC) that both formal and informal educators can use to advance equity in their work with young children.

Susan Friedman, National Association for the Education of Young Children
Alissa Mwenelupembe, Ball State University

Summer Camp: PLAY to Your Strengths
Truth or Dare: is summer camp the staff’s favorite time of year? “Truth! Our staff can’t wait for camp.” “Dare, it can be scary! Being in charge of a drop-off program feels like a risk up until the last day.” Camp experts from a variety of museum sizes and programs share their effective practices and biggest failures in an interactive game show-style session. Like summer camp, this session will keep you thinking creatively and daring to challenge the boundaries of what camp is and why is it important…or not.

Kara Mackey, Bellaboo’s (moderator)
Amarinda Keys, Children’s Discovery Museum
Cheryl McCallum, EdD, Children’s Museum of Houston
Meg Benedetti, Scott Family Amazeum
Lil’ Innovators: Toddler and Preschool Programs through the Lens of STEM

STEM programs abound at children’s museums, but they don’t always include our youngest visitors in those experiences. And for many adults, science is an intimidating topic. How can we, as informal educators, use our resources to elevate STEM knowledge for young children and their families? Based on the IMLS-funded program Lil’ Innovators, join this session to learn about preschool STEM programming, effective practices in training staff, and how to empower your museum community as knowers of STEM. Attendees will have the opportunity to dialogue with colleagues, create a plan to bring preschool STEM to their own museum, and, of course, PLAY!

Kristine Feleo Smith, The Children’s Museum at La Habra
Raquel Ochoa, The Children’s Museum at La Habra
Susan Wood, The Children’s Center at Caltech

Personalities at Play: Strategies for Sustaining a Successful Team

Leaders who understand personality types work more effectively, leveraging the individual and collective strengths of their teams, navigating areas of potential conflict, and intentionally creating conditions that promote sustainability and allow their teams to thrive. This workshop session will teach you how to identify personality types and give you the tools to build your awareness of others, inspire positive communication, and manage interpersonal challenges. Attendees will participate in a variety of learning activities that involve movement, pair and share, and real-life case study reviews. Handouts include materials that can be immediately applied on the job.

Amy Nelson, Wonderscope Children’s Museum of Kansas City

Museum Environments and Social/Emotional Learning: Findings from the Research Network

A recent study by the Children’s Museum Research Network (CMRN) found that caregivers believe children’s museums are good places to learn about their children. But what does this look like? Museums often claim to support children's developing social/emotional skills—but how do they? In this session, presenters report findings from a recent CMRN study that explored the occurrence of social/emotional behaviors both in exhibits at fourteen museums and in other informal environments, e.g., indoor and outdoor playgrounds. Presenters will share case studies of different museums’ efforts to support social/emotional skills, and invite attendees to reflect on their own practices.

Nicole Rivera, EdD, North Central College
Robin Meisner, PhD, Boston Children’s Museum
Alix Tonsgard, DuPage Children’s Museum
Kimberly McKenney, Greentrike

ACM MarketPlace Coffee Break

Sponsored by POW! (Paul Orselli Workshop, Inc.)
3:15 p.m.–3:45 p.m.

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.
3:45 p.m.–5:00 p.m.

**Redesigning Departmental Efficiency, Engagement, and Membership in the New Decade**

New engagement platforms seem to be emerging at lightning speed in today’s digital age. Technology is eroding traditional methods of membership marketing, which are more expensive, less efficient, and more time consuming than modern alternatives. Children’s museums are breaking through the noise by embracing technology that streamlines processes across departments, increases membership renewals, and improves their bottom line. In this session, we’ll cover which membership strategies will stand the test of time, which will fall by the wayside, and how we can continue to impart experiences on members that feel just as personal as a handwritten letter.

**Ben Wright**, Blackbaud  
**Dan Sullivan**, Cuseum

**Playing the Long Game: Strategies for Growth**

What is your long game, and how will you get there? Do you have a bold vision for the future of your museum, but don’t know how to guide long and short-term strategies to keep your museum’s growth on course? Successful museums have incredible leadership, endurance, and agility in order to deliver on their missions over time. Strategic growth is a marathon, not a sprint. This session includes case stories from three museums, varying in size, location, and at different stages of the long game. Presenters will discuss actionable strategies, resources, and lessons learned that are broadly applicable.

**Brad Burns**, AIA, LEED AP BD+C, Gensler (moderator)  
**Melanie Hatz Levinson**, Kidzu Children’s Museum  
**Sally Edwards**, Marbles Kids Museum  
**Sarah Prather, PhD**, Kaleideum

**Mission-Based Special Events for Fun and Funds**

Let’s party! Special events are a great way to offer something new and exciting for museum regulars and hopefully attract new visitors as well. But how do we break out of our annual Halloween party rut and plan events that are popular with both attendees and funders? Make them mission-based! Join this session for an interactive discussion about how to tweak your calendar of events to best reflect your community’s interests and museum’s strengths. We’ll get creative discussing how to attract new audiences and secure sponsors using mission-minded events.

**Anna Kollaja**, WOW! Children’s Museum (moderator)  
**Emily Hoff**, Mississippi Children’s Museum  
**Katie Hanners**, Creative Discovery Museum  
**Amelia Blake**, Explore & More – The Ralph C. Wilson, Jr. Children’s Museum  
**Heather Grance**, Imagine Nation, A Museum Early Learning Center

**Design and Build Basics for In-House Exhibits**

Creating an exhibition in-house is a daunting task but can have positive impacts on the museum’s finances and visitor experiences. An exhibition designer will interview four museum exhibit directors to hear what they have learned by designing, fabricating, and opening exhibitions with in-house teams. Their stories will help attendees be proactive in developing a plan to create their own exhibitions. A Q&A period will follow the interviews.

**Greg Belew**, Hands On! Studio (moderator)  
**Seth Cluley**, Hands-on House, Children’s Museum of Lancaster  
**Robert Hadaway**, Duluth Children’s Museum  
**Jennifer Alexander**, Kidcity Children’s Museum  
**Sherlock Terry**, Montshire Museum of Science
Rethinking Equitable Exhibit Design (Without Breaking Your Museum)
Last May, New York Hall of Science hosted a convening with leading exhibit designers, researchers, and community engagement specialists. This session will include an overview of conference findings, focusing on strategies for holding conversations about equity, inclusivity agency, and authority at our home institutions. Using our identities and assumptions as a jumping off point, we will discuss how our own identities and experiences shape our work, values, and beliefs about visitor experience. Through group discussion, reflection, and brainstorming, participants will return to their home institutions with a model for holding similar conversations at their respective museums.

Dana Schloss, New York Hall of Science
Priya Mohabir, New York Hall of Science
Katherine Ozawa, The Tech Interactive
Janelle Watson, Independent Professional

One Size Doesn’t Fit All: Scaffolding Makerspaces for Young Children
A challenge that museum educators face is how to shape experiences to meet the developmental needs of young children that enter into makerspace settings. Through this highly immersive session, gain a deeper understanding of how to scaffold makerspace experiences on a continuum from simple to complex, explore how to use high-quality children’s literature as a springboard for makerspace experiences, examine new tools and resources for early childhood audiences, and network with fellow attendees to share ideas, tools, and strategies.

Alexandra Pearson, Knock Knock Children’s Museum
Cate Heroman, Early Childhood Consultant
Kristin Spencer, Knock Knock Children’s Museum
Bryna Bobick, EdD, University of Memphis

Teaching Artists as Partners: Incorporating Artistic Experience into Programs and Exhibits
This session will explore different models for working with teaching artists and productive ways to consider incorporating artistic experience into a children’s museum program or exhibit. Work will be presented from both the organizational perspective as well as the teaching artist’s perspective, and will provide attendees with a foundational understanding of what a teaching artist is, why to include teaching artists, and how to leverage artists through practical models.

Anna Jordan-Douglass, PhD, Makefully, LLC
Katie Koffler, Children’s Museum of Pittsburgh
Laurie Rossbach, Madison Children’s Museum
Barry Boone, Curio Interactive

Human Resources Family Feud Game Show
Conducted like the Family Feud game show, this session will address the burning human resources questions that every children’s museum faces regardless of size. Attendees will participate in teams to answer rounds of questions leading up to the Bonus Round on tough HR law issues—and win fabulous prizes. The session will include time for attendee questions.

Michael Shanklin, Explore! Children’s Museum
Putter Bert, KidsQuest Children’s Museum
Autumn Rentmeester, Children’s Museum Tucson | Oro Valley
Michael Yankovich, Children’s Museum of Denver at Marsico Campus
Come Play at Our House! An Evening at The Magic House, St. Louis Children’s Museum
6:30 p.m.–9:30 p.m.
Pre-registration is required; tickets are $50.
Transportation is included.

Play the night away at The Magic House! Kick off the evening with a walk on Sandcastle Beach, featuring a 75-ton sandcastle, then make your way inside to explore over 55,000 square feet of exhibits. Attendees will enjoy a delicious dinner and drinks inspired by St. Louis favorites, plus an evening of fun as they create a masterpiece in the museum’s STEAM Center, climb the Andes Mountains in the World Traveler Gallery, sit at the president’s desk in the Star-Spangled Center, and even make their hair stand on end at the Electrostatic Generator. Don’t forget to represent your hometown by wearing your museum t-shirt to the party.
Friday, May 8

Don’t leave early! We’re saving the best for last. Today all programming will be held at St. Louis Union Station Hotel.

Closing Continental Breakfast
7:30 a.m.–8:45 a.m.
There are never enough opportunities to connect with colleagues, so we’re providing this unstructured continental breakfast time to network.

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

Make It Awesome with What You’ve Got
As new, small, or emerging museum, it’s easy to come away from conference sessions with “museum envy.” These big museums are awesome! But you know what? Small museums, startup museums, and new museums are awesome too! Session presenters will share stories, ideas, and plans for making exciting exhibits, interesting programs, and guerilla marketing for new and emerging museums with limited budgets, materials, and human resources. Attendees will go home with actionable ideas, inspiration, and motivation. An attendee brainstorming session will follow presentations.

Amelia Reising, Adventure! Children’s Museum
Denise Bradburn, Discovery Depot Children’s Museum
Audrey Dean, Kids ‘N’ Stuff Children’s Museum
Nancy Schultz, Galveston Children’s Museum

Risk Management: Trying New Things While Keeping It Safe
Have visitors ever painted from a suspended structure in your art studio? Or maybe a performer has taught hip hop yoga in a public space, or a fire breathing dragon has sat outside your front door? Almost every day museums engage with various performers, contractors, and organizations to best fulfill their mission. We all want to offer cutting-edge museum experiences while making sure we mitigate risk and understand the terms of business. This session will offer practical advice on risk management in a variety of applications—from programming and exhibits to contractors and more. Attendees will learn the importance of risk management, internal contracting processes, how to identify and use available resources, and how to build resources for the future.

Christine Koebley, Children’s Museum of Pittsburgh
Christie Tillapaugh, JD, Cohen & Grigsby, P.C.
Rachel Mastromarino, Children’s Museum of Pittsburgh
John Bonaccorsi, JD, Cohen & Grigsby, P.C.

Developing a Culturally Inclusive Exhibit Experience
Many museums have experience translating materials written in English to other languages. But it’s possible to go beyond translation in many ways to create exhibits that are culturally relevant, engaging, and impactful. Team members working on Brain at Play, a bilingual (Spanish-English) and bicultural traveling exhibit on the benefits of playful adult-child interactions, will discuss various aspects of the project, including bilingual and bicultural evaluation, design sprints, content co-development, and how community partners enrich and bring depth to the process and final exhibit. Participants will explore bilingual and bicultural exhibit development practices and consider how to engage community partners.

Cecilia Nguyen, Oregon Museum of Science and Industry
Verónica Nuñez, Oregon Museum of Science and Industry
Maria Eugenia Perdomo, Metropolitan Family Service
Back to the Future: Future-Forward  
**Intergenerational Exchanges in Museum Settings**

What are the benefits of intergenerational exchanges among museum visitors? Presenters from four museums will share intergenerational engagement programming and exhibition experiences. These presentations, as well as a “How-To: Intergenerational Exchanges” takeaway, will be the working examples for an attendee conversation that examines creating new intergenerational platforms, assessing current programs to include intergenerational conversations, and creating the conditions necessary for real, decade-spanning exchanges to occur. The result will emphasize how intergenerational exchanges can be used to enrich museum experiences. Ultimately, this session will discuss how intergenerational exchanges can be used strategically to deepen audience engagement within museums.

**Kate Mirand Calleri, Brooklyn Children’s Museum** (moderator)  
**DeeArah Wright, Brooklyn Children’s Museum**  
**Alice Stevenson, DiMenna Children’s History Museum, New-York Historical Society**  
**Lindsay Genshaft, Denver Art Museum**  
**Erika Roberts, Missouri Historical Society**

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Play Counts: Math in Everyday Moments

New research highlights early math skills as one of the best predictors of later success in both math and literacy. Through interactions with people and things, kids begin building informal knowledge of math concepts at birth. Children’s museums can provide opportunities for children to construct math knowledge through play and build staff and caregiver knowledge about early math skills and how to facilitate math learning. Learn about the math experiences that children’s museums and other organizations are bringing to their communities, uncover the math play inherent in your own institution, and envision new ways to engage your visitors in math.

**Hardin Engelhardt, Marbles Kids Museum**  
**Kevin Dilley, Explora**  
**Missy Sherburne, Tinkergarten**  
**Kirsten Bohl, Mathematical Sciences Research Institute**

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Playful Partnerships with Public Media

Public television stations and children’s museums both have a commitment to education in non-traditional spaces. Join the St. Louis PBS station, Nine Network, and the Missouri History Museum to learn how their partnership benefits all children, especially those from low-income families, through playful learning experiences. The session will also highlight free public media content and resources developed under the CPB-PBS KIDS Ready To Learn grant, funded by the U.S. Department of Education, which can be used by museums and their partners to support early science and literacy learning.

**Devon Steven, Corporation for Public Broadcasting**  
**Lindsay Newton, Missouri Historical Society**  
**Alex Stallings, Nine Network of Public Media**

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Mistakes Were Made

As museum professionals, we don’t usually admit our mistakes. It’s understandable—we answer to supervisors, boards of directors, government institutions, funders, clients, and to the public. But sharing our mistakes is the first step in learning from them. Join us as we come together to create a playful environment that allows for admission of failure, encourages reflection, and celebrates professional growth. Crowdsourced content awards the Epic Failure of 2020 to the person in the room with the biggest mistake.

**Kathy Gustafson-Hilton, Hands On! Studio (moderator)**  
**Kristi Hart, Children’s Museum of St. Tammany**  
**Chad Gehring, Thanksgiving Point**  
**Amparo Leyman Pino, Yellow Cow Consulting**
Children and Challenge: Using Research to Inform Museum Experiences

Faced with a challenge, what will children do? How do they measure their own abilities, evaluate opportunities, or determine success? How can parents support persistence and self-guided learning? In this session, developmental scientists from the University of Pennsylvania and MIT will present new research into children’s challenge-seeking behaviors and capacities to assess situations. Museum staff from two museums will then explore how their partners’ scientific findings might impact exhibits and experiences for families in the museum. Attendees will have the chance to test their own persistence and participate in brainstorming activities.

Olivia Thomas, Please Touch Museum
Julia Leonard, PhD, University of Pennsylvania
Madeline Pelz, Massachusetts Institute of Technology
Emily Braham, Boston Children’s Museum

Closing Plenary Session and ACM Great Friend to Kids Award Ceremony
10:30 a.m.–11:45 a.m.

ACM will present its 2020 Great Friend to Kids Award to PBS KIDS. The award is presented annually at InterActivity and honors those organizations and individuals who have made significant contributions to strengthen education and advance the interests of children. ACM selected PBS KIDS for its outstanding impact on the lives of children, building knowledge, critical thinking, imagination, and curiosity. By involving parents, teachers, caregivers, and communities as learning partners, PBS KIDS helps to empower children for success in school and in life. The award will be accepted by Sara DeWitt, Vice President, PBS KIDS Digital.

As Vice President of PBS KIDS Digital, Sara DeWitt oversees PBS KIDS streaming video services, the PBS KIDS portfolio of educational apps for children, including the PBS KIDS Games app, the pbskids.org website, and PBS KIDS for Parents digital experiences. Most recently, Sara led her team through the development of a live stream with game extensions, an integral part of the new PBS KIDS 24/7 service. In 2014, she was named one of the top 42 Women Leading in Education by The University of Southern California’s Rossier School of Education, and was named a Top Woman in Digital by Cynopsis Media in 2016 and 2017. Sara’s 2017 TED talk, “3 Fears About Screen Time For Kids—and Why They’re Not True,” has been viewed over a million times.

Before PBS, DeWitt worked as a preschool teacher and studied media habits of children. She holds a BA and an MA in English from Stanford University, and a certificate from the University’s Children, Society, and Public Policy curriculum. She is a military spouse and mom to two young sons.
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Maeryta Medrano, AIA, LEED® AP
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VISIT US AT
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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 more than 460 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**

Effective January 1, 2020. Dues are based on annual operating income.

- Level 1 (under $250k): $475
- Level 2 (under $500k): $850
- Level 3 (under $1 million): $1,100
- Level 4 (under $3 million): $1,475
- Level 5 (under $5 million): $1,675
- Level 6 ($5 million and over): $2,050

**Special Museum Categories**

- Emerging U.S./Canadian Children’s Museum: $425
- Emerging International Children’s Museum: $300
- International Museum: $300

**Individual Categories**

- Friends of the Field: $125
- Student: $100

**Organizational Categories**

- Academic/Research Institution: $475

**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, Senior Manager, Development, at Dana.Weinstein@ChildrensMuseums.org.

JOIN ACM: BECOME A MEMBER!

Questions?
Ask Keila Rone, Manager, Membership, at Membership@ChildrensMuseums.org.
K&K Insurance—the choice for children’s museum coverage.

With over 65 years of sports and leisure insurance expertise, K&K protects children’s museums with coverage designed for your unique needs. And when claims occur, our colleagues are here to respond quickly and effectively.

Ask your insurance agent for a quote from K&K.

K&K Insurance Group, Inc. is a licensed insurance producer in all states (TX license #13924); operating in CA, NY and MI as K&K Insurance Agency (CA license #0334819)
**Payment Options**

For online registration, ACM accepts Visa, MasterCard, Discover, American Express, and checks. Credit card payment is due at time of registration. Payment by check must be received by 15 calendar days from date of registration or it will be canceled. Checks should be payable to ACM and mailed to 2550 South Clark Street, Suite 600, Arlington, VA 22202. ACM is not responsible for payments not received.

For mail and fax registration, ACM accepts Visa, MasterCard, Discover, American Express, check, or wire transfer. In order to receive a discounted registration rate, payment must be postmarked by or received by ACM by the close of the discounted registration period (please see below for discount period dates). To pay by wire transfer, please contact ACM at Registration@ChildrensMuseums.org. ACM is not responsible for payments not received.

**Registration Discount Rates and Dates**

In order to receive the registration rate associated with a particular discount period, registration must be received by the close of the discount period.

- **Early Bird**: October 28, 2019–January 15, 2020
- **Advance**: January 16–April 1, 2020
- **Onsite**: April 2–May 8, 2020

**Registration Transfer Policy**

Conference registration may be transferred from one individual to another without a fee if an email request is submitted by April 1, 2020. Send transfer requests to Registration@ChildrensMuseums.org. Note: transfers made after April 1 will be subject to a $75 transfer fee.

**Registration Cancellation Policy**

All cancellations must be made in writing to ACM and emailed to Registration@ChildrensMuseums.org by April 1, 2020. ACM is not responsible for cancellations not received. Please contact ACM at 703.224.3100, ext. 109 to confirm receipt. All refunds will be issued by June 30, 2020.

**Registration Refund Schedule**

- January 15, 2020: Last day for full refund, less $75 fee
- January 16–February 21, 2020: 50 percent refund
- February 22–April 1, 2020: 25 percent refund
- After April 1, 2020: No refunds will be issued

**Ticketed Event and Study Tour Fees**

Tickets to events are available in advance on a first-come, first-served basis. ACM cannot guarantee the availability of tickets for purchase onsite. Attendees are strongly encouraged to purchase event tickets with their registration. Requests to transfer an event ticket from one individual to another should be submitted to Registration@ChildrensMuseums.org by April 1, 2020. Please note that it is necessary for ACM to record the transfer to issue a valid ticket. Onsite, registrants may sell their event tickets to other conference attendees, but it is up to the individual to broker the financial transaction with ticket buyer.
CONFERENCE REGISTRATION

Early Bird Registration

Advance Registration
Jan. 16–April 1, 2020

Onsite Registration
April 2–May 8, 2020

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<tr>
<td>Emerging Museums Pre-Conference</td>
<td>$235</td>
<td>$335</td>
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<tr>
<td>Pre-Conference: Birth to Three Community Outreach Showcase</td>
<td>$10</td>
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<tr>
<td>Museum CEO &amp; Executive Directors Forum</td>
<td>$60</td>
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<tr>
<td>Study Tour A. The Magic House: Building Exhibits and Facilities That Last</td>
<td>$35</td>
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<tr>
<td>Study Tour B. St. Louis Aquarium at Union Station</td>
<td>$35</td>
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<tr>
<td>Study Tour C. Missouri History Museum: The Story of Building the History Clubhouse</td>
<td>$35</td>
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<tr>
<td>Study Tour D. The Magic House, MADE for Kids: Expanding Your Reach</td>
<td>$35</td>
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</tr>
<tr>
<td>Come Play at Our House! An Evening at The Magic House, St. Louis Children's Museum</td>
<td>$50</td>
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</tbody>
</table>

Ticket purchases for add-on options will be refunded only to those who are canceling their conference registrations. Ticket refund requests must be made in writing to ACM and emailed to Registration@ChildrensMuseums.org by April 1, 2020. No other ticket refunds will be issued unless the ticketed event has been canceled by ACM.

Full-Time Student Discounts

Full-time students in a degree-granting undergraduate or graduate program qualify for this discount. Students must fax (703.224.3099) or email (Registration@ChildrensMuseums.org) an official copy of their current course registration before registering online for InterActivity. Once student status is confirmed, ACM will email a special link that can be used to register online.

Take 5! Rebate

ACM member institutions registering five or more individuals (full-time and part-time staff members, interns, volunteers, board, and trustee members) for the full three-day conference will receive a rebate totaling five percent of the institution’s InterActivity registration total. An institution is not required to register its entire group at one time. Additional museum-sponsored individuals that register onsite will count towards the Take 5! Rebate. Surcharges, membership dues, pre-conference fees, and ticketed events are not included in calculating the total rebate. ACM’s InterActivity cancellation policy will apply to all Take 5! registrations. A canceled registration that causes an institution to send fewer than five individuals to the full InterActivity conference will void the Take 5! Rebate. The rebate will be issued to the member institution as a check and mailed by June 30, 2020.
CHILDREN’S GALLERY AT THE ROYAL ALBERTA MUSEUM
Edmonton, Alberta, CA

"Our visitors love the playful and bright Children’s Gallery and are buzzing with excitement from the moment they enter the space."

Isabella Borrelli, Project Manager
Royal Alberta Museum

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Qatar Children’s Museum, Doha | JSW Foundation Project, Mumbai

Come visit us at booth 58
ph: 718.693.0729  www.argyledesign.com
Important Deadlines

January 15, 2020
Early Bird Registration closes

April 1, 2020
Advance Registration closes

April 13, 2020
St. Louis Union Station Hotel room block closes