BRINGING the WORLD to CHILDREN and FAMILIES

INTERACTIVITY • 2015

INDIANAPOLIS, INDIANA

Program

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Mobile science exhibit. Photo by: Bruce Silcox

The Children’s Museum of Indianapolis: Bumblebee

Walker Art Center: Art Golf

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Reimagining.
It begins with the question
what if?

ACM invites you to download the toolkit at www.ChildrensMuseums.org.

The Reimagining Children’s Museum project and publication were made possible by the generous support of MetLife Foundation.
Welcome to InterActivity 2015

Dear Colleague,

We’re so pleased you’ve joined us in Indianapolis for InterActivity 2015: Bringing the World to Children and Families. The conference theme, Bringing the World to Children and Families, focuses our attention on the many facets of what it means to be a children’s museum in a time of increasing global connectivity through sessions on pedagogy, strategies to scaffold early learning, the latest developmental research, making as a learning process, and community engagement on the civic level. You will also have the opportunity to expand your skills in all areas of museum operations—including fundraising, financial management, exhibit design, outreach, staffing, and evaluation. Many thanks to the InterActivity 2015 Program Committee for their tremendous service to the field in shaping such a rich and challenging program.

Over the next three days, please express your appreciation to The Children’s Museum of Indianapolis—to its President and CEO, Jeffrey Patchen, and his staff—for hosting the conference and for their year-long effort in bringing the best of the Indianapolis community together for your benefit through SmallTalks, Museum Study Tours, and the Museum Open House Program. You’ll gain inside insights about their programs, exhibits, educational philosophy, and many other aspects of the museum’s operations, which contribute to the museum’s status as a world-class museum.

We especially invite you to participate in a number of exciting special events, including:

• Bringing the World to InterActivity, a first-of-its kind evening event in which you’ll take a virtual tour of children’s museums around the world;

• a keynote address by Erin Reilly of the USC Annenberg Innovation Lab on learning through transmedia play; and

• the presentation of the 2015 ACM Great Friend to Kids Award celebrating the power of children by honoring not one, but three friends—Ruby Bridges, Yvonne Simons, and Jeanne White-Ginder.

We’d also like to bring your attention to two important events, In Dialogue with International Children’s Museums and the Museum CEO and Executive Directors Forum, which are on the program because you, the field, requested them. It’s the fourth year for In Dialogue with International Children’s Museums—but the first year we’ve scheduled it on the first day of the conference rather than as a post-conference. The Museum CEO and Executive Directors Forum is new and provides a collegial space for our field’s museum leaders to share ideas and practices.

InterActivity would not be complete without the ACM MarketPlace. Nearly 70 providers will bring the world of products and services to you all day Thursday. You’ll be able to see prototypes and samples, plus engage in one-to-one conversations about your museum’s needs and plans.

We’ve tried to think of everything! Let us know how we did and what you’d like to see at InterActivity 2016 by completing the conference evaluation. In the meantime, have a great learning experience!

Laura Huerta Migus    Marilee Jennings
Executive Director    President, Board of Directors
Association of Children’s Museums  Association of Children’s Museums

Executive Director
Children’s Discovery Museum of San Jose
Experience the first-ever museum exhibit featuring the four heroic ninjas-in-training—Nickelodeon's Teenage Mutant Ninja Turtles: Secrets of the Sewer! Leap to the rescue and learn teamwork, collaboration, and problem-solving as you work your way through puzzles, mazes, and obstacles. Explore their sewer-like lair, where good guys win and bad guys lose!

Be part of a dynamic race team working together to build and test the fastest (and safest) speed machines on the planet. This behind-the-scenes look at the thrilling world of racing investigates the scientific process for designing super-fast vehicles using Hot Wheels™ cars to experiment with speed, power, and performance.

For more information, visit booths #302 & 401 or contact:
Sarah Myers
Traveling Exhibits Project Manager
sarahm@childrensmuseum.org
317-334-4107
Thank You
ACM is grateful to the following organizations for their supporting role in this year’s conference.

**Major InterActivity 2015 Supporters**

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**Additional Support Provided by InterActivity 2015 Host**

The Children’s Museum of Indianapolis
Growing IMPACT

Strengthening children’s museums through advocacy, professional development and service.

Our Community

ACM initiates conversations and actions that fundamentally advance the field—such as the project Reimagining Children’s Museums—and we invite you to join in and help shape our future. Begun in 1962, ACM is a member service association representing children’s museums and other museums serving children and families, individuals working to establish a children’s museum, as well as consultants, universities, and companies serving the field. ACM staff and leadership nurture strong ally relationships with government agencies, national brands and corporations, and leading nonprofit organizations that share our values.

Learn & Connect With Us

What can ACM do for you? Let ACM help you find or contribute to knowledge resources that enhance your day-to-day activities and long-range planning. Expand your network by connecting with peers and experts. Tap into member-only benefits, toolkits, discounts, recognition, and grant opportunities. Shape the future of children’s museums through active participation. To learn about ACM’s Growing Impact Strategic Framework, and ways to connect with our community, visit www.ChildrensMuseums.org.
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Association of Children's Museums

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- Good for families or groups of at least four people.
- Already offer discounted admission? You might already qualify to be a Museum for All.
- Museums for All offers only minimum guidelines. Feel free to make your museum even more accessible.

Learn more about Museums for All and accessibility by attending:

**Museums for All table at the Professional Networking Breakfast**
Wednesday, May 13th
7:30 a.m.–8:30 a.m., Marriott Ballroom 1–4

**IMLS Grant Programs, National Initiatives, and Commitment to Children**
Thursday, May 14th
10:30 a.m.–11:45 a.m., Florida Room

**Museums for All at Peer-to-Peer Roundtable Discussions**
Thursday, May 14th
3:45 p.m.–5:00 p.m., Marriott Ballroom 7

Visit www.Museums4All.org for resources and additional information.
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InterActivity 2015 Hosts

Association of Children’s Museums

Begun in 1962, the Association of Children’s Museums (ACM) is a professional member service organization for the children’s museum field. ACM is the largest organization representing museums and professionals dedicated to early childhood play, the starting point in the continuum of lifelong learning.

ACM supports children’s museums to be essential community assets by: disseminating standards for professional practice; convening InterActivity conferences; collecting research and best practices; and initiating national and international partnerships with opportunities for local collaboration. ACM leadership initiatives include Museums for All, Diversity in Action, and Playing for Keeps. ACM partners with a variety of campaigns and organizations including Let’s Move! Museums & Gardens, American Academy of Pediatrics, Nickelodeon, Parent’s Choice Foundation, National Association for the Education of Young Children, Association of Science-Technology Centers, and American Alliance of Museums.

Advocating that children’s museums—which annually serve more than 31 million visitors—are a major force in the informal learning community is a priority for ACM and its members. The Association promotes the impact children’s museums have in preparing children for school, building 21st-century skills, and nurturing a love for lifelong learning.

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

The Children’s Museum of Indianapolis

The Children’s Museum of Indianapolis is at the forefront of creating family learning experiences that have the power to transform lives. The museum is a pioneer in both the education and museum worlds, offering engaging exhibits, interpretive activities, standards-based school programs, and teacher development workshops.

With a 450,000-square-foot facility, a collection of more than 120,000 artifacts and specimens, and over 1.2 million visitors each year, The Children’s Museum of Indianapolis is the largest children’s museum in the world. Founded in 1925, the museum has grown from a small display in a carriage house to become one of the top-ranked and most-visited museums in the nation, providing one-of-a-kind experiences that range from the immersive Dinosphere® environment to the exquisite five-story Fireworks of Glass sculpture by renowned artist Dale Chihuly.

The Children’s Museum of Indianapolis welcomes visitors from across the country and around the world, and is honored to serve Indianapolis and Indiana as a neighborhood partner, a community advocate, and a cultural leader.

Visit [www.childrensmuseum.org](http://www.childrensmuseum.org) to learn more about The Children’s Museum of Indianapolis.
master planning
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General Conference Information

InterActivity Registration Desk
The ACM InterActivity Registration Desk is located on the second floor of the Indianapolis Marriott Downtown. Registration Desk hours are as follows:

Tuesday, May 12: 7:00 a.m.–7:00 p.m.
Wednesday, May 13: 7:00 a.m.–6:00 p.m.
Thursday, May 14: 7:00 a.m.–5:45 p.m.
Friday, May 15: 7:00 a.m.–12:00 p.m.

Program Locations
All InterActivity 2015 sessions will take place at the hotel on the first and second floors, unless otherwise noted. Check this program, or the InterActivity Program-At-A-Glance for the room name of each session and other programming. Refer to the hotel map (opposite) for room locations on each floor.

ACM MarketPlace
Open for one day only—Thursday, May 14 from 7:30 a.m. to 4:30 p.m.—the ACM MarketPlace will take place in the Marriott Ballrooms 1–6. Your conference badge is your entrance ticket, so please wear it at all times. Be sure to join us for meals and refreshments!
Breakfast: 7:30 a.m.–8:45 a.m.
Lunch: 11:45 a.m.–1:45 p.m.
Coffee Break: 3:15 p.m.–3:45 p.m.

Internet Access
There is complimentary internet access in the session rooms of the Indianapolis Marriott Downtown. Please see Registration Desk staff for password.

InterActivity Mobile App
Get session descriptions and room locations, use interactive maps to find MarketPlace exhibitors, events, or your way around Indianapolis. Plan your conference schedule from your mobile device—be sure to create a profile! Search for “ACM Events” in the App Store or in Google Play to download. If you experience technical difficulties, email the application developer, CrowdCompass, at support@CrowdCompass.com.

InterActivity Attendee List
Download the InterActivity Mobile App to access the attendee list. ACM will email the attendee list to all registrants following the conference.

ACM Bulletin Board
The ACM Bulletin Board is located next to the InterActivity Registration Desk. Use the board to post messages and announcements, including event tickets you wish to resell. To share museum brochures and educational resources, please use the tables located in the registration area.

Social Media
Start, join, or follow the conversation @ChildMuseums on Twitter and use the hashtag #InterActivity2015. Share your photos of the learning and fun on Facebook. Be sure to tag Association of Children’s Museums!

InterActivity 2015 Evaluation
Let us know what you thought of InterActivity 2015! All conference attendees who complete an online evaluation will be entered into ACM’s drawing for a free registration for InterActivity 2016.

Consultations
Available in 15-minute intervals, Wednesday, May 13, 12:00 p.m.–1:30 p.m. and Thursday, May 14, 12:30 p.m.–2:00 p.m. Sign up at the ACM Registration Desk.

Institute of Museum and Library Services (IMLS)
Meet one-to-one with IMLS Program Specialist Reagan Moore to discuss funding opportunities. Get an overview of IMLS programs and initiatives by attending the IMLS session on Thursday, May 14, 10:30 a.m.–11:45 a.m. Description on page 48.

National Endowment for the Humanities (NEH)
Meet one-to-one with NEH Senior Program Officer Peter Fristedt to discuss funding opportunities. Attend the Investigation session, Humanities Learning in Children’s Museums, on Wednesday, May 13, 4:30 p.m.–5:45 p.m. Description on page 43.

National Science Foundation (NSF)
Meet one-to-one with NSF Program Director Catherine Eberbach, PhD, to discuss early childhood and learning funding opportunities. The National Living Laboratory program receives support from the NSF. Post-conference workshop description on page 63.
Floor Plans—Indianapolis Marriott Downtown

Lobby Level

Second Level
Museum Open House Program

The Museum Open House Program gives attendees the opportunity to explore and enjoy many cultural institutions in Indianapolis and the surrounding area. The institutions listed below are generously offering free admission to all InterActivity 2015 attendees with a conference badge from May 12 through May 15, 2015. Maximize the value of your registration and visit these premier institutions!

**Indianapolis, Indiana**
- **Conner Prairie Interactive Historical Park**
  317.776.6006
  www.ConnerPrairie.org
- **Eiteljorg Museum of American Indians and Western Art**
  317.636.9378
  www.Eiteljorg.org
- **Indiana State Museum**
  317.232.1637
  www.indianamuseum.org
- **Indianapolis Art Center**
  817.255.2464
  www.indplsartcenter.org
- **Indianapolis Motor Speedway**
  Hall of Fame Museum and Indy 500 practice
  317.492.8500
  www.indianapolismotorspeedway.com
- **Indianapolis Zoo**
  317.630.2001
  www.IndianapolisZoo.com
- **NCAA Hall of Champions**
  317.916.5242
  www.NCAAHallofChampions.org
- **Rhythm! Discovery Center**
  317.275.9030
  www.RhythmDiscoveryCenter.org
- **Kurt Vonnegut Memorial Library**
  817.270.4875
  www.vonnegutlibrary.org

**Bloomington, Indiana**
- **WonderLab Museum of Science, Health and Technology**
  812.337.1337
  www.WonderLab.org

**Fort Wayne, Indiana**
- **Science Central**
  260.424.2400
  www.ScienceCentral.org

**Muncie, Indiana**
- **David Owsley Museum of Art, Ball State University**
  765.285.5242
  http://cms.bsu.edu/web/MuseumofArt
- **Minnetrista**
  765.282.4848
  www.minnetrista.net
- **Muncie Children’s Museum**
  765.285.1660
  www.MuncieMuseum.com

**Shelbyville, Indiana**
- **Grover Museum**
  317.392.4634
  www.grovermuseum.org

**Richmond, Indiana**
- **Indiana Football Hall of Fame**
  765.966.2235
  www.indiana-football.org

**Terre Haute, Indiana**
- **CANDLES Holocaust Museum and Education Center**
  812.234.7881
  www.CandlesHolocaustMuseum.org
- **Terre Haute Children’s Museum**
  812.235.5548
  www.THChildrensMuseum.com
- **Swope Art Museum**
  812.238.1676
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All pre-conference offerings take place at the Indianapolis Marriott Downtown.

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

Pre-registration is required; Member registration, $225, Nonmembers, $275. This event is limited to emerging museums and individuals in the process of starting a children’s museum. Registration fee includes breakfast, lunch, drink tickets to the welcome reception, and materials.

Starting a children’s museum brings together passion that inspired its founding with a vision for how the museum might serve the educational, social, or cultural needs of a community. To be successful and sustainable, it’s important to marry enthusiasm with sound business practices and a commitment to excellence. The agenda is based on questionnaire responses from emerging museums.

Preliminary Agenda
8:30 a.m.—9:00 a.m. Breakfast
9:00 a.m.—9:15 a.m. Welcome
Victoria Garvin, Association of Children’s Museums
9:15 a.m.—10:00 a.m. Introductions: Where are You in the Planning Process?
Through interactive exercises, attendees will meet one another and connect with those in similar stages of planning.
10:00 a.m.—10:15 a.m. Break
10:15 a.m.—11:15 a.m. The Brand Promise of Children’s Museums
Take a deep dive into the many components that constitute the children’s museum brand promise as informal learning institutions, including standards of professional practice, public trust, and accountability.
Victoria Garvin, ACM
Loretta Yajima, Hawaii Children’s Discovery Museum
Mike Yankovich, Denver Children’s Museum
11:15 a.m.—12:15 p.m. Characteristics of Successful Children’s Museums
What does a high-quality children’s museum experience look like? How do successful children’s museums operate? Hear from leaders of recently opened children’s museums who will share best practices and lessons learned.
Susan Garrard, Mississippi Children’s Museum
Beth Housewert, Golisano Children’s Museum of Naples
Collette Michaud, Children's Museum of Sonoma County
Sharon Stone Smith, JD, Sacramento Children’s Museum
12:15 p.m.—1:00 p.m. Lunch
1:00 p.m.—1:30 p.m. ACM Resources
ACM staff will provide a virtual tour of online resources and technical assistance available to those starting a children’s museum.
Jennifer Rehkamp, ACM
1:30 p.m.–2:30 p.m.

**What You Most Want to Know About Opening a Children’s Museum**

You know you need to do your own planning, but you don’t want to reinvent the wheel. Come with questions and find answers in this ask-the-expert style session.

Putter Bert, KidsQuest Children’s Museum  
Beth Housewert, Golisano Children’s Museum of Naples  
Barrett Long, Discovery Place KIDS-Huntersville  
Collette Michaud, Children’s Museum of Sonoma County  
Patti Reiss, Mississippi Children’s Museum  
Alissa Rupp, The Portico Group

2:30 p.m.–2:45 p.m.

**Break**

2:45 p.m.–3:45 p.m.

**Financial Management and Fundraising**

Budgeting and bookkeeping are among the essential processes needed from the very start. Fundraising is a given for nearly all children’s museums. Learn the essentials of setting up financial management processes and the various types of fundraising that are typical during start up.

Putter Bert, KidsQuest Children’s Museum  
Leslie Perovich, Pretend City Children’s Museum

3:45 p.m.–4:45 p.m.

**Organizational Structure and Staffing**

During the start-up process, museums will transition from a board-run to a staff-run organization. Practices for developing position descriptions, recruiting, orienting new board and staff training will be covered.

Sharon Stone Smith, JD, Sacramento Children’s Museum  
Barrett Long, Discovery Place KIDS-Huntersville

4:45 p.m.–5:00 p.m.

**Taking It Home & Closing**

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**Download the InterActivity Mobile App!**

Make the most of **InterActivity 2015** with:

- Session descriptions and room locations
- Interactive maps to find MarketPlace exhibitors, events, or your way around Indianapolis
- Attendee list for easy contact
- Social sharing on Facebook, Twitter, and LinkedIn
- Important conference notices and more!

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...do you have a story to tell?

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Bringing the World to Interactivity
Tuesday, May 12 @ 7:30p.m.
Locally Grown Workshop: Creating Successful Early Learning Collaborations

9:30 a.m.–12:30 p.m.

Austin-Boston

Pre-registration is required; registration is $10. This event is restricted to attendees working at open children’s museums. To implement the workshop material, a museum needs to have established development, education, and exhibit departments. Registration includes lunch and materials. Workshop attendance is limited to forty registrants.

The Locally Grown Workshop will take you step-by-step through the process of creating and executing a statewide collaboration. This workshop will highlight the successes and challenges of the two-year Locally Grown: South Carolina Children’s Museums Early Learning Collaborative. This project propels children’s museums forward to change how external audiences and communities view their work and it positions children’s museums to be lead conveners and community anchors for early childhood education. You will hear from a panel of participating museums and evaluators. All participants will leave with a toolkit outlining the project’s major components in order to provide proven techniques that can be adapted by children’s museums everywhere.

Nikole Williams, EdVenture Children’s Museum
Cate Crane, Main Street Children’s Museum
Caroline Rinehart, The Sandbox Children’s Museum
Yvette Jefferson, The Children’s Museum of South Carolina

New Attendee Orientation

5:15 p.m.–6:00 p.m.

Lincoln

If you are attending InterActivity for the first time, you are not alone! Join ACM for an orientation where you will learn how to get the most out of the conference as well as network with other newcomers.

InterActivity Welcome Reception

6:00 p.m.–7:00 p.m.

Marriott Ballrooms 1–4

Unwind from your travels and network with like-minded colleagues from all over the world. Enjoy light refreshments and a cash bar on the eve of the big event.

Evening Event: Bringing the World to InterActivity

7:30 p.m.–9:30 p.m.

Marriott Ballrooms 1–4

Join us for a journey to children’s museums around the world. Our international attendees will provide a visual tour of their museums by each showing 20 images with a 20-second narration per slide.

Participating museums include:
- Children’s Civilization and Creativity Center (Egypt)
- Children’s Museum Jordan
- The Children’s Museum of the National Folk Museum of Korea
- Eureka! The National Children’s Museum (United Kingdom)
- Gyeonggi Children’s Museum (South Korea)
- ImagiNation Afrika (Senegal)
- Lunada: Children’s Museum of Be’er Sheva (Israel)
- Rijks Museum (The Netherlands)
- Stellar Children’s Museum (India)
- Tin Marin Children’s Museum (El Salvador)
- ZOOM Children’s Museum (Austria)
All sessions take place at the Indianapolis Marriott Downtown, unless otherwise noted.

**Professional Networking Breakfast**

7:30 a.m.–8:30 a.m.
Rise and shine! Network with peers over breakfast. Located in the following rooms, tables are organized by professional functions and special interest groups.

**Lincoln**
Museum CEOs and Executive Directors

**Ballrooms 1–4**
Administration, Development, Finance, Marketing, Membership, and Museums for All

**Ballrooms 7–10**
Education, Exhibits, International, Research & Evaluation, Visitor Experience/Services

**SmallTalks 2015**
8:45 a.m. – 10:30 a.m.
Indiana Ballroom
Organized by The Children’s Museum of Indianapolis, SmallTalks 2015 combines the best formats from creative conferences around the world. The goal of each SmallTalk is to inspire and celebrate the power of ideas to change lives.

**Welcome to InterActivity 2015**
Laura Huerta Migus, Executive Director, Association of Children’s Museums
Dr. Jeffrey Patchen, President & CEO, The Children’s Museum of Indianapolis

**Presenters and Performers**

**Todd D. Norris.** SmallTalks’ Emcee, is Director of Interpretation at The Children’s Museum of Indianapolis (TCM). Prior to joining TCM, Norris spent more than 10 years at the Colonial Williamsburg Foundation, and he has taught and directed at universities throughout the country. He sits on the board of the International Museum Theatre Alliance and is an associate member of the Stage Directors and Choreographers Society.

**Leslie Lagerstrom** is the mother of a transgender child who, after retiring from a 21-year corporate marketing career, found her true passion being a writer and advocate. In 2011 she created the blog Transparenthood™, which chronicles her family’s experience raising a transgender child. Through Transparenthood, Leslie has been able to help families who find themselves in the same situation. She speaks nationally to spread awareness on the subject of gender variant/transgender children. Her hope in sharing her journey is for society at large to discover acceptance of people who really are just like you and me.

**Erica Hahn and Spencer Hahn with Rex, the Museum Mascot.** Spencer Hahn, one of two youths selected by the American Alliance of Museums to serve as a Great American Museum Advocate, and his mother Erica Hahn will share their inspiring story. They thought Spencer would never walk, talk, or do things other children do. Today, the 8-year-old is proving them all wrong. Spencer suffered a stroke in-utero leading to lifelong challenges. His mother brought him to The Children’s Museum of Indianapolis for stimulation and that’s when extraordinary things began to happen.

**The Power of Children: A Portrayal of Otto Frank** is a regularly scheduled program inside The Power of Children exhibit at The Children’s Museum of Indianapolis. The story of Anne Frank, told through her father’s eyes, inspires children of today to fight discrimination and intolerance. Otto Frank’s story allows you to come face-to-face with the hope Anne Frank and her family clung to during the 1940s Holocaust. Learn how you, too, can affect the world as you experience this powerful live performance.
Dance Kaleidoscope is Indiana’s longest-dancing professional contemporary dance company. Performing since 1972, Dance Kaleidoscope is celebrating its 43rd season (2014–15). As a mainstay of its mission, Dance Kaleidoscope consistently brings the finest quality dance performances to diverse audiences of all ages with a strong emphasis on arts education.

Jeff Kingsbury is managing principal of Greenstreet, Ltd., a strategic planning and real estate practice focused on creating shared value solutions and leveraging anchor institutions as catalysts for community redevelopment. His experience includes twenty years in the planning and development of thirty urban, suburban, rural and resort communities throughout the U.S., including work in Denver, Chicago, and Indianapolis. Be inspired as he talks about Anchoring Community Revitalization.

Freetown Village Singers are part of Freetown Village, a living history museum without walls, preserving African American traditions and culture through storytelling and song. The Freetown Village Singers will perform an interactive collection of traditional folk songs and Negro Spirituals. Listen and be moved by the Singers as they share this American traditional music and learn the often hidden meanings tucked into the words of the songs.

The Terra Cotta Warrior Awakens is a large-format performance that delights guests at The Children’s Museum of Indianapolis. A German archaeologist introduces a new artifact just arriving from China. As the excitement builds, museum guest volunteers assist Dr. Schloss in performing the condition report until the unexpected takes over the stage! This magical, interactive performance invites you to enter briefly into the world of the Terra Cotta Warriors!
TRANSFORM YOUR VISITOR EXPERIENCE
BOOST ATTENDANCE • SPARK CURIOSITY • ACTIVATE LEARNING

- Thomas & Friends™: Explore the Rails
- Dinosaurs: Land of Fire and Ice™
- Curious George™: Let's Get Curious!
- Adventures with Clifford The Big Red Dog™
- Storyland: A Trip Through Childhood Favorites™
- Run! Jump! Fly! Adventures in Action™
- The Amazing Castle™
- Framed: Step into Art™
- Go Figure!™

“We received a roughly 70% increase in attendance with Dinosaurs: Land of Fire and Ice with many repeat visits!”
— Pat Krehbiel, The Crown Center

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— Dick Hackett, CEO, Memphis Children's Museum

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Minnesota Children’s Museum
Smart Play
Concurrent Session Formats & Streams

This year’s program features eight session formats and six thematic session streams designed to showcase the creativity and innovation that define our field. These formats are designed to promote interactive, informal learning. Each stream takes a holistic look at our evolving institutions. Chart your own programming course and explore several session formats and streams.

**Formats**

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

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

**Lightning Round:** Participants are given brief microphone opportunities for a lightning-quick procession of ideas.

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

**Panel:** Traditional session style with a panel of speakers and moderator presenting information to the audience.

**Talk Show:** Traditional panel enlivened by a host and a vocabulary of ideas to draw on from television game shows or interview approaches.

**Workshop:** In-depth sessions that focus on transferable professional skills such as managing your digital footprint, HR practices, succession planning, etc.

**World Café:** Round tables set café-style with one topic per table. Participants spend 15 minutes discussing, and then rotate to the next table/topic.

**Streams**

**Learning:** We must make our institutions effective centers of learning for our community and our own development. Sessions in this stream explore new ideas and techniques around learning and young children/families/museums/lifelong engagement.

**Change:** We need to embrace change as a part of our individual, societal, and corporate culture. Looking at the promising change happening in our communities, these sessions examine how to lead and manage through change as well as how to overcome the barriers to big change.

**Sustainability:** We will discuss new business and philanthropy models that can sustain museums. Earned income will be examined. The mission/margin matrix of the future will be debated.

**Community:** We will examine current and future issues impacting our audiences and communities: demographics, socioeconomic pressures, education reform, energy and environmental concerns, and more.

**Design:** We will explore innovative ideas and successful outcomes related to exhibit and environmental design in children’s museums. Sessions may address considerations for developing an exhibit, renovating an existing space, creating a new space, or constructing a new building.

**Collaboration:** We will study examples of successful collaboration models from many nonprofit institutions and discuss their implications for children’s museums. This stream will look critically at what it takes to build meaningful local, national, and global relationships, and assess their effect on our institutions and constituents.
Concurrent Professional Development Sessions

10:45 a.m.–12:00 p.m.

The Community session stream is sponsored by Lee H. Skolnick Architecture + Design Partnership.
The Design session stream is sponsored by Roto.
The Learning session stream is sponsored by Paul Orselli Workshop (POW!).

Becoming a Museum with a Strong Image of the Child

Marriott Ballroom 7

Panel: Every museum is challenged to find ways to embed its core values in the people who act on its behalf, the experiences it offers, and its supporting practices. Respect for children, a value in virtually every children’s museum, aligns firmly with an image of the child as strong and competent, a core principle of Reggio Emilia pedagogy. This session explores methods for infusing an image of the child as strong and competent throughout the museum, from seeing the child’s remarkable capabilities to selecting staff and board, identifying supportive strategies, and bringing that perspective to practices and environments across the museum.

Jeanne Vergeront, Vergeront Museum Planning
Susan Harris MacKay, Portland Children’s Museum Center for Learning and Opal School
Holly Bamford Hunt, Children’s Museum of Tacoma
Blake Ward, Minnesota Children’s Museum

Cultural Programs and Exhibits for Global Citizenship

Texas

Panel: Around the world, children’s museums seek to address the changing needs of their communities and share a commitment to developing positive attitudes and skills among children and families for their role in interacting effectively as global citizens. Children’s museums can harness the power of global networks to share ways of thinking about how they conceptualize and respond to changing societies and demographics, and the challenges of cultural diversity. This international panel will present case studies and explore new ways of thinking about audiences and new approaches to designing experiences to meet diverse needs.

Leslie Swartz, Boston Children’s Museum
Annemeis Broekgaarden, Rijks Museum
Loretta Yajima, Hawaii Children’s Discovery Center
Penny Sander, Cambridge Seven Associates, Inc.
Young Mee Kim, Gyeonggi Children’s Museum

Supporting Transparenting

Michigan

Workshop: In this session, participants will have the opportunity to continue the conversation started during SmallTalks on how children’s museums can support transgendered children and their families. Panelists will discuss resources and regulations that exist to support safe environments for all children and families.

Leslie Lagerstrom, Transparenthood™
Jenn Burleton, TransActive Gender Center

On the CEO Seesaw

Marriott Ballroom 4

Fishbowl: The role of a museum CEO can be like riding a giant seesaw, always trying to find a happy midpoint. Striking a balance between tactical and strategic, keeping an eye on “the now” while staying focused on distant goals, managing public presence and personal reflection, and optimizing one’s own performance while grooming the next generation of leaders are a few of the topics this wide-ranging “fishbowl” session will tackle.

Kathy Gustafson-Hilton, Hands On! Inc.
Ruth Shelly, Portland Children’s Museum
Julia Bland, Louisiana Children’s Museum
Javier Guerrero, San Diego Children’s Discovery Museum
Felipe Peña, Children’s Museum of Brownsville
Successful Strategies for Engaging All Ages with Talk, Tech, and Beyond
Marriott Ballroom 8
Panel and Workshop: Children’s museum staff excel at making learning fun for families. This session takes our work further, focusing on approaches to training that create opportunities for deep engagement with visitors about the world we live in. This includes a variety of methods: from using devices to enhance learning, to conversational approaches, and much more. We’ll even get moving with some improv exercises proven to help museum educators engage with visitors. Join us as we share adaptable resources to help you and your staff create a safe environment for all ages to discuss and become familiar with our world.

Stephanie Long, Science Museum of Minnesota
Brad Herring, Museum of Life and Science
Keith Ostfeld, Children’s Museum of Houston
Margaret Hennessy Springe, Kansas Children’s Discovery Center
Alex Edden, Marbles Kids Museum
Christina Akers, Science Museum of Minnesota

Using Research and Evaluation to Inform Practice with Exhibits
Marriott Ballroom 9
Panel and Roundtable Discussions: Following ACM’s Research Agenda Symposium, there has been increasing interest in research conducted in children’s museums. In addition to exploring issues of relevance to the field as a whole, museums often seek to answer specific evaluation questions to assess and improve particular exhibits or reach particular audiences. Join representatives of three children’s museums for a discussion of the overlap and distinctions between “research” and “evaluation.” Learn how research and evaluation operate in the same exhibit spaces at these institutions, explore productive partnerships, and imagine what research could look like in your museum.

Susan Foutz, The Children’s Museum of Indianapolis
Claire Thoma, The Children’s Museum of Indianapolis
Wasana Sriprachya-anunt, University of Illinois, Urbana-Champaign
Suzy Letourneau, PhD, Providence Children’s Museum
Robin Meisner, PhD, Providence Children’s Museum
Lisa Brahms, PhD, Children’s Museum of Pittsburgh
Kileen Tison Povis, University of Pittsburgh Center for Learning in Out of School Environments
Jessica J. Luke, PhD, Museology Graduate Program, University of Washington

How to Swim and Win in Your Own Data
Illinois
Panel: Our data tells a story, and we all capture data through our programs. By studying and understanding the data we collect, we can better recognize hidden costs and uncover opportunities for revenue growth. Let this panel of museum professionals speak to you about how they used data to get their organizations out of the trenches and onto a platform of increasing revenues by maximizing resources. Expect an honest dialogue as we share our success stories and our lessons learned along the way. This presentation is meant to challenge the status quo of operating as a children’s museum.

Lindy Hoyer, Omaha Children’s Museum
Kenny Wagener, Management Resources
Jeff Barnhart, Omaha Children’s Museum
Karen Coltrane, EdVenture Children’s Museum
Blake Wigdahl, Thanksgiving Point
Are your visitors spending more time at exhibits...or waiting in lines?

Shorten your ticket lines and improve the visitor experience. From intuitive ticketing to cultivating major donors, Altru will make your lines move faster and keep visitors coming back for more. What are you waiting for?

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Great Ideas for Planning and Hosting Special Events

Florida

Lightning Round: Museums use special events to foster community partnerships, drive attendance, and offer unique programming. In five minutes or less, speakers will share strategies that make their events a roaring success. Join us for rapid-fire presentations to help you make the most of special event days at your museum! We’ll cover a range of event themes that bridge science, history, culture, art, and national holidays. Events will include Halloween, National Chemistry Week, Earth Day, festivals, cultural events, and more.

Catherine McCarthy, PhD, Science Museum of Minnesota
Michelle Kortenaar, Sciencenter
Elizabeth Leahey, The Discovery Museums
Becky Wolfe, The Children’s Museum of Indianapolis
Ali Jackson, Sciencenter
Juliet Gray-Moliere, Brooklyn Children’s Museum
Aaron Guerrero, Children’s Museum of Houston
Brad Herring, Museum of Life and Science

Financial Health and Facility Management: What’s the Connection?

Marriott Ballroom 10

Workshop: A well-managed facility is mission-critical for children's museums. It’s also the driving factor behind many financial and fundraising decisions. So why is it so hard to find best practices for nonprofit facility management? And how can we better engage the board in these topics? In this workshop, Nonprofit Finance Fund will offer reserve-planning strategies for long-term facility upkeep and maintenance. Kohl Children’s Museum has created an online facility management manual that helps reinforce these best practices and will present a framework for participants to create their own manuals—as well as useful guidance to enable these conversations at the board level.

Angela Francis, Nonprofit Finance Fund
Sheridan Turner, Kohl Children’s Museum of Greater Chicago

What Can We Do for Children Living in Poverty Worldwide?

Santa Fe

Firestarter: Of the world’s 2.2 billion children, one billion live in poverty. There are children living in poverty in every country in the world and each day 22,000 children die due to poverty. What can/should/are children’s museums doing to help these children? We would like to spark a conversation to raise awareness and think strategically about the roles children’s museums around the world can play in finding solutions to childhood poverty in local communities and around the globe.

Anita Durel, CFRE, Durel Consulting Partners
John Durel, PhD, Durel Consulting Partners
Juan Carlos Novoa, Tin Marin Children’s Museum
Sheila Tyeku, Play Africa Children’s Museum
Tanya Andrews, Children’s Museum of Tacoma
Lunch On Your Own
12:00 p.m.–1:30 p.m.

In Dialogue with International Children’s Museums
12:00 p.m.–2:45 p.m.

Colorado
Pre-registration is required; registration is $25 and includes lunch. There is limited seating, available on a first-come, first-served basis.

Worldwide connectivity increases daily, ideas and telecommunications unite the children’s museum field as never before. Attend In Dialogue with International Children’s Museums to connect face-to-face, learn more about one another’s practices, discuss common goals, and strategize about how to advance the field’s collective impact to serve children and families.

Agenda
12:00 p.m.–12:15 p.m. Arrival and Lunch

12:15 p.m.–12:30 p.m. Welcome and Introductions
Victoria Garvin, Association of Children’s Museums

12:30 p.m.–1:15 p.m. Opening Address: A World Fit for Children
Casey Marsh, U.S. Fund for UNICEF

Many children born today will enjoy vast opportunities unavailable 25 years ago. But not all will have an equal chance to grow up healthy, educated, and able to fulfill their potential and become fully participating citizens. To create a world fit for children, UNICEF has been working with millions to craft a new development agenda that includes rights for children with disabilities, equitable and inclusive quality education and lifelong learning for all, and early childhood development.

1:15 p.m.–2:30 p.m. In Dialogue: Creating Collective Impact
Participants will engage with one another around key issues from the global development agenda. Many if not all children’s museums provide programming that address these issues, but what impact would a collective effort make? As part of the dialogue, participants will begin to identify a collective framework for action.

2:30 p.m.–2:45 p.m. Wrap Up
Museum CEO and Executive Directors Forum

12:00 p.m.–4:15 p.m.
Lincoln

Pre-registration is required; registration is $100 and includes a buffet lunch. This event is limited to CEOs and executive directors at open museums.

New to InterActivity 2015! A special forum designed for museum CEOs and executive directors to meet, engage, and dialogue with peers. For museum CEOs and executive directors this is especially important—it can be lonely at the top. Through this forum, facilitated by Vance Yoshida of La Piana Consulting, attendees will identify best practices for engaging board members in fund development and board member accountability. In addition, attendees will develop support network strategies to continue after the forum concludes.

Facilitator Biography: Vance Yoshida, MBA, is Senior Manager at La Piana Consulting where he specializes in building strong boards of directors with governance structures focused on the organization’s mission, vision, and key strategies. He has served over seventy-five organizations ranging from small, community-based grassroots to large national organizations including Grantmakers for Education, Boys and Girls Clubs of American, and the Thrive Foundation. He has served on the boards of over twenty-five nonprofit organizations including the San Francisco AIDS Foundation and the San Francisco Chamber of Commerce.

Agenda

12:00 p.m.–12:30 p.m. Lunch

12:30 p.m.–12:50 p.m. Welcome and Introductions
A review of the forum agenda and establishment of shared ground rules will start the forum. Participants will create connections with one another through an interactive exercise. Then through small group discussions participants will explore a series of fundamental questions about their boards, setting the stage for the afternoon sessions.

12:50 p.m.–2:10 p.m. Board Fund Development Session
In small groups, participants will discuss challenges and successes in regard to fund development with their boards. By reporting out and large group discussion, participants will identify the top challenges and the top practices that work well. Additional best practices will be presented. The session includes time for participants to determine what they will implement when they return to their museums.

2:10 p.m.–2:25 p.m. Break

2:25 p.m.–3:45 p.m. Board Accountability Session
Similar to the fund development session, participants will discuss challenges and successful practices and structures for board accountability. Participants will identify the top challenges and mechanisms that work well. Additional best practices will be presented. The session includes time for participants to determine what they will implement when they return to their museums.

3:45 p.m.–4:15 p.m. Developing a Support Network
Participants will brainstorm about how to create a support network such as a series of conference calls or webinars to discuss major issues that impact CEOs and executive directors of children’s museums.

4:15 p.m. Adjourn
Museum Study Tours

1:30 p.m.–4:00 p.m.
Pre-registration is required; tickets are $30.

Participants should meet in the lobby of the Indianapolis Marriott Downtown at 1:30 p.m. Both tours will leave promptly at 1:40 p.m. and return to the hotel by 4:00 p.m. Volunteers will walk participants to the Rhythm! Discovery Center. If you need accessible transportation, please see an ACM staff member at the Registration Desk.

There will be bus transportation for participants going to The Children’s Museum of Indianapolis.

Tour A:
Rhythm! Discovery Center: The Universality of Rhythm and Percussion

The Rhythm! Discovery Center is the world’s foremost percussion museum providing innovative programs, interactive standards-based educational exhibits, and artist performances. Drawing upon cultures from around the world, the Center offers a unique, engaging experience to explore the universality of rhythm and percussion and its role in shaping communication, music, art, performance, and society. Walking through the visually captivating exhibit rooms and performance venue, guests are invited to fulfill their dreams of being a percussionist. Rhythm! Discovery Center welcomes you to make your own music and find your rhythm!

SOLD OUT!

Tour B:
The Children’s Museum of Indianapolis: Behind the Scenes of the World Culture Collection

One of the things that make The Children’s Museum of Indianapolis (TCM) unique among children’s museums is its use of real objects in its exhibits and programs. With more than 120,000 artifacts and specimens in its collection, TCM has a wide range to amaze and educate families with children. Only five to ten percent of those objects are in use at any time. The tour will present an overview of the museum’s collections in storage, and discuss how the museum chooses objects for family learning and integrates them into its experiences. In keeping with the InterActivity theme for this year, the study tour will highlight the folk art and world culture collections.

Concurrent Professional Development Sessions

1:30 p.m.–2:45 p.m.
The Community session stream is sponsored by Lee H. Skolnick Architecture + Design Partnership.
The Design session stream is sponsored by Roto.
The Learning session stream is sponsored by Paul Orselli Workshop (POW!).

Scaffolding Learning for Our Museums’ Youngest Learners

Michigan

Workshop: Ages birth-to-five are critical years for brain development in children, and children’s museums can provide ways to enrich the experiences of these early learners. This session will explore various informal interaction strategies used by interpretation staff at The Children’s Museum of Indianapolis to scaffold young children’s learning. Some of the topics to be explored include: Powerful Interactions, Object-Based Learning, Observational Drawing, and Play-Based Learning. Learn new strategies and then put them into use in this interactive workshop that will allow time for small group practice and modeling of techniques.

Grant Goshorn, The Children’s Museum of Indianapolis
Stephanie Eddleman, The Children’s Museum of Indianapolis
Tomoko Kuta, The New Children’s Museum
Approaches to Community Cultural Collaborations

Marriott Ballroom 9

**Talk Show:** What is the best way to approach a cultural partnership and why does this matter? In this panel discussion with a Talk Show twist, we’ll interview museum and nonprofit practitioners about their experiences working with cultural collaborators in their communities, including immigrant, refugee, Native, and religious groups. We’ll discuss how to find cultural partners in your community, how to keep these relationships institutionally sustainable, and the benefits, challenges, and nuances of this process. Moreover, we’ll look at how these cultural partnerships can strengthen your relationship with the greater community, as well as grow visitor demographics where they may be underrepresented.

Jamie Andrew, Children’s Museum & Theatre of Maine
Susan Eleuterio, Goucher College
Amy Skillman, Goucher College
Marcos Stafne, PhD, Montshire Museum of Science
Cheryl McCallum, EdD, Children’s Museum of Houston

How to Make Accessibility Happen at Your Museum

Marriott Ballroom 7

**Firestarter and World Café:** Are you looking for ideas to implement at your museum to make it more accessible for all visitors? Join us in this session as we discuss practical ideas, both simple and more complex, in meeting the needs of all visitors. Participants will engage in roundtable group discussions covering accessibility topics such as: staff sensitivity training, hosting special events, creating educational tools, and making adaptations to exhibits and the museum facility. Bring your success stories and struggles to share with others in this idea exchange session, and take away some tools that your organization may be able to use.

Melanie Martin, Children’s Museum of Phoenix
Saki Iwamoto, Boston Children’s Museum
Melanie Isaacs, PAL Experiences
Peter Williams, Chicago Children’s Museum
Cathy Hamaker, The Children’s Museum of Indianapolis

Inviting Trouble: Designing for Deconstruction

Santa Fe

**Talk Show:** What level of hands-on can you handle? How do you measure your level of tolerance for taking risks in exhibit design? The Long Island Children’s Museum’s exhibit, *Broken? Fix It!*, is meant to be taken apart so visitors can learn about repair, which invites all kinds of trouble. Session discussion and activities will center on the design challenges for intentional breakage so that repair honors the original intent and/or a new and different purpose, getting staff to adopt a “let’s see what happens” attitude, and interpreting data from an unconventional evaluation method that didn’t work exactly as planned.

Erik Schurink, Long Island Children’s Museum
Cheryl Kessler, Blue Scarf Consulting
Mary Fortney, The Children’s Museum of Indianapolis
Gail Ringel, Association of Children’s Museums
Steve Tornallyay, Gyroscope, Inc.
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Developing Sustainable Partnerships: Lessons and Strategies from the Field
Marriott Ballroom 8
Panel: Partnerships can be powerful tools to reach new audiences by aligning shared goals. Hear from representatives of two different partnerships—the Smithsonian’s Spark!Lab/Science City and ¡Explora!/Albuquerque Public Schools’ Title I Family Science Nights—about their experiences building and sustaining collaborations. Learn from their stories of building, changing, growing, and working through challenges and how you might apply them as you consider partnerships in your own institutions.

Michelle DelCarlo, Smithsonian’s Lemelson Center
Christy Nitsche, Science City
Eric Meyer, ¡Explora!
Stefanie McDermott, Albuquerque Public Schools

Building Field-Wide, Collective Knowledge Demonstrating the Value of Children’s Museums
Florida
Workshop: Q. How can your museum participate in building a field-wide body of evidence-based knowledge demonstrating the value of children’s museums? A. By aligning your research and evaluation efforts with the Learning Value of Children’s Museums Research Agenda. Join this session for an overview of the agenda, discussion of its top priority areas, and take away ideas about how your museum can engage with the agenda and collaborate with others on cross-institutional studies. The session will include a peek into the ongoing second phase of the Research Agenda project: Building a Practicing Research Network.

Jessica J. Luke, PhD, Museology Graduate Program, University of Washington
Jennifer Rehkamp, Association of Children’s Museums

Adult Swims: Building Your Next Generation of Funders
Texas
Talk Show: Children’s museums, like most arts and cultural organizations, have struggled to find unique and creative ways to identify and engage the next generation of funders. Branded events for young professionals can meet important objectives including fundraising, audience cultivation, and increasing awareness of your organization as an educational institution and cultural destination. Two museums will share strategies behind their creative adults-only event programming, including what works and what doesn’t, and how to throw a great party on a limited budget. The presenters will also share important data on how to reach Millennials to develop sustained and meaningful engagement with your museum.

Katie Boehm, KidsQuest Children’s Museum
K. Wayne Thornley, EdVenture Children’s Museum
Karissa Hulse, IndyHub

What’s Your Story? A Global View of Emerging Children’s Museums
Illinois
Media Club: Since InterActivity 2014, emerging museums from around the world shared their video stories with Cloudberry Studio. Cloudberry compiled the videos into a film that gets to the heart of children’s museums and how they create an environment for incredible collaboration across cultures and continents. The session will begin with a screening of the film and end with a panel discussion with leaders of emerging museums around the world.

Cathlin Bradley, Cloudberry Studio
Greg Gallimore, Cloudberry Studio
Gretchen Wilson Prangley, Play Africa Children’s Museum
Rachel Heckscher, Maui Children’s Museum
Kelli Toohill, Wise Wonders Children’s Museum
Concurrent Professional Development Sessions

3:00 p.m. – 4:15 p.m.

The Community session stream is sponsored by Lee H. Skolnick Architecture + Design Partnership.
The Design session stream is sponsored by Roto.
The Learning session stream is sponsored by Paul Orselli Workshop (POW!).

Creating a Culture of Inquiry

Texas

Workshop: Inquiry-based learning is at the heart of Reggio-inspired practice. How can you create a culture of inquiry throughout your museum? Children are competent and capable in their own learning and constantly inquire about the world around them. In this session, we will explore the use of open-ended questions and various materials to support inquiry in multiple areas of the museum including exhibit experiences, demonstrations, classes, and staff/guest interactions. Participants will discover reflective tools to support children’s interests. Discussions will emphasize the value of the process children go through as they discover and learn.

Carrie Benson, Children’s Museum of South Dakota
Jayne Griffin, EdD, Creative Discovery Museum
Blake Ward, Minnesota Children’s Museum

Just Enough Design: Developing Exhibits that Bring Out the Drama

Marriott Ballroom 8

Panel and Firestarter: Do blocks with wheels beat race cars when it comes to stimulating dramatic play? Does a highly representational environment (like a firehouse, hospital, grocery store) stimulate more dramatic play than a room full of cardboard boxes? Does an abstract stuffed animal elicit more empathic behavior than a lifelike one? Join a lively discussion with staff from three children’s museums in the Chicago area; we’ll share over a dozen approaches to “just enough” design, revealing successes, failures, opinions, and lessons learned. If you’ve ever wondered, “how much is enough?” this session is for you.

Cricket Brooks, DuPage Children’s Museum
Vito Gioia Jr., Kohl Children’s Museum of Greater Chicago
Katie Slivovsky, Chicago Children’s Museum
Alexandra Pafilis, Chicago Children’s Museum

Walking in Different Worlds

Marriott Ballroom 9

Firestarter and Workshop: How can we offer exhibits and programs that allow visitors to experience the ways that children and adults with differing abilities navigate our world and communicate with others? Be inspired as we learn new approaches and brainstorm together! Prepare to have your mind opened to different ways to create powerful exhibits and programs that are as engaging as they are enlightening. Leave with an idea that you can make happen in your museum! Come and join us for this high-energy session!

Robin Frisch, MindSplash
Adam Woodworth, Children’s Museum in Oak Lawn
Stacey Swigart, Please Touch Museum
Monica Blouin, Signing Time Academy
Material Matters: Thoughtful Choices for High-Impact Visitor Engagement

**Marriott Ballroom 10**

**Firestarter/Hands-On Experimentation:** It’s not as easy as throwing blocks in the corner of a preschool exhibit!

The selection criteria for the types of materials museums use in hands-on, manipulative experiences makes an important impact on visitor engagement, learning, and social outcomes. Understanding how and why we use common materials like cork, sand, cardboard, wood, and plastic, and how introducing new materials in the planning of exhibits or programs is instrumental to long-lasting visitor experiences. From Block Labs to Dig Pits to Maker Spaces, find out how museums are incorporating carefully-curated selections of materials to enhance activities, and then experiment with select materials in groups to explore best practices and activities in material play.

Marcos Stafne, PhD, Montshire Museum of Science
JJ Rivera, Portland Children’s Museum
Reid Bingham, New York Hall of Science
Paul Orselli, Paul Orselli Workshop

Collaborations: Engaging with Teenage Audiences

**Illinois**

**Firestarter:** In theory and practice, teenage audiences are often an overlooked audience, particularly in children’s museums. Come to this session to hear about the new ways children’s museums are engaging with teen audiences and, simultaneously, how teenagers are contributing to the mission of children’s museums. This session will discuss potential challenges to working with teens. Participants will have a chance to ask questions and contemplate new ideas in breakout discussions.

Leslie Walker, Please Touch Museum
Krista Pfleger, Please Touch Museum
Juan Carlos Novoa, Tin Marín Children’s Museum
Rachel Ardeel, The Children’s Museum of Indianapolis

Reaching Goals: Assessing and Improving Programming for Children and Families

**Marriott Ballroom 7**

**Firestarter:** How do you know if you are reaching the intended goals of your programs? Bringing the world to children and families through our programs while incorporating family learning, goals, and objectives (and still maintaining the fun) can present challenges! This session introduces three examples from different museums of how planning and evaluation have led to more effective programs. Beginning with the planning process, examples of planning tools are introduced and shared. The discussion leads to the processes of collecting data, analyzing the data, and using it for training and program improvement.

Mary Beth Ausman, Discovery Place
Rachael Mathews, The Children’s Museum of Indianapolis
Carey Meier, The Children’s Museum of Indianapolis
Nichole Polifka, Minnesota Children’s Museum

The World at Your Doorstep: Crossing the Threshold

**Michigan**

**Panel:** Bringing the world to your doorstep is not only the right thing to do, it is the smart thing to do.

Culture and diversity are much more than ethnicity; let’s start talking about our staff and audience and cross the threshold that will lead us to opportunities for staff development, grant funding, and earned income. Organizational change is worth the time and commitment you invest across the board. This session will show you three real-world examples of the benefits of cultural competence.

Patience Davidson-Lutz, Children’s Discovery Museum of San Jose
JeNae Kaiser, Children’s Discovery Museum of San Jose
Shannon Odam, PricewaterhouseCoopers
Aimee Terzulli, Long Island Children’s Museum
Q: Why work with **POW!** on your next project?

A: We’ll let our creative partners speak for themselves:

“Paul is a truly rare combination between in-depth scientific knowledge and a creative, artistic mind. He is also one of the very few people I know who leads you to the solution (as opposed to imposing one).”
~ Vessela Gertcheva, MUZEIKO Children’s Museum (Bulgaria)

“Paul is a man of action. His Cheshire Cat-like questions, frank responses and urge to experiment will get you and your project out of the office and into the shop before you think you’re ready.”
~ Chris Burda, Science Museum of Minnesota

"Paul knows interactive exhibits - how to plan them, where resources are and what's happening in the field. He asks good questions, plays with ideas and keeps his eye on the visitor."
~ Jeanne Vergeront, Museum Planner

"Paul is terrific to work with; he is a creative problem solver who knows family audiences and is a great team player!"
~ Jo Ann Secor, Lee H. Skolnick A+D Partnership

"Paul is both an energetic, insightful provocateur and a boundless source of support. His humor, encouragement and creative wisdom have been important ingredients in collaborating on and guiding exhibit development projects."
~ Jessica Strick, Exploratorium

Let’s talk.

Paul Orselli Workshop, Inc.
paul@orselli.net
(516) 238-2797
Aging Up: Attracting the 8–13 Year-Old Audience
Santa Fe

World Café: “Aging up” is a phrase that we seem to hear a lot recently. This museum trend is an effort to expand audiences by considering new approaches to attracting and retaining older children, ages 8 to 13. Some of these approaches include expansion of programs, development of older child spaces (such as maker spaces), broader use of digital media, implementation of badge systems, and renaming the museum, among others. Join us for a lively session to discuss efforts, brainstorm ideas, and get feedback about the many different ways of aging up.

Adam Nye, Winchester Thurston School
Lydia Beall, Museum of Science, Boston
Robin Gose, Thinkery
Rebecca Grabman, Children’s Museum of Pittsburgh
Cheryl McCallum, EdD, Children’s Museum of Houston

Mobile Apps for Your Next Museum Event: Raising the Bar for Engagement
Florida

Workshop: Smartphones dominate today’s technological landscape with an adoption rate 10 times higher than that of PCs when they first launched. Along with this surge in smartphone use, mobile apps have become increasingly popular at fundraising events and programming at museums. They allow attendees to easily access event information and share updates with their social networks and help organizers build a shared community where they can capture excitement and create conversation around each event. In this session, learn how to develop, incorporate, and utilize a mobile app to your advantage.

Jessica Hart, CrowdTorch by Cvent

Investigation Session 1
3:00 p.m.–5:45 p.m. (extended session)

Team-Based Inquiry: A Practical Evaluation Approach for Non-Evaluators
Indiana Ballrooms F–G

Do you sometimes have questions about the educational experiences you are developing? If yes, this workshop can help you use evaluation to improve your practice. This hands-on workshop will introduce a practical tested approach, Team-Based Inquiry (TBI), to build your evaluation capacity without adding much to your daily work. TBI is designed to help professionals use data to improve their work, foster effective teams, and make informed decisions. Presenters will introduce TBI and facilitate activities to familiarize participants with TBI’s four steps: question, investigate, reflect, and improve. Workshop participants will receive a TBI Guide and easy-to-use tools for each step.

Sarah Cohn, Science Museum of Minnesota
Ali Jackson, Sciencenter
Brad Herring, Museum of Life and Science
Kevin Dilley, Sciencenter
**Investigation Session 2**

4:30 p.m.–5:45 p.m.

**Humanities Learning in Children’s Museums**

**Indiana Ballroom E**

What role can the humanities play in children’s museums? Moving beyond the recent focus on STEM learning, this panel will consider the value, promise, and practice of the humanities—history, religion, literature, philosophy—in the context of children’s museum programming. In a wide-ranging and open discussion, the panel will consider a number of topics, including how humanities programming can help involve parents in children’s learning, how encounters with other cultures and time periods can help children learn empathy and develop self-understanding, and how children’s museums can begin to incorporate the humanities into exhibitions and programs.

Mike Crowther, Indianapolis Zoo (moderator)
Jeffrey Patchen, PhD, The Children’s Museum of Indianapolis
Andrew Ackerman, Children’s Museum of Manhattan
Ellen Rosenthal, Conner Prairie Interactive History Park
Jane Werner, Children’s Museum of Pittsburgh

**Evening Event: Welcome to the Indy Fast Track**

6:30 p.m.–9:30 p.m.

*Pre-registration required; tickets are $50.*

Beginning at 6:00 p.m., participants should meet in the lobby of the Indianapolis Marriott Downtown. Buses will depart starting at 6:10 p.m. Buses will loop between the hotel and the event site until 9:30 p.m.

When in Indy in the month of May, it’s difficult to ignore the buzz of racing that’s in the air! On most days you can hear the roar of cars. Get a closer look and head out to Dallara IndyCar Factory to experience the energy that fascinates both young and old. Enjoy a casual dinner with your fellow InterActivity participants before or after you visit the interactive and hands-on activities. Among the evening’s attractions: guests may take a self-guided tour of the interactive area, IndyCar racing simulators, dazzling custom branded show cars, green screen photo ops (additional fee required), and a street-legal IndyCar two-seater—take a ride! (additional fee required).

In July of 2010, Dallara was named the IndyCar chassis manufacturer for the 2012 season and beyond. The town of Speedway initiated a $10 million dollar redevelopment of Main Street. The IndyCar Experience, through all of its IndyCar series and racing marketing platforms, saw Main Street as a place to grow its business. The new 105,000-square-foot facility houses Dallara U.S. and all of the IndyCar Experience companies. So despite the name factory, you will see a lot more cars and cocktails than production lines!

You won’t want to miss this Indy-style evening event!
**ACM MarketPlace**

**Thursday, May 14**

**ACM MarketPlace**

7:30 a.m.–4:30 p.m.
Marriott Ballrooms 1–6

The ACM MarketPlace is a central part of the InterActivity experience. For one day only, the Marriott Ballroom is the place to be! Visit the MarketPlace for a world of inspiring program ideas, creative product and service solutions, exhibit models that are ready to rent, and design prototypes ready to be customized for your children’s museum—all of this and more, brought directly to you! Discover new vendors and visit familiar faces as you plan or purchase for upcoming projects. See pages 66–68 for exhibitor listings.

**ACM MarketPlace Breakfast**

Marriott Ballrooms 1–6
7:30 a.m.–8:45 a.m.

For a great start to the day, enjoy complimentary breakfast in the ACM MarketPlace. Then explore the exhibit hall throughout the day. With over 70 exhibitors, you’ll want to come back often.

**Plenary Session and Keynote Address**

9:00 a.m.–10:15 a.m.
Indiana Ballroom

**Opening Remarks**

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

**Board Announcements**

Jane Werner, Past President, Board of Directors, Association of Children’s Museums; Executive Director, Children’s Museum of Pittsburgh

**Keynote Address: Tangible Story + Play + Learning**

Erin Reilly, Creative Director & Research Fellow, Executive Director, Blackstone LaunchPad, Annenberg Innovation Lab, University of Southern California

As mainframes gave way to desktops, desktops yielded to laptops, and laptops are yielding to mobiles, so, too, will mobiles yield to even smaller, more connected devices—a new connected world of wearable devices, smart objects, smart homes, smart museums, smart institutions, and smart cities. The Annenberg Innovation Lab has been exploring how storytelling will evolve in this new connected world. In this keynote address, Erin Reilly will highlight different children’s media examples, including two prototypes conducted by the lab. *Flotsam experiment* offers an expanded notion of text and shares examples of how to effectively combine nonfiction and fiction storytelling. The other, *Winklebeans experiment*, offers an experiment in storytelling with physical, increasingly smart objects that through manipulation by the child, the data-driven story reacts and changes. Both highlight the key design principles—places to learn, play partners, and paradigm-shifting play—outlined in the lab’s 2013 report *T is for Transmedia: Learning Through Transmedia Play*.

**Speaker Biography:** Erin Reilly oversees all aspects of the USC Annenberg Innovation Lab programming, product design, and mentors students in developing applications and business ideas using digital media and how it impacts society. Before joining USC, Reilly was Research Director for Project New Media Literacies at MIT. She conducted classes as Visiting Lecturer at MIT’s Comparative Media Studies Department and Harvard University’s Project Zero Summer Institute. Reilly recently published her first digital book, *Flows of Reading*, to inspire teachers and students to reflect on what can be considered reading and the kinds of reading they do every day. Reilly has won multiple awards for her work and is a graduate of Emerson College with an MFA from Maine Media Workshops and College.
Museum Study Tours

10:30 a.m.–12:45 p.m.
Pre-registration is required; tickets are $30.

Participants should meet in the lobby of the Indianapolis Marriott Downtown at 10:30 a.m. Both tours will leave by bus promptly at 10:40 a.m. and return to the hotel by 12:45 p.m.

SOLD OUT! Tour C:
The Children’s Museum of Indianapolis: Interpretation Showcase and Analysis
In this study tour, participants will engage in several public interpretations, programs, and performances representing different interpretive styles, venues, and techniques. Participants will then join in a facilitated discussion with Q&A regarding how programs are designed, why different techniques are chosen for different topics, and how program ideas can be scaled for a variety of budgets.

Tour D:
Indianapolis Museum of Art: Experiences for an Art Museum’s Nontraditional Visitor
The Indianapolis Museum of Art (IMA) offers a host of programs and experiences for families year round. From gallery games, tours, drop-in art activities, classes and workshops to special events and Art Packs—together, adults and children can build an appreciation for art and nature that can last a lifetime. On this study tour, meet the Senior Coordinator for Play and Learning and hear how these family programs benefit the IMA’s nontraditional visitor, and then enjoy a tour of the art museum.

Concurrent Professional Development Sessions

10:30 a.m.–11:45 a.m.
The Community session stream is sponsored by Lee H. Skolnick Architecture + Design Partnership.
The Design session stream is sponsored by Roto.
The Learning session stream is sponsored by Paul Orselli Workshop (POW!).

Leading Your Community’s Conversation About Its Youngest Citizens
Marriott Ballroom 10
Panel/Workshop: How are museums around the country providing leadership in the early learning agenda in their communities? Hear some recent examples of how museums are engaging civic and business leaders, families, and local residents in conversations about the role the littlest citizens play in the life of the community. Benefit from others’ ideas and learnings and start creating your own plan to bring your community together on behalf of young children.
Tanya Andrews, Children's Museum of Tacoma
Pat Shuman, Tacoma Community College Foundation
Megan Fischer, Providence Children's Museum
Jane Werner, Children's Museum of Pittsburgh

Is That Real? Visitor Interaction with the Authentic
Austin-Boston
Firestarter/Panel: Explore how answering “Yes!” to the longstanding question, “Is that real?” can broaden a child’s connection to the world around them. From real ancient artifacts, to real scientists, to real laboratory work, interactions with authentic material can have a lasting impact on children and families. This session will discuss how these genuine experiences can create unique and powerful learning experiences for visiting families, how to work with real artifacts and non-museum professionals to create these experiences, and the benefits and challenges of implementing them in a children’s museum setting.
Ashley Ramsey Hannum, The Children's Museum of Indianapolis
Charles Beeker, PhD, RPA, Indiana University
Rebecca Schindler, Archeological Institute of America
Elée Wood, PhD, Indiana University-Purdue University Indianapolis
Evelyn Delgado, Royal Alberta Museum
Kristine Fedyniak, Royal Alberta Museum
**All Families Welcome: Inclusive Spaces for LBGT Audiences**

**Michigan**

**Firestarter/Workshop:** Let’s discuss gender, sexual identity, and definitions of family in the children's museum world. This session will present a bit of LBGT 101, develop a toolkit to create a more inclusive children's museum, and get some practice by working through challenging scenarios. Discover how to be truly accessible to all families by evaluation—everything from exhibits and educational services to administration and staff training.

Adrian Zongrone, EdVenture Children’s Museum
Sydney Pullen, EdVenture Children’s Museum
Margaret Middleton, Boston Children’s Museum
Sandra Bonnici Hoecherl, Madison Children’s Museum

**Delving Deeply into Making Learning Through Play Visible**

**Marriott Ballroom 9**

**Firestarter:** Research has shown that children learn through open-ended play, but this learning is often invisible to families in children’s museums. In this session, designed for education, exhibits, and evaluation professionals, project teams from three museums will delve into the reasons that different institutions have for making learning through play visible, and ways that individual museums’ efforts are shaped by their educational philosophies and audiences. In small group discussions, presenters will challenge session participants to reflect on their own ideas about learning, and consider strategies for increasing the visibility of children’s learning in their own institutions.

Robin Meisner, PhD, Providence Children's Museum
Suzy Letourneau, PhD, Providence Children's Museum
Amy Eisenmann, Bay Area Discovery Museum
Janella Watson, New York Hall of Science
Jeanne Vergeront, Vergeront Museum Planning

**Ask the Expert**

**Colorado**

**Talk Show:** Participate in this round robin opportunity and ask an expert that question that has been keeping you up at night! Should we be building exhibits in-house, is our membership priced competitively, do I really need to pay someone to do that, how many members of the floor staff are enough, or do we need a graphic designer on staff? These and many more will be answered by a great panel of experienced professionals. Submitting your question in advance (to putter@kidsquestmuseum.org subject “Ask the Expert”) will put you into a drawing for a fun-filled prize package.

Putter Bert, KidsQuest Children’s Museum (moderator)
Douglas Tilton, the Children’s Museum of New Hampshire
Sarah Brenkert, Children's Museum of Denver
Lindy Hoyer, Omaha Children’s Museum

**Modern Homeschooling and Your Museum**

**Texas**

**Firestarter:** Homeschooling is a rapidly growing and ever-changing market for modern museums. Homeschooling families have very different needs from the basic family or traditional school visitors. Join us to hear what museums are currently doing and learn from the homeschoolers themselves what they need, desire, and enjoy from world-class learning institutions. Participate in a roundtable brainstorming session to hear what others are doing and devise strategies that you can implement right away.

Brandi Thomas, The Children’s Museum of Indianapolis
Laurel Zhang, Exploration Place
Angie Gulley, Children’s Discovery Museum
Joanna Hahn, Indiana State Museum
Liz Wheeler, Home-schooling parent
Danielle Tansy, Home-schooling parent
Promoting Executive Function Development: Ideas That Work for Museums
**Marriott Ballroom 8**

**Workshop:** Delve into the latest developmental research that shows how children develop executive function skills such as planning, organization, and time management. These core skills are key to helping children succeed in school and in life. Understanding them will let you see how children’s museums can play an invaluable role in nurturing youth. This interactive session will demonstrate ways that museums can create a stronger approach to promoting executive functions by how they create activities and partnerships in their programs.

Erin Ramsey, Mind in the Making, Families and Work Institute

Challenges of Presenting Cultures Other Than Your Own
**Marriott Ballroom 7**

**World Café:** In bringing the world to children and families through exhibits and programs, museums face the perceptual and ethical questions related to cross-cultural knowledge transfer: Is it possible and legitimate to present cultures without being members and part of the cultural context? How can children’s museums present the complex social and cultural variety of a country and its people to children without misleading, reduction, or simplification? What might a collaborative, participative, and reflective approach to exhibit curating look like? Participants will discuss one question per table and rotate to the next. The session will close with a report out on the discussions.

Elisabeth Menasse-Wiesbauer, PhD, ZOOM Children’s Museum
Thomas Marschall, ZOOM Children’s Museum
Beth Fitzgerald, The Magic House, St. Louis Children’s Museum
Chengzhang Nucky Ge, The Magic House, St. Louis Children’s Museum and Confucius Institute
Karima Grant, ImagiNation Afrika

IMLS Grant Programs, National Initiatives, and Commitment to Children Florida

**Talk Show:** Do you know all the ways the Institute of Museum and Library Services (IMLS) supports children and youth? Receive a brief introduction to IMLS grant programs available to children’s museums while learning more about national initiatives that focus on children and youth—Early Learning (BUILD Initiative, Reach Out and Read), Access (Museums for All), and Makerspaces. 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
Claudia French, Institute of Museum and Library Services
Michael Shanklin, Kidspace Children’s Museum
Peter Wardrip, PhD, Children’s Museum of Pittsburgh
Lynn McMaster, Please Touch Museum

**ACM MarketPlace Lunch**

11:45 a.m.–1:45 p.m.
**Marriott Ballrooms 1–6**

Enjoy a complimentary lunch in the MarketPlace; then take your time to explore the exhibit booths. The next sessions don’t start until 2:00 p.m.!
Concurrent Professional Development Sessions
2:00 p.m.–3:15 p.m.

The Community session stream is sponsored by Lee H. Skolnick Architecture + Design Partnership.
The Design session stream is sponsored by Roto.
The Learning session stream is sponsored by Paul Orselli Workshop (POW!).

It Takes a Child to Raise a Village: Children’s Museums and City Planning
Marriott Ballroom 7

Workshop: Cities of all sizes engage in long-range planning to manage their growth and improve the quality of life for everyone. Children’s museums are uniquely well placed to help their cities craft a long-term vision that accounts for how children and families learn, play, and grow into strong, involved citizens. Join us for an interactive conversation about urban planning and learn how you can make your museum a critical voice for children in your city’s vision of the future. We will discuss how accounting for the needs of children in a city’s vision for such issues as mass transit, parks, and management can mean a richer future for all.

Aaron Goldblatt, Metcalfe Architecture & Design
Henry Schulson, Creative Discovery Museum
Jane Werner, Children’s Museum of Pittsburgh
Mike Yankovich, Children’s Museum of Denver
Adam D. Thies, AICP, Department of Metropolitan Development, City of Indianapolis

Gaming the Way to Learning—Around the World
Michigan

Workshop: Come play games that help children and families learn about the world around them, incorporating science and culture into play. This session is completely interactive, structured as a series of games and group discussions. We’ll play games you can bring home and use right away, and consider how to incorporate games into your ongoing programming to promote fun and learning for audiences of all ages. At the end, participants will work in teams to apply what they’ve learned, inventing their own games in a fast, fun Game Jam challenge!

Rae Ostman, PhD, Science Museum of Minnesota
Nora Thompson, Port Discovery Children’s Museum
Keith Ostfeld, Children’s Museum of Houston

Creating a Culture and Community of Inclusion
Marriott Ballroom 9

Firestarter: How can making your museum more accessible to all children better support your community? The New Children’s Museum and the Children’s Museum of Pittsburgh will share how their practices and programs have evolved to become more inclusive and relevant to their communities. You will also hear from Kids Included Together, a resource partner and national organization, about how they support child and youth programs around the United States to improve inclusive practice. Gain ideas for implementing best practices in your own museum and see how inclusion isn’t just about individual access, it’s an organizational mindset.

Tomoko Kuta, The New Children’s Museum
Viv Shaffer, Children’s Museum of Pittsburgh
Torrie Dunlap, Kids Included Together
Fundraising is Everyone’s Job—Board, Staff, and Development

Florida

**Workshop:** Whose responsibility is it to help in fundraising for your museum? Your board members? Your development staff? What about your exhibit staff? The answer is everyone! This interactive session will focus on strategies, tactics, and the culture of philanthropy your organization can explore to find effective ways of engaging your entire organization in fundraising. This session includes a presentation and an open dialogue for participants to learn not only theory and best practices, but also an opportunity to discuss challenges faced and successes achieved in their fundraising.

Marc Kellenberger, The Phoenix Philanthropy Group
Richard Tollefson, The Phoenix Philanthropy Group
Carrie Callaway Roberts, The Children’s Museum of Memphis

Family Passport to Play: A World Experience Outside Your Door

Illinois

**Talk Show:** Family Passport to Play was born as a response to what Memorial HealthWorks! Kids’ Museum learned through a Good to Grow survey: community partners were calling for more free activities for families. While individual organizations were making efforts to provide programs, we realized much more could be done for families if we collaborated and truly brought our strengths and resources together. This session tells the story of the thriving partnership between a kids’ museum, a parks and recreation department, a supermarket, and a county health department, and the unique programs that result.

Rebecca Zakowski, Memorial HealthWorks! Kids’ Museum
Elise Kunkel, Martin’s Supermarkets
Mary Welsheimer, Memorial HealthWorks! Kids’ Museum
Robin Vida, St. Joseph County Health Department
Matthew Moyers, South Bend Parks Department

How Museums Respond to Tragedies in Their Communities

Marriott Ballroom 8

**Firestarter:** In today’s interconnected world, tragedies often cross national borders. As responsible and responsive members of our communities, museums are called on to play an important role in addressing tragedies that confront children and families. Whether sparked by poverty, violence, natural disasters, or international strife, tragedies shake the lives of our audiences. As an international group of museum professionals, we can share how we define tragedies and how we respond. In this session museum professionals from around the world will start the conversations by presenting brief case studies.

Loretta Yajima, Hawaii Children’s Discovery Center
Leslie Swartz, Boston Children’s Museum
Carole Charnow, Boston Children’s Museum
Julia Bland, Louisiana Children’s Museum
Anneemeis Broekgaarden, Rijks Museum
Young Mee Kim, Gyeonggi Children’s Museum
Join us in the Imagination Playground™ BUILD-A-THON

Visit our Booths 210 & 309

Some lucky builders will win a trip to New York City and other fantastic and fun prizes!

**Grand Prize:** 105 pc. Big Block Cart Set; trip to NYC for winner and one parent/caregiver (airfare and 2 night stay at a 4 Star Hotel provided by Imagination Playground.) The winner will visit the Imagination Playground at Burling Slip in Manhattan, where he/she will have the ultimate Big-Block building experience!

**1st Place Physical Build, 1st Place Digital Build:** 105 pc. Big Block Cart Set

**2nd Place Physical Build, 2nd Place Digital Build:** 55 pc. Big Block Cart Set

**Outstanding Build awards (500 winners) prize:** Two (2) Mini Playgrounds.

Download the 3D Builder App from Imagination Playground for FREE.

Try the new Imagination Playground 3D Builder App and watch children stack, connect, channel, build and make their creations come to life on your iOS devices!
The Other Visitors: Engaging Adults in Play and Learning

Austin-Boston

Talk Show: Join us as we explore how to engage the other half of visitors, the grown-ups! This diverse panel of adult engagement experts will share their knowledge and answer your questions. We’ll discuss: whole-family focused exhibits and programs; adult-only educational programming; supporting adults in their roles as caregivers, parents, and teachers; supporting lifelong learning in adults; and helping adults learn through play. You’ll leave with both theoretical and practical strategies that you can apply at your museum.

Alison Luk, KidsQuest Children’s Museum
Alissa Rupp, The Portico Group
Lorrie Beaumont, Ann Arbor Hands-On Museum
Becki Kipling, Museum of Science, Boston
Adrienne Testa, Hands On Children’s Museum, Olympia
Trish Lemm, Museum of Life and Science

Making as a Learning Process

Marriott Ballroom 10

Workshop: Making experiences and the spaces designed to support them come in a variety of forms. As we engage in the work of designing spaces, programs, and activities for learners of all ages and within diverse settings, the field must begin to articulate principles that guide design, development, and facilitation of making as a learning process. In this workshop, engage with current work funded by the Institute of Museum and Library Services of identifying learning processes that are definitional to making, and principles of design that support learning and are responsive to diverse learning contexts.

Lisa Brahms, PhD, Children’s Museum of Pittsburgh
Janela Watson, New York Hall of Science
Peter Wardrip, PhD, Children’s Museum of Pittsburgh

Intellectual Property Rights and Why They Matter

Colorado

Firestarter: The children’s museum field prides itself on its pervasive interest in collaboration, sharing expertise, and learning from peers. They are often inspired to recreate or adapt successful exhibits and programs. But when does this kind of inspiration cross the line to infringement? Panelists and participants will: engage in a lively discussion to understand the nuances of intellectual property—copyrights, trademarks, licensing, etc.; share real-life stories and perspectives about creativity, innovation and ownership; and learn about best practices and other resources that are available to prevent “crossing the line.”

Rhonda Kiest, Stepping Stones Museum for Children (moderator)
Elizabeth Varner, Center for Intellectual Property Law and Innovation, Indiana University Robert H. McKinney School of Law
Jenny Schrider, Chicago Children’s Museum
Susan Garrard, Mississippi Children’s Museum
Chris Molinsky, Vertical

ACM MarketPlace Coffee Break

3:15 p.m.–3:45 p.m.

Marriott Ballrooms 1–6

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.
Museum Study Tours

3:15 p.m.–5:30 p.m.

Pre-registration is required; tickets are $30. Participants should meet in the lobby of the Indianapolis Marriott Downtown at 3:15 p.m. The bus will leave promptly at 3:25 p.m. and return to the hotel by 5:30 p.m.

SOLD OUT! Tour E:
The Children’s Museum of Indianapolis: Preschool and Playscape

Inspired by the philosophies of Reggio Emilia and Maria Montessori, The Children’s Museum Preschool collaborates with children, families, and museum colleagues to support the natural curiosity and potential for young learners through observation, intentional planning, and active exploration of materials and the environment. In this tour, participants will investigate how to start a Reggio-inspired museum preschool. The guided tour will include the preschool classrooms and highlight the importance of creating a beautiful Reggio-inspired environment for children that also fulfills all of the licensing requirements needed in an early childhood classroom. The tour will also feature the Reggio-influenced Playscape exhibit for families with infants, toddlers and preschoolers.

Investigation Sessions

3:45 p.m.–5:00 p.m.

1. Global Education or Multicultural Education, What’s the Difference?
Indiana Ballroom

Global competency is among the many essential skills for life in the 21st century. This skill encompasses a person’s ability to know, understand, and relate to people from other cultures and other points of view. Sharing in our efforts for global problem-solving and interdependence means moving beyond basic knowledge of cultural groups and values within our own borders to a more expansive view of the issues and problems facing people around the world. This session explores ideas, successes, and challenges behind using Global Education and Multicultural Education as frameworks for developing child- and family-friendly exhibitions and programs.

Elle Wood, PhD, Indiana University-Purdue University Indianapolis
Dawn Michele Whitehead, PhD, Indiana University-Purdue University Indianapolis
Susan Foutz, The Children’s Museum of Indianapolis
Gail Ringel, Association of Children’s Museums

2. Peer-to-Peer Roundtable Discussions
Marriott Ballrooms 7, 8, 9, and 10

Join your fellow children’s museum professionals in an informal setting to investigate ideas, issues, challenges, and possibilities—both practical and philosophical. Table moderators will introduce a topic and facilitate the conversation. Stay at one roundtable discussion, or move between roundtables to touch on multiple topics. The choice is yours. Topics include:

Marriott Ballroom 7
Table 1 Museums for All: Accessibility for Everyone
Moderator: Brendan Cartwright, Association of Children’s Museums

Table 2 Securing a Seat at the Education Policymaking Table
Moderator: Jeri Robinson, Boston Children’s Museum

Table 3 Highs and Lows in Creating New Museums and Exhibits
Moderator: Patti Reiss, Mississippi Children’s Museum

Table 4 Fundraising for Your Personality: Does Style Really Matter?
Moderator: Kishshana Palmer, Stepping Stones Museum for Children

Table 5 Knowing Your Community: To Be More Interesting, Be More Interested
Moderator: Kristin Leigh, ¡Explora!
Marriott Ballroom 8

Table 6 Preparing For, Managing, and Enjoying Your Busiest Days
Myrna T. Llaguno, Miami Children’s Museum

Table 7 Museum Learning Networks
Adam Nye, Winchester Thurston School

Table 8 Transforming the Pop-Up from Trend to Best Practice
Alison Luk, KidsQuest Children’s Museum

Table 9 Meaningful Internships for College Students
Nida Saleem, The Children’s Museum of Indianapolis

Table 10 How to Network and Close a Deal
Moderator: Patrice Keet, Santa Cruz Children’s Museum of Discovery

Marriott Ballroom 9

Table 11 Sustaining an Effective Group Sales Program
Moderator: Jake Orand, Omaha Children’s Museum

Table 12 Outreach Idea Exchange
Moderator: Katie Rohleder, Discovery Place KIDS-Rockingham

Table 13 Factors That Hinder Inclusive Practices
Moderator: Ingrid Kanics, OTR/L, Kanics Inclusive Design Services and Torrie Dunlap, Kids Included Together

Table 14 Next Practices: Moving the Field Forward
Moderator: Michael Shanklin, Kidspace Children’s Museum

Table 15 Front Line Staff Training for Institutional Benefit and Career Advancement
Moderator: Leslie Bushara, Children’s Museum of Manhattan

Table 16 Let’s Put Our Minds Together About Brain Science
Moderator: Charlie Trautmann, Sciencenter

Marriott Ballroom 10

Table 17 Teacher Training on Next Generation Science Standards
Moderator: Traci Kallhoff, Exploration Place

Table 18 Peace of Mind: Exhibit Safety and Risk Management
Moderator: Greg Belew, Hands On! Inc.

Table 19 Trustee to Trustee
Moderator: David Edwards, Children’s Museum of Tacoma

Table 20 Children’s and Traditional Museums: Learning from One Another
Moderator: Sharon Shaffer, PhD, Early Learning in Museums, Inc.

Table 21 Creating Dynamic Spaces for Early Learning
Moderator: Marra Honeywell, Allen County Public Library and Pamela Martin-Diaz, Allen County Public Library

Table 22 Marketing Play
Moderator: Dave Judy, Kohl Children’s Museum of Greater Chicago

There is one table in Marriott Ballroom 7, 8, 9, and 10 reserved for pop-up discussions!
Museum CEO & Trustee Reception at The Manor

6:00 p.m.–7:00 p.m.
Pre-registration is required; tickets are $35. Participants should meet in the lobby of the Indianapolis Marriott Downtown at 5:30 p.m. Buses will depart promptly at 5:45 p.m. The Manor is on the same property as The Children’s Museum of Indianapolis and a short walk for those also attending POP Goes the Museum. For those not attending the evening event, buses will depart The Manor at 7:00 p.m.

The Children’s Museum of Indianapolis invites museum CEOs and trustees to experience The Manor, also known as the historic Schnull-Rauch House, located on the grounds of the museum. Built in 1904, this Victorian-era mansion is listed on the National Register of Historic Places. The home features an elegant ballroom, original stained glass windows, elaborate mantels, hand-carved woodwork, intricate inlaid hardwood floors, and period lighting. Meet and mingle with other museum leaders.

Evening Event: POP Goes the Museum

6:30 p.m.–9:30 p.m.
Pre-registration is required; tickets are $50. Beginning at 6:00 p.m., participants should meet in the lobby of the Indianapolis Marriott Downtown. Buses will depart starting at 6:10 p.m. Buses will loop between the hotel and the event site until 9:30 p.m.

The Children’s Museum of Indianapolis invites you to an evening of everything POP, from POP culture, POP music, POP art, and POP style, all mixed together with POPs of color and creativity. Explore more than 450,000 square feet and five floors of exhibits that will take you from visits to faraway lands and outer space, to being on the set with current television and animation shows, to scientific investigation beyond your wildest dreams. You will dine with dinosaurs, sip with science, party in Playscape, chill in China, and boogie with Bumblebee. Among the exhibits are a simulated Cretaceous dinosaur habitat with real fossilized dinosaurs, an authentic antique carousel, and a full-sized steam locomotive. No visit to Indianapolis is complete without saying you were part of the wonder at this incredible museum, especially on a night where every inch is here for YOU!
GET UP, GET OUT & GO PLAY!

Join the Worldwide Day of Play celebration this September!

Stop by booth #609 to learn more about Nickelodeon’s plans for Worldwide Day of Play 2015, Nick Jr. Beyond the Backpack and an exciting new STEM toolkit for educators featuring Blaze and the Monster Machines!

For a more in-depth discussion on partnering with Nickelodeon and a sneak peak at some new programming, join us on Friday, May 15 from 9:00am-10:15am in the Illinois room.
Closing Breakfast
7:30 a.m.–8:45 a.m.
Marriott Ballrooms 5–6
Some say there are never enough opportunities to network, so we’re providing this unstructured breakfast time to make new contacts or reconnect with your colleagues.

Concurrent Professional Development Sessions
9:00 a.m.–10:15 a.m.
The Community session stream is sponsored by Lee H. Skolnick Architecture + Design Partnership.
The Design session stream is sponsored by Roto.
The Learning session stream is sponsored by Paul Orselli Workshop (POW!).

Mistakes Were Made
Marriott Ballroom 8
Firestarter: Resources squandered, stakeholders alienated, deadlines missed. Join this session in which we honestly admit our biggest blunders and what we learned from them. A crowd-sourced contest finds the biggest mistakes in the room and we award the Epic Failure Trophy of 2015. Sharing is the first step in learning!
Kathy Gustafson-Hilton, Hands On! Inc. (moderator)
Lara Litchfield-Kimber, Mid-Hudson Children’s Museum
Jeff Barnhart, Omaha Children's Museum
Putter Bert, KidsQuest Children's Museum

Maximizing Internal and External Resources to Create Immersive Cultural Experiences
Austin-Boston
Talk Show: In this talk-show style session, representatives from three children's museums will share the variety of resources they turned to in order to develop and implement new immersive cultural experiences (programs and exhibits). Ranging from staff professional development to partnering with universities and international experts, session attendees will learn more about the results that can be gained even when budgets are tight and staff experience with the featured culture is limited. What are potential challenges with engaging community members? How might program developers script and train staff on another culture without external resources? How does one engage international advisors?
Charity Counts, The Children's Museum of Indianapolis (moderator)
Craig Wetli, The Children's Museum of Indianapolis
Todd D. Norris, The Children's Museum of Indianapolis
Akemi Chayama, Boston Children's Museum
Sheileen Landrey, World Awareness Children's Museum

Jeopardy! The Volunteer Generation Game for 20, 40, 60, 80
Florida
Talk Show: Play a Jeopardy-inspired highly interactive game to fully understand the needs and backgrounds of the five generations of ethnically diverse volunteers in today’s world. Discover and appreciate that what a millennial wants is far removed from the desires and satisfaction of a traditional volunteer. Work with other participants to consider new ways in which you can approach your staff for opportunities for one-time, episodic, long-term and special event volunteers, whatever their age. No matter the size of your museum, or number of volunteers, you will learn how to adjust and adapt to meet today’s changing volunteer environment.
Deborah Kish, The Eiteljorg Museum
Debbie Young, The Children’s Museum of Indianapolis
From Anecdote to Fact: Telling Your Financial Story Without Apology
Marriott Ballroom 9

Workshop: Museums responding to Nonprofit Finance Fund’s (NFF) 2015 State of the Sector Survey reported that achieving long-term financial sustainability was their biggest challenge. In this session, we’ll unpack the story behind the numbers by delving into the environment facing museums and offering actionable financial tips. This session will provide data to support the compelling anecdotal stories that museum leaders share every day—data that can be used in case statements, grant proposals, and key conversations with board members and other stakeholders. NFF will also demonstrate how to use its free, online analyzer tool, and participants will leave with an understanding of how to create custom data slices by sector, geography, budget size, and more.

Rebekah Caton, Nonprofit Finance Fund

Interactions: Finding Fun on the Floor
Marriott Ballroom 7

World Café: In this World Café, our experts on the floor will share some of their favorite interactions and explain how those interactions came about. We all work with a variety of people on the museum floor. From our volunteers and paid staff, to facilitators and educators, keeping the interactions between those groups and our patrons fresh and upbeat can be a challenge. This session is a chance for us to share different techniques to keep our various staffs energized, creative, and motivated to create memorable experiences for our young guests on the floor.

Vito Gioia Jr., Kohl Children’s Museum of Greater Chicago
Erika Miller-Gray, Kohl Children’s Museum of Greater Chicago
Reid Bingham, New York Hall of Science
Josh Estes, The Children’s Museum of Indianapolis

Tech Wows! Tech Whys?
Marriott Ballroom 10

Panel and Media Club: Be you technophile or technophobe, see the latest applications of new media technology in education (and glimpse what’s coming around the corner). Technology can enhance experiential learning if it’s used thoughtfully. It can literally expand your world in terms of what you see, how you learn, and where you are in relation to other people, places, and phenomena. But is it a panacea, gaudy window-dressing, or something in-between when it comes to its use? Examine case studies from museums and other venues to see where the field of educational technology is going and reach your own conclusion.

Barbara Punt, Punt Consulting Group
Alisa Katz, Graduate Student
Samantha Ellwood, Children’s Museum of Pittsburgh
Thomas G. Quaranta, Children’s Museum of Manhattan
Jeffrey Insho, The Andy Warhol Museum
Lee H. Skolnick, FAIA, Lee H. Skolnick Architecture + Design Partnership
Eileen Smith, Institute for Stimulation & Training, University of Central Florida
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Outreach: We’ve Got the Whole World in Our Hands

Michigan

Panel: Many museums provide outreach that can spark a child’s imagination. How can museums ignite that spark for children and families beyond a 30-minute program? A panel of National Education Outreach Network (NEON) partner organizations will identify ways they are taking outreach to the next level and answer questions about novel ways in which outreach programs are collaborating and using evaluation to influence a child’s whole world, including families, teachers, after-school programs, school administration, district-level administration, private funders, and elected officials.

Erica Gilbert, COSI
Wendy Brenneman, Carnegie Science Center
Bethany Thomas, Children’s Discovery Museum
Laurel Zhang, Exploration Place

Early Learning with Nickelodeon

Illinois

Media Club: Join Nickelodeon for an overview of 2015 activations as well as a sneak peak at new Nick Jr. content—including a screening of Blaze and the Monster Machines! From kindergarten readiness resources like Beyond the Backpack, to the brand new STEM toolkit featuring Blaze and the Monster Machines, there are plenty of opportunities for museums to partner with Nickelodeon!

Andrew Machles, Nickelodeon
Melissa Rothman, Nickelodeon
Closing Plenary Session and ACM Great Friends to Kids Award Ceremony
10:30 a.m.–11:45 a.m.
Indiana Ballroom

This event has been made possible in part by the National Endowment for the Humanities: Celebrating 50 Years of Excellence.

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

Great Friends to Kids Award Introduction
William “Bro” Adams, PhD, Chairman, National Endowment for the Humanities

The ACM Great Friends to Kids Award was initiated in 1991 to honor individuals or institutions that have made a national and/or international impact in strengthening education and advancing the interests of children. This year, ACM presents three Great Friends to Kids Awards in celebration of the power of children. Three extraordinary children, Ruby Bridges, Anne Frank, and Ryan White, made a significant impact in the lives of others. In recognition of their inspirational work and their lasting legacies, the 2015 honorees are Ruby Bridges for her lifelong work to end racism and prejudice, help children achieve their hopes and dreams, and provide children with an equal opportunity to succeed. Bridges was first in the national news at age six in 1960 for being the first black student at a formerly all-white elementary school, an event that marked the beginning of desegregation in the U.S.; Yvonne Simons for her leadership of The Anne Frank Center USA in New York City where she furthers Anne Frank’s legacy to help end intolerance, discrimination, and build a world based on equal rights and mutual respect; and Jeanne White-Ginder for the work she and her son Ryan White, a hemophiliac, accomplished following his AIDS diagnosis at age 13. Ryan and his mother fought for his right to attend school and successfully moved Congress to pass the Comprehensive AIDS Resources Emergency Act, named in his honor. Since Ryan’s death in 1990, White-Ginder has remained a tireless HIV/AIDS activist.

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

A Conversation with Ruby Bridges, Yvonne Simons, and Jeanne White-Ginder
Jeffrey Patchen, PhD, President and CEO, The Children’s Museum of Indianapolis

Dr. Patchen will lead a discussion with the award recipients about their personal journeys and the important work they continue to do on behalf of Anne Frank, Ruby Bridges, and Ryan White.

While in Indianapolis, visit The Power of Children: Making a Difference at The Children’s Museum of Indianapolis. The exhibit features the stories of Anne Frank, Ruby Bridges, Ryan White, and fifty other youths who have made a difference through The Power of Children Awards. Your museum may host the exhibit through the National Endowment for the Humanities On the Road program. Visit www.nehontheroad.org for more information.

Invitation to InterActivity 2016: Collective Impact
Laura Huerta Migus, Executive Director, Association of Children’s Museums
Rhonda Kiest, President and CEO, Stepping Stones Museum for Children

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Post-Conference

National Living Laboratory® Workshop

12:00 p.m.–4:30 p.m.
Michigan-Texas

Pre-registration is required for this workshop; registration is $10 and includes lunch.

The National Living Laboratory® (NLL) initiative aims to educate the public about child development by immersing museum visitors in the process of scientific discovery through partnerships with local research institutions. Living Laboratory assists researchers and informal science educators in collaboration efforts that foster public awareness, engagement, and understanding of the scientific study of children's learning and development. By inviting museum visitors to participate in ongoing studies and one-on-one conversations with researchers, Living Laboratory offers the public direct access to science as it happens. Initially developed in the Discovery Center at the Museum of Science, Boston, the program receives support from the National Science Foundation under award #1113648.

Now operating in over twenty-five museums across the country, the Living Lab model has evolved to meet the programming needs, physical spaces, and visitation levels of children's museums and science centers large and small. In today's workshop, participants will learn how to initiate research partnerships in their own communities, see examples of Living Lab programming in a variety of museum settings, and try out hands-on research toy activities that can be utilized by museum educators, floor staff, interns, and volunteers to engage visitors with current topics in child development research.

Agenda

Introduction to Living Laboratory
Project History and Overview
Living Laboratory® Framework and Essential Elements

Case Studies: NLL in Action
Museum of Science, Boston
Madison Children's Museum
KidsQuest Children's Museum
Children's Museum of Richmond
Oregon Museum of Science and Industry
Maryland Science Center

Overview of Available Resources
National Living Lab Online Toolkit

Introduction to Research Toys
Research Toys and Interpretation Guides for Programming on the Exhibit Floor
Round Robin Research Toy Demonstrations
Resources for Developing Your Own Research Toys
Staff and Volunteer Research Toy Training

Presenters:
Kia Karlen, Madison Children's Museum
Heather Davis, Madison Children's Museum
Becki Kipling, Museum of Science, Boston
Marta Biarnes, Museum of Science, Boston
Katie Baur, National Living Laboratory
Stacey Prinzing, Maryland Science Center
Annie Douglass, Oregon Museum of Science and Industry
Alison Luk, KidsQuest Children's Museum
Liz Pearce, Children's Museum of Richmond
Connect with the Community: Become an ACM Member!

Serving members in the United States and countries across the globe, the Association of Children’s Museums (ACM) is an international nonprofit professional service organization representing and advocating for the children’s museum field.

Which membership level is right for you?

ACM offers a number of membership levels for both individuals and for organizations. Each level is tailored to provide benefits to meet your needs.

Annual Membership Dues

Open Museum Categories

*Dues are based on annual operating income*

- Level I (under $250k): $345
- Level 2 (under $500k): $695
- Level 3 (under $1 million): $925
- Level 4 (under $3 million): $1,270
- Level 5 (under $5 million): $1,500
- Level 6 (more than $5 million): $1,850

Special Museum Categories

- Emerging Children’s Museum: $345
- International Children’s Museum: $630
- Affiliate Museum: $925
- Sponsor Children’s Museum: $2,310

Individual Categories

- Professional at ACM Member Museum: $50
- Student: $60
- Professional at non-ACM Member Museum: $185
- Individual: $290

Organizational Categories

- Academic/Research Institution: $345
- Nonprofit Affiliate Organization: $525

Questions? Ask Maria Sulima, Membership Manager, at Maria.Sulima@ChildrensMuseums.org.

Annual Corporate Membership Dues

Corporate Categories

- Corporate Leader: $1,160
- Corporate Supporter: $735
- Self-Employed Consultant: $525

Questions? Ask Dana Weinstein, Development and Initiatives Manager, at Dana.Weinstein@ChildrensMuseums.org.
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See us at Booth 212
ACM InterActivity MarketPlace Exhibitor Listings

ACM MarketPlace
Marriott Ballrooms 1–6
7:30 a.m.—4:30 p.m.
Thursday, May 14

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

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*Exhibitors who are also sponsors are highlighted in green.*
Let’s Talk
Booth 307
InterActivity 2016

Mark Your Calendar for May 5–7, 2016

Something special is happening in Norwalk, CT. More than 100 individuals and organizations are working together as a community collective with the goal of enriching and improving the lives and futures of all Norwalk’s children, cradle to career. Stepping Stones Museum for Children is an anchor organization in this effort to create large-scale, lasting social change—and host of InterActivity 2016.

You won’t want to miss this conference where we will examine the roles children’s museums can play in driving community outcomes. To solve complex problems such as kindergarten readiness and the achievement gap, it takes a community-wide effort. Children’s museums are uniquely positioned to serve as community conveners, leaders, and contributors to help resolve these complex problems. They provide a neutral yet supportive space for an entire community to consider the issues that affect children and families. These practices and partnerships form the central theme of InterActivity 2016: collective impact.

Join ACM and Stepping Stones Museum for Children for a new kind of conference experience, one that gets attendees out into the local community as well as bringing the community into the conference. Programming will feature the museum’s collaborations like Norwalk ACTS—an integrated coalition of resources to improve children’s educational and social opportunities as well as their emotional and physical well-being—and other public/private partnership between museum educators, health professionals, public officials, community leaders, schools, and volunteers to promote healthy lifestyles.

Geoffrey Canada, known for his pioneering work helping children and families through the Harlem Children’s Zone and as thought leader and passionate advocate for education reform, will be honored at the conference with ACM’s 2016 Great Friend to Kids Award. The planning has only just started!

Be a Part of the Program

Collaborate with us by submitting a session proposal for InterActivity. How does your museum work with other community organizations to support the healthy development of children? How are you leveraging your assets to create a larger impact than is possible working independently? What are your measures of success? Share your practices with the field at InterActivity 2016.

We also welcome proposals demonstrating new and innovative approaches to the most foundational areas of operations such as early childhood learning, exhibit design, diversity and inclusion, fundraising, capacity building, and staffing, to name a few.

Session proposals are due July 31, 2015

Submitted proposals will be reviewed by the InterActivity 2016 Program Committee and evaluated according to the following criteria:

• The proposed session addresses the conference theme and conveys adaptable practices, tools, etc., for collective impact; or the proposed session provides innovative approaches to core children’s museum operations.

• The proposal learning objectives are realistic and achievable.

• The proposal outlines a clear picture of what attendees can expect during the session, including how they will participate.

• The presenters provide diverse perspectives on the topic, namely, presenters represent emerging or established museums of varying sizes and geographic location, as well as those from organizations outside the children’s museums field.

The session proposal form is available at www.ChildrensMuseums.org.
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AMAZINGLY IMMATURE

How immature is your city?

Immaturity and genius go hand-in-hand with the brand-new KLUTZ® Amazingly Immature exhibition! Visitors embrace their inner zany side and explore STEM and literacy embedded in “immature” behaviors.

- Bring the internationally recognized KLUTZ® brand to your museum
- Designed for a broad range of ages with content that transcends generations
- Compelling social media campaign engages visitors even after they leave the museum
- Easy-to-source merchandise generates additional income
- **Size:** Min. 1,500 sq. ft.
- **Fee:** $25,000 plus inbound shipping and consumables
- **Includes:** Programming, Marketing Materials, PR Plans, National Social Media Campaign

Can your city rise (or stoop) to the Immaturity Challenge?

Join the national tour and find out!

ssmallwood@cmhouston.org • 713.535.7236
Congratulations to the Award-Winning Museum of Natural Curiosity!

Planned, designed and produced by Roto, the Museum of Natural Curiosity exhibitions blend science, health, arts, history and culture in a unique interdisciplinary approach to family learning. Since opening in Spring 2014, the Museum has welcomed more than 600,000 visitors, easily surpassing first-year projections on their way to winning multiple community-nominated awards.