Association of Children’s Museums

PLAY the long game
InterActivity 2022 • May 16–18, 2022
Hosted by The Magic House, St. Louis Children’s Museum

Preliminary Program
#IA22
In the heart of the Pacific Northwest, Boss Display built one of its largest and most interactive play structures to date — a 50-feet-long climbing area at the Children’s Museum of Tacoma — that fully embraces the museum’s mission to honor children’s inquisitiveness and champion the art of play.
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Association of Children's Museums

The Association of Children’s Museums (ACM) champions children’s museums worldwide. With more than 470 members in 50 states and 16 countries, ACM is the world’s foremost professional society supporting and advocating on behalf of children’s museums, and those who work at and otherwise sustain them. We leverage the collective knowledge of children’s museums through convening, sharing, and dissemination.

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

The Magic House, St. Louis Children’s Museum

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

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

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

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

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

Learn more about The Magic House at www.magichouse.org.
ACM is grateful to the following individuals and organizations for their supporting role in this year’s conference.

InterActivity 2022 Major Sponsor
Bill and Sally Canfield

InterActivity 2022 Sponsors
Blue Rhino Design, Inc.
Haizlip Studio
Hands On! Studio
Imagination Playground, LLC
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POW! (Paul Orselli Workshop, Inc.)
Roto

Additional Support Provided by InterActivity 2022 Host
The Magic House, St. Louis Children’s Museum
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Mary Maher
ACM is holding a block of rooms at the St. Louis Union Station Hotel (Union Station) for InterActivity 2022. Registration, the ACM MarketPlace, and sessions will take place at Union Station, unless otherwise noted. The deadline to make reservations at the hotel is **Wednesday, April 20, 2022**.

There is so much to see and do at the hotel, you’ll want to make time to experience it all. Union Station is home to the St. Louis Aquarium (one of the many Museum Open House participants), The St. Louis Wheel, A-MAZE-ING Discoveries Mirror Maze, ropes course, carousel, mini golf, Fire and Light Show, and The Grand Hall Light Show. Learn more here.

**Hotel Reservations**
St. Louis Union Station Hotel  
1820 Market Street  
St. Louis, MO 63103  
314.231.1234 or 1.844.HI.CURIO (1.844.442.8746)

- Reservations deadline: **April 20, 2022**
- Group Name: Association of Children’s Museums
- Group Code: CMC
- Group Rate: $175 per night (single or double, May 15–20, 2022, plus applicable taxes)
- Phone Reservations: 314.231.1234 or 1.844.442.8746
- Online reservations

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

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

**Transportation To and From the Airport**
- Shuttle: The St. Louis Union Station Hotel does not offer a shuttle service.
- Taxis: Depending on the terminal you fly into, exit out of the following doors from the baggage claim area and follow the taxi cab signs to the taxi stands: Terminal 1, Exit 14 to Garage Yellow Level; and Terminal 2, Exit 12. Approximate taxi fare is $45-$50.
- Uber: Make reservations online at www.uber.com/sign-in/. Please note, depending on time of day and demand, pricing may change, but approximate fare is $35-$45. In Terminal 1, the pick-up location is Exit 6 on the ticketing level; and in Terminal 2, by Exit 15.
- Metro Rail Service: There is service between the airport and the Union Station stop (approximately a 10-minute walk to the hotel). The fare for the ride is $2.50 (cash) each way, or $4.00 for a two-hour pass. Find more information at www.metrostlouis.org/.

**Parking**
Onsite parking is available at the St. Louis Union Station Hotel. Rates are valid as of September 2021:

- Onsite self-park daily fee: $35
- Valet parking daily fee: $40

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**Hotel and Travel Information**

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**Conference Hotel**

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[Image 53x505 to 298x667]
EXPLORE ST. LOUIS

Meet us in St. Louis and discover the Gateway City! St. Louis is full of unique attractions, exceptional music, outstanding restaurants, cultural institutions, and enough stores and specialty shops to keep any shopper happy.

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

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

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

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

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

For more information, visit https://explorestlouis.com/
The Museum Open House Program provides InterActivity 2022 attendees with the opportunity to explore many cultural institutions in St. Louis. The institutions listed below are generously offering free admission from May 15 through May 20, 2022. Simply present your InterActivity 2022 conference badge or registration confirmation. Many museums are closed on Mondays or need timed reservations; please call ahead to confirm hours and requirements.

**The Magic House, St. Louis Children’s Museum**
314.822.8900  
[www.magichouse.org](http://www.magichouse.org)

**The Magic House, MADE for Kids**
314.328.0561  
[www.magichouse.org/MADE](http://www.magichouse.org/MADE)

**Contemporary Art Museum St. Louis**
314.535.4660  
[www.camstl.org](http://www.camstl.org)
Admission always free

**Economy Museum at the St. Louis Fed**
314.444.7309  
[www.stlouisfed.org/inside-the-economy-museum](http://www.stlouisfed.org/inside-the-economy-museum)
Admission always free

**Missouri History Museum**
314.746.4599  
[www.mohistory.org](http://www.mohistory.org)
Admission always free

**Museum at the Gateway Arch**
314.655.1600  
[www.gatewayarch.org](http://www.gatewayarch.org)
Admission always free

**Saint Louis Art Museum**
314.721.0072  
[www.slam.org](http://www.slam.org)
General admission always free; admission to main exhibitions free on Fridays only

**Saint Louis Science Center**
314.289.4400  
[www.slsc.org](http://www.slsc.org)
General admission always free

**Saint Louis Zoo**
314.781.0900  
[www.stlzoo.org](http://www.stlzoo.org)
Admission to the zoo is always free

**St. Louis Aquarium at Union Station**
314.923.3900  
[www.stlouisaquarium.com](http://www.stlouisaquarium.com)

**The Sophia M. Sachs Butterfly House**
314.577.0888  
[www.butterflyhouse.org](http://www.butterflyhouse.org)
Plan
Design
Build

Museum Start-Up Planning
Exhibit Development & Evaluation
Full-Service Exhibit Design

Theming & Environmental Design
Interactive Engineering & Prototyping
Fabrication & Turnkey Installation

roto.com
The following schedule is subject to change.
Optional ticketed events are indicated by an asterisk (*).

**Monday, May 16**
1:00 p.m.–3:45 p.m. Study Tour A. The Magic House: Building Exhibits and Facilities That Last*
1:00 p.m.–5:00 p.m. Emerging Museums Track*
2:00 p.m.– 4:00 p.m. Study Tour B. St. Louis Aquarium at Union Station*
5:00 p.m.–7:00 p.m. Opening Reception in the ACM MarketPlace
5:00 p.m.–7:00 p.m. Freeman Foundation Asian Cultural Exhibit Series Modular Prototypes
5:15 p.m.–6:00 p.m. New Attendee Orientation

**Tuesday, May 17**
7:30 a.m.–4:00 p.m. ACM MarketPlace
7:30 a.m.–4:00 p.m. Freeman Foundation Asian Cultural Exhibit Series Modular Prototypes
7:30 a.m.–8:45 a.m. Professional Networking Breakfast in the ACM MarketPlace
7:30 a.m.–8:45 a.m. Emerging Museums Track* continued
9:00 a.m.–10:30 a.m. Plenary Session: Maxine Clark
10:30 a.m.–12:45 p.m. Study Tour C. The Magic House, MADE for Kids: Expanding Your Reach*
10:45 a.m.–12:00 p.m. Concurrent Professional Development Sessions
12:00 p.m.–2:00 p.m. Lunch in the ACM MarketPlace
12:30 p.m.–1:45 p.m. Emerging Museums Track* continued
1:00 p.m.–3:15 p.m. Study Tour D. History Clubhouse at Missouri History Museum*
2:00 p.m.–3:15 p.m. Concurrent Professional Development Sessions
3:15 p.m.–3:45 p.m. Coffee Break in the ACM MarketPlace
3:45 p.m.–5:00 p.m. Concurrent Professional Development Sessions
6:30 p.m.–9:30 p.m. Evening Event: Come Play at Our House! An Evening at The Magic House, St. Louis Children’s Museum*

**Wednesday, May 18**
7:30 a.m.–8:45 a.m. Continental Breakfast
7:30 a.m.–8:45 a.m. Peer-to-Peer Roundtable Discussions
9:00 a.m.–10:15 a.m. Plenary Session and ACM 2022 Great Friend to Kids Award Ceremony: PBS Kids
10:30 am.–11:45 a.m. Concurrent Professional Development Sessions
11:45 a.m.–12:45 p.m. Lunch on Your Own
12:00 p.m.–5:00 p.m. Museum CEO and Executive Directors Retreat, Day 1*
12:45 p.m.–2:00 p.m. Concurrent Professional Development Sessions
2:15 p.m.–3:30 p.m. Concurrent Professional Development Sessions

**Thursday, May 19**
8:30 a.m.–3:00 p.m. Museum CEO and Executive Directors Retreat, Day 2*
For more information, visit Booth #34 or contact:
Sarah Myers, Director of Traveling Exhibits,
sarahm@childrensmuseum.org
childrensmuseum.org/about/traveling-exhibits
Monday, May 16

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

**Emerging Museums Track**

*Sponsored by Imagination Playground, LLC*

1:00 p.m.–5:00 p.m.

Pre-registration is required; Member registration, $235, Nonmembers, $335. This event is limited to emerging museums and individuals starting a children’s museum. The track begins on Monday and continues on Tuesday. Registration fee includes breakfast and lunch on Tuesday, and handout materials.

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

### Day 1, Monday, May 16

1:00 p.m.–1:15 p.m.

**Welcome**

1:15 p.m.–2:15 p.m.

**Attendee Introductions and Networking**

2:15 p.m.–2:30 p.m.

**Break**

2:30 p.m.–3:45 p.m.

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

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

*Sharon Vegh Williams, PhD, North Country Children’s Museum*

*Futhi Mbongwe, Play Africa*

3:45 p.m.–5:00 p.m.

**Keeping Education as the Foundation of Exhibit Design and Guest Interactions**

Don’t get caught in the perception that your building is an indoor playground! In this session you’ll learn how to put on your ‘Educator Eyes’ to see how children are learning in the children’s museum environment and through dynamic guest interactions. We will dive into the how, what, and whys of education in a non-traditional setting. You’ll take home a toolbox filled with the building blocks to create an exciting and inspiring environment that teaches your guests…without them even knowing!

*Beth Housewert, Golisano Children’s Museum of Naples*

*Adrienne Testa, Sciencenter*

### Day 2, Tuesday, May 17

7:30 a.m.–8:45 a.m.

**Creative Evaluation Methods for Emerging Museums**

Learn about different evaluation methods for programming, exhibits, signage, and other forms of public engagement through this interactive session. As a mobile museum for the past eleven years, Bronx Children’s Museum has conducted extensive outreach and evaluation of its offerings. The museum has leveraged evaluation to influence and support the development of its new building and to get to know its community’s needs. Find out how to create and assess measurable outcomes through focus groups, surveys, visual voting, and feedback boards.

*Nicole Wallace, Bronx Children’s Museum*

12:30 p.m.–1:45 p.m.

**Being an Empowered Client: Running a Successful Museum Project “101”**

At the beginning of the journey, your emerging museum team is already thinking about the long game: opening the museum! But what is over the design and construction horizon? As you create exhibits, renovate a space, or perhaps build a building of your own, the learning curve is steep. This session will help you consider how long this process takes, who you will need at the table, and how you will keep your vision and values at the forefront as the work gets underway. Come away with strategies to help you get the most from the many hours and dollars you spend on planning, design, and construction.

*Alissa Rupp, FAIA, LEED AP BD+C, Frame | Integrative Design Strategies, and Seattle Children’s Museum*

*Jill Randerson, Jill Randerson Exhibit Management*

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

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

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

B. St. Louis Aquarium at Union Station
2:00 p.m.–4:00 p.m.
Pre-registration is required; tickets are $35.

The St. Louis Aquarium at Union Station is one of the most interactive aquariums in the nation. Technology can be an additive to a visit, but it takes work to make it educational as well. Study tour attendees will experience five areas where technology enhances the experience and helps groups to connect with each other. They will learn about the thought process behind creating the technology and linking it to achieving educational goals. Areas include a historic train ride experience, animated otter talk, shark dive conversation, and RFID scavenger hunt. In addition, a special focus will be placed on the goal of providing an excellent experience to guests who process sensory inputs differently, including a calming corner, sensory bags, and team training. Finally, attendees will visit the KidZone, a role-playing area where the youngest guests can explore various careers related to aquatic animal care and environmental stewardship.
InterActivity 2022 Officially Starts

New Attendee Orientation
5:15 p.m.–6:00 p.m.
If you are attending InterActivity for the first time, or it’s been a few years, join ACM for an orientation to learn how to get the most from the conference, meet members of ACM staff, board, and the InterActivity 2022 Program Committee, as well as network with other newcomers.

Opening Reception in the ACM MarketPlace

Drink tickets sponsored by Haizlip Studio
5:00 p.m.–7:00 p.m.
Let’s kick off InterActivity 2022 by meeting ACM’s new Executive Director and toast being back in-person! During the reception, you can catch up with your colleagues and roam the aisles to find exhibitors that have sponsored free drink tickets and meet the amazing group of exhibitors who are excited to connect with you. The ACM MarketPlace offers a world of inspiring ideas, creative products, and ready-to-rent exhibits, so stopping by is a must!

Freeman Foundation Asian Culture Exhibit Series Modular Prototypes

Monday, May 16, 5:00 p.m.–7:00 p.m.
Tuesday, May 17, 7:30 a.m.–4:00 p.m.
See the latest iteration of the Freeman Foundation Asian Culture Exhibit Series on display at InterActivity, with prototypes for five new cultural exhibits about Far East Asia. These exhibits are tailored for museums with limited space, many of which were not able to host the previous iterations of traveling exhibits. The exhibits are modular, fitting in 500 non-contiguous square feet. They can be installed by one to two people, with limited maintenance required. Each exhibit encompasses a different thematic area:

Celebrations
Looks at New Year celebrations in South Korea, China, and Vietnam. There are fireworks, lanterns, lotuses, and kites, as well as drums, dancing, and storytelling activities.

Home/Life
Examines the insides and outsides of homes in Japan, China, and the Hmong. There is cooking and gardens with homes that are representative of themselves, though not the cultures at large.

Food
Centers the role of rice with a Kawai aesthetic. Activities include mochi making, rice planting, rice stalk building and braiding, a bento box puzzle with super-sized sushi, and more.

Music
Encouraging movement and performance, this exhibit focuses on percussion in Chinese, Japanese, and Korean (K-pop!) cultures. The drums are based on original samples, but made with durable materials.

Play
Pop-up book structures around China, Japan, and South Korea showcase different types of play—role-play, narrative, symbolic, and constructive. A panda preserve, cherry blossom picnic, and Jeju mermaids immersion anchor the exhibit.

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

- Blick Art Materials
- Boss Display Corporation
- BrownKnows Design, LLC
- The Children’s Museum of Indianapolis
- Children’s Museum of Pittsburgh
- Haizlip Studio
- KidZibits, Inc.
- Kinetronix, LLC.
- Kubik Maltbie, Inc.
- Minnesota Children’s Museum
- Playlearn
- Prismatic
- Roto
- StoryHabitat / Brad Larson Media
- Veeart
- Working Studio, Inc.
Creating unforgettable children's experiences and spaces

Conceptualize
Develop
Design
Deliver

Children's Museums
Science Centers
Heritage Museums
Cultural Centers
Community Spaces

IMMERSIVE

DIVERSE

ENGAGING

ACCESSIBLE

info@bluerhinodesign.com / www.bluerhinodesign.com
Tuesday, May 17

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

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

Professional Networking Breakfast in the ACM MarketPlace
7:30 a.m.–8:45 a.m.
Network with peers over breakfast in the ACM MarketPlace. Tables will be organized by professional job functions and special interest groups, including:
- Administration
- Communications
- Development
- Finance
- Education
- Exhibits
- Human Resources
- International Attendees
- Libraries
- Marketing
- Membership
- Museum CEOs and Executive Directors
- Museums for All
- Research and Evaluation
- Trustees
- Visitor Experience/Services

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

Plenary Session
9:00 a.m.–10:30 a.m.

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

Maxine Clark is the founder and former chief executive of Build-A-Bear Workshop®, a teddy bear-themed retail experience. Maxine credits her teachers as the foundation for success and left her company to focus on creating more access to learning opportunities for underserved children. Her first new product, Blueprint4.com, is a free and simple mobile app designed to help all families search for the best activities, pre-college programs, and career options for their children. In addition to her many accolades in the retail industry, Maxine’s achievements in education include service on the national boards of Teach for America, Parents as Teachers, and PBS.
C. The Magic House, MADE for Kids: Expanding Your Reach
10:30 a.m.–12:45 p.m.
Pre-registration is required; tickets are $35. Transportation is included.

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

The Magic House, MADE for Kids study tour includes exploration of the 7,000-square-foot facility. During the tour, staff will share how the facility came to be and what they have learned during the first years of operation, including adaptations to the COVID-19 pandemic, offering a perfect guide for other museums considering a satellite location. Following the tour, attendees will enjoy an open conversation with representatives from St. Louis Public Schools, the urban school district for the City of St. Louis.

Whether your museum is considering a satellite location, a STEAM experience at or outside of your facility, or a school partnership, this study tour is sure to inspire you as well as share practical ideas for expanding your reach.
InterActivity 2022 includes six blocks of Concurrent Professional Development Sessions which feature eight thematic streams. Use the stream icons to identify sessions of interest and create your own learning experience at the conference.

**Biz Ops**
Business Operations. Content areas cover development, marketing, membership, planning, communications, finance, and administration.

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

**DEAI**
Diversity, Equity, Access, and Inclusion (DEAI). Content areas cover both inward and outward focused efforts to advance equity and inclusion.

**Leadership**
Content areas cover topics of interest to museum CEOs and aspiring CEOs, such as innovation and inspiring change, board- and governance-related issues, and leadership development.

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

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

**People**
Content areas cover organizational culture, professional development, staffing, and self-care.

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

10:45 a.m.–12:00 p.m.

Planning for the Long Game: The Fundamentals of Strategic Planning
Empower your museum to take control of its destiny with a strong and usable strategic plan. Join us for a discussion with Eriko Clevenger Pope, CEO and Founder of Katalyst STL, as she delves into the value of an effective strategic plan and the key steps in creating one. Next, The Magic House’s strategic planning committee lead will provide an overview of the museum’s process and experience, drawing from his perspective on the museum’s Board of Directors. Attendees will learn tips, tricks, and recommendations for strategic planning as it relates to the children’s museum field and will leave the session with a plan for creating and implementing their own roadmap for the future.

Beth Fitzgerald, The Magic House, St. Louis
Eriko Clevenger Pope, Katalyst STL
Alex Lee, The Magic House, St. Louis Children’s Museum

InterPLAY Project – What Supports Playful STEM Exhibit Engagement?
ACM has partnered with the Oregon State University STEM Research Center to explore how young learners engage with STEM (Science, Technology, Engineering, and Math) exhibits in children’s museums and science centers. In this session, the interPLAY project team will discuss the results of a literature review, focus groups, and site observations at ten children’s museums and science centers across the US. A draft framework summarizing these results will kick off the discussion. This framework will identify key characteristics of playful STEM exhibits and identify facilitators of playful STEM engagement. To conclude, the project team will collect feedback from session participants on the key aspects of the framework and facilitate discussion of how the framework may be used in their museums.

Jennifer Rehkamp, Association of Children’s Museums
Kelly Hoke, Oregon State University STEM Research Center

Curating Cultural Empathy
Children’s museums have the opportunity—and perhaps obligation—to present and introduce multiple cultures to their audience. It is imperative to show the similarities and differences between cultures in ways that celebrate the diversity and unity of our local communities. The Magic House has devoted a space in their museum specifically to introducing world cultures to children and their families through immersive exhibits with hands-on activities that feature both timeless traditions and progressive advancements of countries such as China, Kenya, India, and Argentina. The Freeman Foundation, through ACM, is creating a series of exhibits about East Asian cultures designed for small museums that might not otherwise have the capacity to create or host exhibits. This session will discuss the process of creating cultural exhibits respectfully and empathetically, and provide examples for other museums to follow.

Brendan Cartwright, Association of Children’s Museums (moderator)
Leda Riley, The Magic House, St. Louis Children’s Museum
Catherine Ndegwa, The Magic House, St. Louis Children’s Museum
Stephen Wisniewski, Independent Consultant (formerly Flint Children’s Museum)
Andrea Kim Neighbors, Smithsonian Asian Pacific American Center

Executive Directorship – The Early Years
Many new museum CEOs make the leap from museum staff member or positions in other fields. The first two to three years can be a huge moment for both a new CEO and their organization’s future—it’s a uniquely challenging and rewarding time in your career, and everyone is watching. This session will feature a “fishbowl” conversation format, with a small inner group for discussion, and larger outer group for listening. To start the session, voices with tried-and-true experience and those new to the CEO role will launch the discussion by sharing lessons learned and great ideas. Attendees will add their own questions and lessons by “diving into the fishbowl.”

Deborah Gilpin, Madison Children’s Museum (moderator)
Dené Mosier, Kansas Children’s Discovery Center
Sarah Cole, Glazer Children’s Museum
Linnea DiBerardino, Children’s Museum of Findlay
Jessica Aronoff, Cayton Children’s Museum
IMLS Grant Programs, National Initiatives, and Commitment to Children
This session will provide a brief introduction to the Institute of Museum and Library Services’ (IMLS) grant programs available to children’s museums, and introduce IMLS national initiatives that focus on children and youth. 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
Jane Bard, Children’s Museum of New Hampshire
Susan Garrard, Mississippi Children’s Museum

Museums and Communities Working to Build Back Better
What do affordable housing, environmental justice, climate resilience, improved public transit, and accessible public parks have in common? They are all the responsibility of your local or regional planner. To build a healthy, sustainable future, planners need input from residents of all ages, including children. That’s where you come in! Hear about museum-planner collaborations that shape climate resiliency plans, foster pro-social behavior in public spaces, inform downtown revitalization plans, and more. Then explore ways to incorporate local planning issues into your upcoming exhibits and programs and to foster new partnerships to shape a sustainable future for children in your community.

Betsy Loring, exploring exhibits & engagement
Julia Bland, Louisiana Children’s Museum
Joseph Cox, Museum of Discovery and Science
Brad Larson, Brad Larson Media, Inc.

Being Mentally Fit, Creative, Nimble, and Focused
Studies show that only 20 percent of individuals and teams achieve their full potential. Discover how you can beat the odds, consistently remaining energized and focused. This custom workshop on Mental Fitness explores the science of resilience and success, breaking down the most significant barrier to success: our thoughts. Discover how we self-sabotage (via stress reactions) with a presentation, followed by an individual challenge and group activities. The focus is interaction, connection, and deep realizations of how we hurt our own success. Learn ways to lower stress, become more mentally fit every day, and reach your potential. This session will be repeated tomorrow at 2:15 p.m.

Barbara Leggett, Leggett Consulting/Happiness Center of WNY

Research-Based Strategies for Cultivating Imagination in Family Learning Experiences
Imagination holds a special place in the children’s museum field, with nearly universal acknowledgement of the important role imagination plays in early learning. Alongside its close cousins—play, creativity, and empathy—imagination is an essential aspect of our experience designs. But what is imagination anyway? And what design strategies can both engage and strengthen families’ imaginative capacities? This session introduces attendees to research-based tools for reflecting on imagination and learning, and strategies for cultivating imaginative experiences. Small group activities and discussions will connect cross-disciplinary research on imagination to attendees’ practice, critically examining opportunities to position imagination more purposefully within their work.

Rachel Fyler, Museum of Science, Boston
Sarah May, Museum of Science, Boston
Lauren Taylor, The Regnier Family Wonderscope Children’s Museum of Kansas City
Dale McCreedy, Discovery Center at Murfree Spring

Lunch in the ACM MarketPlace
12:00 p.m.-2:00 p.m.
Enjoy lunch in the ACM MarketPlace, and then take your time to explore the exhibit booths. The next sessions don’t start until 2:00 p.m.
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

2:00 p.m.–3:15 p.m.

Strategies for Evaluating Revenue Centers
Outreach programs, museum stores, birthday parties, and adult nights may be familiar revenue streams. But how do you evaluate these and other business centers for sustainability? Using three different tools, this session will dissect some familiar revenue centers and show how to apply these techniques at your own institution. These tools will provide you with a deeper understanding of existing revenue streams and help you assess future ideas for generating sustainable revenue and impact. The session will conclude with strategies and food for thought when communicating about revenue centers with stakeholders.

Erik Smith, Scott Family Amazeum
Blake Wigdahl, Process Curiosity
Chip Lindsey, Discovery Lab
Samuel Dean, Scott Family Amazeum

What’s the Big IDEA behind Universal Design?
What is Universal Design, what can it do for your museum, how can you get started? In this session, a national expert from the Center for Inclusive Design and Environmental Access (IDEA) will describe leading two children’s museums through a Universal Design (UD)-focused process. Members of these project teams will share real examples of how that process informed their designs to achieve trauma-informed, socially inclusive spaces and how it helped them integrate UD thinking into all aspects of their organizations. By looking at UD as a key strategy to “Play the Long Game,” this session will demonstrate a mission-centered, sustainable approach to museum design.

Greg Belew, Hands On! Studio
Krista Macy, University at Buffalo
Anne Fullenkamp, Children’s Museum of Pittsburgh
Donna Migliaccio, Utica Children’s Museum

STUDY TOUR

History Clubhouse at Missouri History Center
1:00 p.m.–3:15 p.m.
Pre-registration is required; tickets are $35.

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

The study tour will kick off with a chance to explore the History Clubhouse where attendees can step back in time and steer a steamboat on the Mississippi River, fish in the ancient city of Cahokia, and sell food at the 1904 World’s Fair International Café. Next, attendees will gather for a deep dive into the methods the museum used to engage the community in every step of the development process. The museum’s content lead, exhibit designer, preparator, and museum educators will facilitate conversation, candidly discussing the costs associated and the challenges of letting the community steer development, as well as updates that have been made to the space.
Current Governance and Board Trends
Boards of Directors. We all have them. What are the latest issues that CEOs need to be mindful of in working with their boards? Hear from an expert in nonprofit governance and board relations, and then participate in a discussion with your peers about your questions and the issues you are facing.

Presenters to be announced

How to Design Successful Hands-On Activities for At-Home Learners
The last two years have given museums ample opportunities to refine materials for at-home learners. Funded by IMLS, howtosmile.org gathered a consortium of museums through the NISE Network to document and share this knowledge with educators. The result is the newly established At-Home Activities Framework, with a curated collection of high-quality and fun activities for learners at home. Led by the Children’s Creativity Museum, and including other prominent children’s museums, this group infused the framework with values from the children’s museum community. This session will reflect on the framework. Attendees will find connections with their current at-home offerings and identify potential areas for improvement.

Darrell Porcello, PhD, Children’s Creativity Museum (moderator)
Tara Henderson, Explora
Brindha Muniappan, PhD, Discovery Museum
Evan Cooper, Marbles Kids Museum
Samantha Stephenson, Children’s Science Center

Simple Interactions: Growing Positive Relational Practices within Museums, Part One
It is sometimes difficult to imagine the power of a single, small, ordinary moment, yet such moments are the most essential building blocks of healthy development for children, youth, families, and members of an organization. Finding meaningful ways to understand, appreciate, and promote such moments can have long-lasting impacts for both visitors and organizational culture. Part One of this two-part session will explore the power we have to build connections and strengthen relationships around us every day. Attendees will discuss research, share a case study, and reflect on videos that affirm the importance of human interactions in informal learning institutions.

Katie Todd, Children’s Museum of Pittsburgh (moderator)
Annie White, PhD, Fred Rogers Center
Dana Winters, PhD, Fred Rogers Center
Rebecca Grabman, Children’s Museum of Pittsburgh

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

Beth Fitzgerald, The Magic House, St. Louis Children’s Museum (moderator)
Kelvin Adams, PhD, Saint Louis Public School District
Paula Knight, PhD, Jennings School District
Sharonica Hardin-Bartley, PhD, University City School District
Mistakes Were Made Returns!
As museum professionals, we don’t usually admit our mistakes. It’s understandable—we answer to supervisors, boards of directors, government institutions, funders, clients, and to the public. But sharing our mistakes is the first step in learning from them. Join us as we come together to create a playful environment that allows for admission of failure, encourages reflection, and celebrates professional growth. A crowd-sourced contest awards the Epic Failure Trophy of 2022 to the person in the room with the biggest mistake.

Kathy Gustafson-Hilton, Hands On! Studio
Lara Litchfield-Kimber, Montshire Museum of Science
Chad Gehring, Thanksgiving Point
Amparo Leyman Pino, Yellow Cow Consulting

Adapting Evaluation Tools to Meet Your Changing Needs
With constant changes in our communities, audiences, and organizations, we must ensure our evaluation approaches are equally responsive. Using an evaluation tool developed by others can provide a solid starting point, but how can your museum adapt it to measure all you want to know? Learn how to find existing evaluation tools and effective practices for adapting them to your specific use. Explore strategies for engaging community in the process of tool adaptation. Discover tips for piloting and finalizing adapted tools. During the session, attendees will practice their evaluation approach with step-by-step guides and resources.

Kimberly McKenney, Greentrike
Jessica Sprague-Jones, PhD, University of Kansas
Yve Susskind, PhD, Praxis Associates
Casandra Firman, Families and Communities Rising

Coffee Break in the ACM MarketPlace
Sponsored by POW! (Paul Orselli Workshop, Inc.)
3:15 p.m.–3:45 p.m.
Need a mid-afternoon pick-me-up? Enjoy a coffee break in the exhibit hall. Last chance to visit with exhibitors and find the products and services your museum needs.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS
3:45 p.m.–5:00 p.m.

Love for the Long Game: Development Speed Dating
Need help with your Donor Long Game? Then make a date to join us for a thought sharing forum for both long-time development professionals and those just starting off in the world of development. Meet experts who will share their insight, as well as encourage participants to share their tips on the subjects of Individual Giving, Corporate Sponsorships, Foundation/Government Grants, and Fundraising Events. Join the conversation as we quickly cover a variety of topics sure to provide you with real-world, useful ideas.

Hilary Van Alsburg, Children’s Museum Tucson | Oro Valley (moderator)
Vicki Peckron, The Magic House, St. Louis Children’s Museum
Jennie Griek, Greentrike
Michael Shanklin, kidSTREAM
Amy Burt, Children’s Museum of Denver at Marsico Campus

Problems with a Purpose: Evoking Empathy to Support STEM Learning
Social and emotional skills such as empathy and perspective-taking are an important part of STEM learning. However, they are often neglected in STEM education, particularly in technical fields such as engineering. This session will share findings and resources from three projects that placed empathy at the center of STEM education. Learn about different facets of empathy, how they can be evoked in children of different ages, and design practices for prioritizing empathy in developing activities, exhibits, and programs. Concrete examples and resources will illustrate how imagining other points of view can make museum activities more inclusive and engaging.

Suzy Letourneau, PhD, New York Hall of Science (moderator)
Dorothy Bennett, New York Hall of Science
Melissa Higgins, Boston Children’s Museum
Mindy Porter, Scott Family Amazeum
Prinda Wanakule, The Tech Interactive
Active Listening, Creating Safe Spaces, and Equitable Experiences
In a time when race relations are tense, minorities are not feeling supported and valued, and lives are being lost, how are we ensuring that our children and their families’ voices are heard? Are we prepared and equipped to hear their concerns, needs, or questions and aid them in receiving the support and healing they are searching for? Are you able to create spaces and experiences that are equitable for all? In this session we will discuss effective practices for being active listeners and how to work with the community to pull all resources together to ensure that everyone feels seen, heard, and supported.

Monique Ealey, Mississippi Children’s Museum
Additional speakers to be announced

Leadership, Creativity, and Inspiring Change
More than ever before, it’s important that leaders approach major changes with creativity in order to inspire others to follow along. An expert from IDEO U will share their thoughts on how to maximize your potential as a leader and an inspirer, and get the most from your staff.

Presenter to be announced

Simple Interactions: Growing Positive Relational Practices within Museums, Part Two
Based on developmental science and on-the-ground experiences, we know that human relationships are the foundation for child and youth development, healthy families, and strong organizations. The basic building blocks of such relationships are the interactions we have with one another every day. Part Two of this two-part session will build on what professionals already do well to strengthen human interactions in their own practice. The session will share short videos from museums and weave together four basic building blocks of the human relationship—connection, reciprocity, inclusion, and opportunity to grow—to make organization-wide impacts.

Katie Todd, Children’s Museum of Pittsburgh (moderator)
Annie White, PhD, Fred Rogers Center
Dana Winters, PhD, Fred Rogers Center
Rebecca Grabman, Children’s Museum of Pittsburgh

Wonder, Curiosity & Connection: Meaningful Learning Experiences with Objects-Based Programming
Objects can tell stories, inspire creativity, foster curiosity, and help make abstract ideas more concrete. When used as the core of a museum program, real objects are powerful tools for family learning, encouraging intense interests, and building a generation of lifelong learners. Interacting with authentic items, artifacts, and natural history specimens offers visitors unique and valuable learning opportunities. This hands-on session will explore programming approaches that utilize objects to create accessible, impactful, and memorable visitor experiences while demonstrating how museums, collecting and non-collecting alike, can make them happen.

Vanessa Eastmure, London Children’s Museum
Jamie Fenton, London Children’s Museum
Lindsay Genshaft, Denver Art Museum

Co-Curating, Co-Creating: Developing Sustaining Relationships through an Advisory Council
This session will provide a framework for facilitation of community-based research to develop programs and materials that respond directly to audience needs through a loop of input, feedback, and evaluation. In Spring 2021 the Brooklyn Children’s Museum employed this approach in its pilot “Museum-On-The-Go for Pre-K.” The program was developed in partnership with local pre-kindergarten teacher-advisors who guided the creation of thematically curated cases of collection objects and curriculum. The cultivation of community-based research practices provided a timely opportunity for connection and reflective practice, informing project design and the museum’s plans for sustained community engagement. Participants will workshop strategies for community-based research adapted specifically to their institutions and local communities.

Kristin Scarola, Independent Consultant
Kate Mirand Calleri, Brooklyn Children’s Museum
Laura Kujo, Independent Arts Consultant
Understanding Community Needs: Conducting Needs Assessments for your Museum

Many public health organizations utilize needs assessments to gather data from the community to inform decisions made that year. Why don’t children’s museums use the same process? Needs assessments allow for an open dialogue between visitors and staff, and challenge assumptions we may have about what programs/exhibits our community really needs. This session will include information on how to conduct your very own needs assessment, how to analyze that data, and how to implement action steps generated in our own museum.

Vanessa Rivero, Kidzu Children’s Museum
Melanie Hatz Levinson, Kidzu Children’s Museum
Jessica Amsbary, STEM Innovation for Inclusion in Early Education (STEMIE)

EVENING EVENT

Come Play at Our House! An Evening at The Magic House, St. Louis Children’s Museum
6:30 p.m.–9:30 p.m.
Pre-registration is required: tickets are $50. Transportation is included.

Play the night away at The Magic House! Kick off the evening and your shoes with a walk on Sandcastle Beach, an outdoor play space that features 75 tons of sand, then make your way inside to explore over 55,000 square feet of exhibits. Explore native Alaskan traditions in our newest exhibit, Molly of Denali, sit at the president’s desk in the Star-Spangled Center, ride in a Safari vehicle through the wildlife reserve in Kenya’s Kids, discover early-childhood STEAM learning in Wonder Works, conduct an experiment in our Science Lab and make your hair stand on end at the Electrostatic Generator. Plus, enjoy dinner and drinks inspired by local favorites! Don’t forget to represent your hometown by wearing your museum t-shirt to the party.
Wednesday, May 18
Today, all programming will be held at St. Louis Union Station Hotel.

**Continental Breakfast**
7:30 a.m.–8:45 a.m.
There are never enough opportunities to connect with old friends and make new ones. Use this unstructured time for networking.

**Peer-to-Peer Roundtable Discussions**
7:30 a.m.–8:45 a.m.
Connect with colleagues on topics not addressed in the concurrent professional development sessions. Table moderators will introduce a topic and facilitate a conversation. Stay at one roundtable discussion or move between tables to touch on multiple topics.

Interested in moderating a roundtable discussion? Send an email of interest and a topic title to Victoria.Garvin@ChildrensMuseums.org by February 1, 2022.

**Preview of Topics**

- **Accessibility through Virtual Programs**  
  **Moderator:** Vanessa King, *Children’s Museum Tucson | Oro Valley*

- **Time Flies But You’re the Pilot: Sharing Strategies for a Work/Life Balance**  
  **Moderator:** Barbara Punt, *Punt Consulting Group*

**Plenary Session and Great Friend to Kids Award Ceremony**
9:00 a.m.–10:15 a.m.

ACM will present its 2022 Great Friend to Kids Award to PBS KIDS. The award is presented annually at InterActivity and honors those organizations and individuals who have made significant contributions to strengthen education and advance the interests of children. ACM selected PBS KIDS for its outstanding impact on the lives of children, building knowledge, critical thinking, imagination, and curiosity. By involving parents, teachers, caregivers, and communities as learning partners, PBS KIDS helps to empower children for success in school and in life. The award will be accepted by Sara DeWitt, Senior Vice President and General Manager, Children’s Media and Education at PBS.

As Senior Vice President and General Manager of PBS KIDS, **Sara DeWitt** is responsible for the strategic direction of the dynamic PBS KIDS media service that supports children ages 2–8, their parents, teachers and caregivers, and local communities. Sara leads a cross-disciplinary team charged with making PBS KIDS – the #1 children’s education media brand – engaging and accessible to widely diverse audiences across streaming video, broadcast, games, and other platforms. She is a regular speaker on the subjects of digital privacy, games and learning, and gave a widely shared TED Talk debunking myths about screen time. She was named one of the top 42 Women Leading in Education by the USC Rossier School of Education in 2014, and a Top Woman in Digital by Cynopsis Media in 2016 and 2017. She was honored with the 2020 Hedy Lamarr Award for Innovation in Entertainment Technology.

Sara previously served as Vice President of PBS KIDS Digital. Prior to joining PBS, Sara worked as a preschool teacher and studied media habits of children. She holds an MA and a BA in English from Stanford University, as well as a certificate from the university’s Children Society and Public Policy Curriculum.
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

10:30 a.m.–11:45 a.m.

Playing the Long Game: Strategies for Growth and Agility During Times of Uncertainty
How has COVID-19 changed your museum’s strategy? Do you have a bold vision for the future, but don’t know how to guide your long- and short-term strategies to keep your museum’s growth on course? Strategic growth is a marathon, not a sprint. Successful museums have incredible leadership, endurance, and agility in order to deliver on their missions over time. This session includes case stories from three museums, varying in size, location, and at different stages of the long game. Presenters will discuss actionable strategies, resources, and lessons learned that are broadly applicable.

Brad Burns, Gensler (moderator)
Sally Edwards, Marbles Kids Museum
Melanie Hatz Levinson, Kidzu Children’s Museum
Sarah Prather, PhD, Kaleideum

Sustainability in Building, Exhibits, and Design at Children’s Museums
Louisiana Children’s Museum (LCM) and Madison Children’s Museum (MCM) won two of six top sustainability awards from AAM this year for their work addressing climate change through their building (LCM) and exhibits (MCM). Presenters will share both museum’s leadership and design approaches, which have played off one another over the past two decades. This session will highlight a greater sense of urgency from the field to apply an adaptive mindset toward resiliency and climate solutions. As a participatory session, audience members will be invited to imagine and co-create a vision for resiliency and a sustainable future.

Brenda Baker, Madison Children’s Museum
Nadia Niggli, Madison Children’s Museum
Julia Bland, Louisiana Children’s Museum

Innovative DEAI Approaches in Community Engagement with STEM and Beyond
Being intentional and committed to Diversity, Equity, Access and Inclusion (DEAI) is critical to supporting relevant and inclusive programming, building trust and deepening relationships, and creating sustainable change in our local communities. This interactive session will share a suite of ready-to use tools and resources, model programs, and innovative approaches to incorporating DEAI practices and strategies into all aspects of museum work, including informal STEM projects. Breakout discussions will allow participants to explore ideas and work through issues around incorporating DEAI practices into their museum’s own programming.

Brad Herring, Museum of Life + Science (moderator)
Ali Jackson, Sciencenter
Tifferney White, Discovery Place
Peregrine Bratschi, Museum of Life + Science
Amanda Wrege, The Children’s Museum of Indianapolis

Leadership: What You Don’t Know You Don’t Know
No matter whether you’re an aspiring museum CEO, a new CEO, or an experienced one, we’ve all had something happen and we’ve thought, “Wait, no one told me how to prepare for this!” Hear from a panel of museum CEOs as they share some of their most notable surprise learning experiences, instances in which they were able to turn an “Uh oh” moment into an “A-ha” one.

Presenters to be announced
**Educating for Democracy: Our Kids Can Save Democracy, Right?**

Democracy only works when people participate and are informed, or willing to be informed, about the issues facing our society. The signs of a breakdown in the working of democracy are all around us. Do we have an obligation to prepare kids to be effective at democracy? What skills make for effective democracy? What role can children’s museums play? This session is intended to be an open, free-wheeling discussion. Hear from speakers working in civic education, with insight on how children’s museums can help education for democracy. Bring your ideas.

**Neil Gordon,** *Discovery Museum (moderator)*  
**Martha Madsen,** *New Hampshire Institute for Civics Education*  
**Brittany Liscord,** *Children’s Museum & Theatre of Maine*  
**Bekki Coppola,** *Strawbery Banke Museum*  
**Fernande Raine,** *The History Co:Lab*

**Playful Partnerships with Public Media**

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

**Beth Fitzgerald,** *The Magic House, St. Louis Children’s Museum*  
**Lindsay Newton,** *Missouri Historical Society*  
**Alex Stallings,** *Nine PBS*  
**Devon Tutak,** *Corporation for Public Broadcasting*

**Creative Staff Re-Development to Survive a Crisis**

The pandemic forced many museums to reduce their workforces but at the same time, maximize each employee’s workload and efforts. How do you creatively solve staffing shortages while building upon the strengths and passions of your team to retain top talent? How do you think creatively in this pre-defined space and break out of the mold? How do you assess employees’ strengths and encourage reorganization that has a positive impact and gets results? How do you encourage cross-departmental collaboration while teleworking? Presenters will provide actionable insights from answering these questions at their institutions.

**Kathleen Bodenlos,** *Discovery Gateway Children’s Museum*  
**Laura Cotter,** *Discovery Gateway Children’s Museum*  
**Lorie Millward,** *Thanksgiving Point*  
**Genny Nadler Thomas,** *Knock Knock Children’s Museum*

**Beyond Benchmarking – A New Online Dashboard for Children’s Museums**

ACM has partnered with Knology on ACM Trends: NextGen, an IMLS funded project to streamline ACM’s data collection efforts and improve how this data is disseminated to the field. One key piece of this project is developing an online dashboard where children’s museum professionals can self-access information about their museums and compare their museum’s data to the entire field or other museums. To create this dashboard, the project team has identified key data points that are both easy to report and useful to the future planning of children’s museums. During this session, the project team will present a beta version of the online dashboard to solicit critical feedback and determine ease of use.

**Jennifer Rehkamp,** *Association of Children’s Museums*  
**Shaun Field,** *Knology*

**Lunch on Your Own**

11:45 a.m.–12:45 p.m.

This may be your last chance to explore the many food options available to you right in Union Station! Choose from a great variety of restaurants including the Soda Fountain, The Train Shed, 1894 Café, Landry’s Seafood House, and the Station Grille. There’s sure to be something to please everyone’s appetite! For menus, check out the [hotel’s website](#).
Wednesday, May 18

Museum CEO and Executive Directors Retreat
Wednesday, May 18, 12:00 p.m.–5:00 p.m. and Thursday, May 19, 8:30 a.m. – 3:00 p.m.
Pre-registration is required; member registration is $100 for those registered for the full conference, $150 for those who wish to attend the retreat only. Registration includes lunch on Wednesday and breakfast and lunch on Thursday. Attendance is limited to CEOs and Executive Directors at ACM member museums. If you have pre-registered for InterActivity already or wish to register for the retreat only, contact Registration@ChildrensMuseums.org.
New this year! Museum CEOs and executive directors will have the opportunity to engage with peers in a collaborative way, to focus on shared issues, and find renewed energy for the challenges ahead.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

12:45 p.m.-2:00 p.m.

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

Dave Collett, Weber Shandwick
Derrick Docket, The Magic House, St. Louis
Children’s Museum

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

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

Achievable Tactics for Improving Gender Equity and Other DEAI Goals
Hear from four museums that have used gender equity projects to increase representation in their organizations and communities. Presenters will share why supporting gender equity and providing visual representation for children and families is critical work for children’s museums, and how the specific endeavors fit into broader DEAI initiatives for each museum. Join in conversations with the presenters and other attendees to discuss scenarios that relate to museum size, community needs, and organizational structure. Take advantage of the diverse group to brainstorm projects and programs that can further your institution’s DEAI goals!

Brindha Muniappan, PhD, Discovery Museum
Laura Christian, DISCOVERY Children’s Museum
Kyrstin Hill, Creative Discovery Museum
Trudi Plummer, Maine Discovery Museum
Little Cli·Mates: Small Changes for a Big Difference
Communicating climate change to any audience is hard, but how do we communicate it to children ages three to eight from diverse communities? This session will provide a framework for communicating climate change, including “rules of thumb” you can take back to your staff to help spark meaningful conversations with young visitors. Learn how museums have tackled this issue, then breakout to have a brainstorming session with the presenting institutions. Bring your climate content idea and let’s adapt it with our framework!

Frank Kusiak, Lawrence Hall of Science (moderator)
Lauren Butcher, Explora
Amber McCammon, Virgin Islands Children’s Museum
Christopher White, Terry Lee Wells Nevada Discovery Museum
Rebekah Domayer, The Iowa Children’s Museum

Playing to Our Strengths: The Power of Intentional Collaboration
Over the past two years, remote and hybrid work has disrupted the status quo, forcing museums to reimagine how we collaborate. At the Glazer Children’s Museum, our new approach to collaboration has improved our productivity and innovation. In this session, we will explore the concept of intentional collaboration and lay out a plan for managing a collaborative project. We will share tools that get the creative juices flowing, establish open communication between departments, and keep your projects on task. Then, we will examine case studies and learn how to extend these techniques to your external partnerships.

Pam Hillestad, Glazer Children’s Museum
Kate White, Glazer Children’s Museum

Back to the Future: Future-Forward Intergenerational Exchanges in Museum Settings
What are the benefits of intergenerational exchanges among museum patrons? Presenters from three different museums will share working examples of intergenerational engagement programming and exhibit experiences, as well as a “How-To: Intergenerational Exchanges” takeaway. These presentations will facilitate an audience conversation about creating new intergenerational platforms, assessing current programs to include intergenerational conversations, and the considerations necessary for real, decade-spanning exchanges to occur. Ultimately, this session will discuss how intergenerational exchanges can be used to enrich museum interactions and deepen audience engagement.

Kate Mirand Calleri, Brooklyn Children’s Museum
Sophia Figuero, Brooklyn Children’s Museum
Lindsay Genshaft, Denver Art Museum
Courtney Baxter-Annis, Missouri Historical Society

Re-Imagining the Adult Experience at a Children’s Museum, Part One
We know that adults value the experience their children have at children’s museums. But we also know that sometimes the experience for the adults can be stressful or boring (how many times can you pretend to eat a fake taco?). Minnesota Children’s Museum partnered with Playful Learning Lab at University of St. Thomas to better understand and meet the needs of adult visitors. In this session we will share the design-thinking process and tools used, along with the results of our prototypes and how we used this information to create an exhibit that started with thinking about adults.

Jessica Turgeon, Minnesota Children’s Museum
Michelle Blodgett, Minnesota Children’s Museum
AnnMarie Thomas, PhD, University of St. Thomas
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

2:15 p.m.-3:30 p.m.

Crafting Compelling Narratives for Fundraising
Storytelling abounds in children’s museums, from imaginative play and programs, to exhibits and galas. How we tell the story of our museum’s mission-driven work and impact to funders matters just as much! Join this interactive panel of industry innovators to learn about how they crafted their stories and shared them with funders. The session will include diving into your own museum’s story, using your mission and values as your trailhead.

Jessica Ludwig, San Diego Children’s Discovery Museum
Dawn McCarra Bass, Mightier
Sammi Kern, Children’s Discovery Museum
Anysia McDowall, Glazer Children’s Museum

Managing Successful Museum Projects: Exhibits, Expansions, Renovations, and New Construction
Does your long game include an upcoming museum project such as a significant addition or renovation? Regardless of your museum’s size or age, a large capital project can be a heavy lift. This session will delve into effective strategies for museums to use their planning, design, and construction dollars wisely and well. Whatever the scale of your next project, find ways to grow your museum while realizing the dreams of your staff, visitors, funders, and community advocates. Develop criteria and processes for selecting designers. Gather team members to help translate those goals into effective, innovative, and responsive built space. Get a head start on your project!

Alissa Rupp, FAIA, LEED AP BD+C, FRAME | Integrative Design Strategies and Seattle Children’s Museum
Jill Randerson, Jill Randerson Exhibit Management
Aaron Goldblatt, Metcalfe
Peter Olson, Wonder Trek Children’s Museum and Peter Olson Museum Planning, LLC

Role Play the Way: A New Direction of Imaginative Learning
Role-playing games (RPGs) encourage imaginative play in a wide variety of audiences. They require players to listen and respond to others to collaboratively solve a problem. Children’s museums have long supported imaginative play for young children to help them learn and engage with their surroundings. RPGs provide an opportunity for museums to expand this audience to include older children and adults. In this session, learn how a museum used an RPG to instruct their town about an invasive species, how an emerging museum created a tabletop RPG camp, and how a game design company uses RPGs to engage students in historical thinking and perspective-taking.

Kylie Conover, Great River Children’s Museum
Betsy Loring, exploring exhibits & engagement
Jenny Lim, Gigantic Mechanic

The Village It Takes: Utilizing Community Expertise to Better Engage Audiences
We all know the saying, “it takes a village,” but do we truly utilize the expertise in our communities to bring our audiences the content they need and want, and that reflects who they are? In this session, presenters will share a variety of successful collaboration models that make community expertise accessible to children’s museum audiences. They will provide strategies and resources that can be applied to any topic. Next, attendees will break out into small brainstorming groups led by session speakers, where they will have the opportunity to consider the valuable expertise in their own communities and apply shared effective practices to make actionable collaboration plans.

Christina Leavell, Science Museum of Minnesota
Catherine McCarthy, Arizona State University
Ali Jackson, Sciencenter
Allison Brody, Explora
Being Mentally Fit, Creative, Nimble, and Focused
Studies show that only 20 percent of individuals and teams achieve their full potential. Discover how you can beat the odds, consistently remaining energized and focused. This custom workshop on Mental Fitness explores the science of resilience and success, breaking down the most significant barrier to success: our thoughts. Discover how we self-sabotage (via stress reactions) with a presentation, followed by an individual challenge and group activities. The focus is interaction, connection, and deep realizations of how we hurt our own success. Learn ways to lower stress, become more mentally fit every day, and reach your potential.

Barbara Leggett, Leggett Consulting/Happiness Center of WNY

Making Spaces: Museums Developing and Delivering Quality Maker-Center Professional Development
Throughout the country, schools, teachers, libraries, and museums are embracing maker education to engage their audiences. Making can build flexible mindset skills, engage participants in deep learning, and develop interest in the STEAM fields. Maker educators everywhere are learning how to facilitate making activities using a theoretical framework called maker-centered learning—a powerful approach that promotes agency, access, relevancy, and creativity. Attendees will learn how Maker Ed works with organizations for its Making Spaces program, which uses maker-centered learning to support new frameworks for thinking about pedagogy and engagement through professional development, as well as participate in a making activity together.

Alexandra Pearson, Knock Knock Children’s Museum
Sarah Wiley, Scott Family Amazeum
Lauren Penney, Maker Ed

Re-Imagining the Adult Experience at a Children’s Museum, Part Two
We know that adults value the experience their children have at children’s museums. But we also know that sometimes the experience for the adults can be stressful or boring (how many times can you pretend to eat a fake taco?). Minnesota Children’s Museum partnered with Playful Learning Lab at University of St. Thomas to better understand and meet the needs of adult visitors. In this session we will share the design-thinking process and tools used, along with the results of our prototypes and how we used this information to create an exhibit that started with thinking about adults.

Jessica Turgeon, Minnesota Children’s Museum
Michelle Blodgett, Minnesota Children’s Museum
AnnMarie Thomas, PhD, University of St. Thomas
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
Serving members in the United States and countries across the globe, the Association of Children’s Museums (ACM) is an international nonprofit professional service organization that champions children’s museums around the world. Currently, ACM serves more than 460 museums, businesses, educational organizations, and individuals.

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

### ACM Annual Membership Dues

**Open Museum Categories**
*Effective January 1, 2021. Dues are based on annual operating income.*

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<th>Level</th>
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<td>VI</td>
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**Special Museum Categories**

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

**Individual Categories**

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

**Organizational Categories**

- Academic/Research Institution: $475

### ACM Annual Business Membership Dues

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

**Business Categories**

- Business Visionary: $2,500
- Business Supporter: $750
- Business Associate: $300

Questions about ACM Membership?

Ask [Daniel Fernandez-Baca](mailto:Membership@ChildrensMuseums.org), Coordinator, Membership, at [Membership@ChildrensMuseums.org](mailto:Membership@ChildrensMuseums.org).
We’re Building Stronger Families Together!

The New Utica Children’s Museum is partnering with the ICAN Family Resource Center and Hands On! to create a single point of inclusive access and support for children and families from all communities. We’re using intergenerational connection and trauma-informed universal design standards to realize ICAN’s mission to grow stronger families that love where they live.

The Children’s Museum at The Scientific Center of Kuwait will be the first purpose-built children’s museum in Kuwait. Together, we’re creating a multifaceted space that will greatly expand TSCK’s role as a community hub where families learn together and parents can build their own skills for raising great kids.

The Children’s Discovery Museum of the Desert has returned to Hands On! after more than 20 years to lead the re-envisioning process for their museum campus. We’re teaming to develop a new focus on creative thinking and expression, caregiver empowerment, and whole-community building, from newborns to elders.

Hands On! Studio
Curious Creative Collaborative

www.hostudio.net  (727) 824-8988
Register for InterActivity 2022 online using your email address to start your registration. If you need to register with a paper form, please contact ACM at Registration@ChildrensMuseums.org.

By registering for, attending, and participating in InterActivity 2022, all InterActivity attendees grant the Association of Children’s Museums consent for the use and distribution of their image or voice in photographs, video, and electronic reproductions of the event. This agreement extends to use by third parties, including, but not limited to, the venue, the host museum, and the host city.

**CONFERENCE REGISTRATION**

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<th>Early Bird Registration Nov. 1, 2021–Jan. 25, 2022</th>
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**ADD-ON OPTIONS**

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<td>Study Tour A. The Magic House: Building Exhibits and Facilities That Last</td>
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<tr>
<td>Study Tour B. St. Louis Aquarium at Union Station</td>
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<tr>
<td>Study Tour C. The Magic House, MADE for Kids: Expanding Your Reach</td>
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<tr>
<td>Study Tour D. History Clubhouse at Missouri History Museum: Children and Families</td>
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<tr>
<td>Come Play at Our House! An Evening at The Magic House, St. Louis Children's Museum</td>
<td>$50</td>
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<tr>
<td>Museum CEO &amp; Executive Directors Retreat</td>
<td>$100*</td>
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* Discounted rate is for attendees who register for the full conference. If you want to attend the retreat but not InterActivity, please contact Registration@ChildrensMuseums.org.
InterActivity 2022 Code of Conduct & Duty of Care Statement

ACM is committed to providing a safe, healthy, and enjoyable conference experience for all attendees. Before registering, please review ACM’s Code of Conduct and Duty of Care Statement. If you have any questions, please contact Registration@ChildrensMuseums.org.

Payment Options

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

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

Registration Discount Rates and Dates

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

- Early Bird: November 1, 2021–January 25, 2022
- Advance: January 26–April 12, 2022
- Onsite: April 13–May 18, 2022

Registration Confirmation

An online registration or paper registration form must be submitted for each individual. All registrants will receive an email confirmation of their registration and event orders from ACM once payment has been received. If confirmation is not received within two days of registration, contact Registration@ChildrensMuseums.org.

Registration Transfer Policy

Conference registration may be transferred from one individual to another without a fee if an email request is submitted by April 12, 2022. Send transfer requests to Registration@ChildrensMuseums.org. Note: transfers made after April 12 will be subject to a $75 transfer fee.

Registration Cancellation Policy

All cancellations must be made in writing to ACM and emailed to Registration@ChildrensMuseums.org by April 12, 2022. ACM is not responsible for cancellations not received. Please contact ACM at 703.224.3100, ext. 109 to confirm receipt. All refunds will be issued by June 30, 2022.

Registration Refund Schedule

- January 25, 2022: Last day for full refund, less $75 fee
- January 26–February 28, 2022: 50 percent refund
- March 1–April 12, 2022: 25 percent refund
- After April 12, 2022: No refunds will be issued
Ticketed Event and Study Tour Fees

Tickets to events are available in advance on a first-come, first-served basis. ACM cannot guarantee the availability of tickets for purchase onsite. Attendees are strongly encouraged to purchase event tickets with their registration. Requests to transfer an event ticket from one individual to another should be submitted to Registration@ChildrensMuseums.org by April 12, 2022. Please note that it is necessary for ACM to record the transfer to issue a valid ticket. Onsite, registrants may sell their event tickets to other conference attendees, but it is up to the individual to broker the financial transaction with ticket buyer.

Ticket purchases will be refunded only to those who are canceling their conference registrations. Ticket refund requests must be made in writing to ACM and emailed to Registration@ChildrensMuseums.org by April 12, 2022. No other ticket refunds will be issued unless the ticketed event has been cancelled by ACM.

Full-Time Student Discounts

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

Take 5! Rebate

ACM member institutions registering five or more individuals (full-time and part-time staff members, interns, volunteers, board, and trustee members) for the full three-day conference will receive a rebate totaling five percent of the institution’s InterActivity registration total. An institution is not required to register its entire group at one time. Additional museum-sponsored individuals that register onsite will count towards the Take 5! Rebate. Surcharges, membership dues, pre-conference fees, and ticketed events are not included in calculating the total rebate. ACM’s InterActivity cancellation policy will apply to all Take 5! registrations. A canceled registration that causes an institution to send fewer than five individuals to the full InterActivity conference will void the Take 5! Rebate. The rebate will be issued to the member institution as a check and mailed by June 30, 2022.
Our exhibits are manufactured in the USA using the highest grade materials and time tested fabrication processes. With this combination of quality and craftsmanship our interactives are second to none. Whether you are a librarian from a small community, the owner of an emerging play space, or the director of an established museum, we are here to help you accomplish your goals. We create exhibits to fill any space and offer countless finish combinations to match your look.

To learn more about our exhibits please visit momentuminteractives.com
Important Deadlines

January 25, 2022
Early Bird Registration closes

April 12, 2022
Advance Registration closes

April 20, 2022
St. Louis Union Station Hotel room block closes

Meet Us in St. Louis, May 16–18!