

ASMD 2018 Directors Forum, Houston, TX

Final Program

Program Committee: William Harris, Tonya Matthews, Julie Stein, and Bonnie Styles

January 23, 2018

Sunday, January 28, 2018 (Evening before Meeting)

6:00-7:30 p.m. **Informal Welcome Reception** in Courtyard Marriott Houston NASA/Clear Lake

Bistro (18100 Saturn Lane, Houston, TX 77058). Dinner is on your own.

Restaurant recommendations will be provided by William Harris, ASMD Meeting Host and President and CEO, Space Center Houston.



Courtyard Marriott Houston NASA /Clear Lake

Monday, January 29

7:00 a.m. **Complimentary Breakfast** at Courtyard Marriott in private room (Members and Significant Others).

8:15 a.m. **Members Gather in Hotel Lobby** for the 11 minute walk to Space Center Houston.

Wear your ASMD Name Tags. Driving and parking directions are provided at the end of this document. Separate pdfs of a map of the Space Center parking lot and entrance and walking directions from the Courtyard Marriott to the Space Center are attached. Significant others may walk to Space Center Houston and

visit the museum on their own between open hours of 10:00 a.m. to 1:00 p.m. Your name will be on a list at the parking toll booth and admission desk, and admission and parking will be free. You will want to join the ASMD tour at 1:00. Wear your ASMD name tags.

8:30 a.m. Enter Houston Space Center through Main Entrance



Space Center Houston

8:30-9:45 a.m. ASMD Business Meeting – Space Center Houston Board Room (Members Only):
Todd Boyette, ASMD President

10:00 a.m. 12:00 p.m. Round Table and Hot Topics Discussion – Space Center Houston Board Room (Members and Presenters Only): Todd Boyette, ASMD President; Laura Lott, AAM President; Cristin Dorgelo, ASTC President

12:00-1:00 p.m. Lunch and Presentation on Space Center Houston's New Strategic Plan and Facilities Master Plan (Members and Presenters only): William Harris, President and CEO Space Center Houston

1:00 p.m.-4:15 p.m. Space Center Houston Tour (Members, Presenters, and Significant Others)
New Mission Mars exhibit
Destination Moon (Apollo 11 traveling exhibit)
Apollo 17 exhibit
Independence Plaza (tour inside Boeing 747 Shuttle Carrier Aircraft and Space Shuttle trainer)
Space Suit gallery
ISS (International Space Station) interpretive exhibit
New Flex Education Center



Mission Mars Exhibit

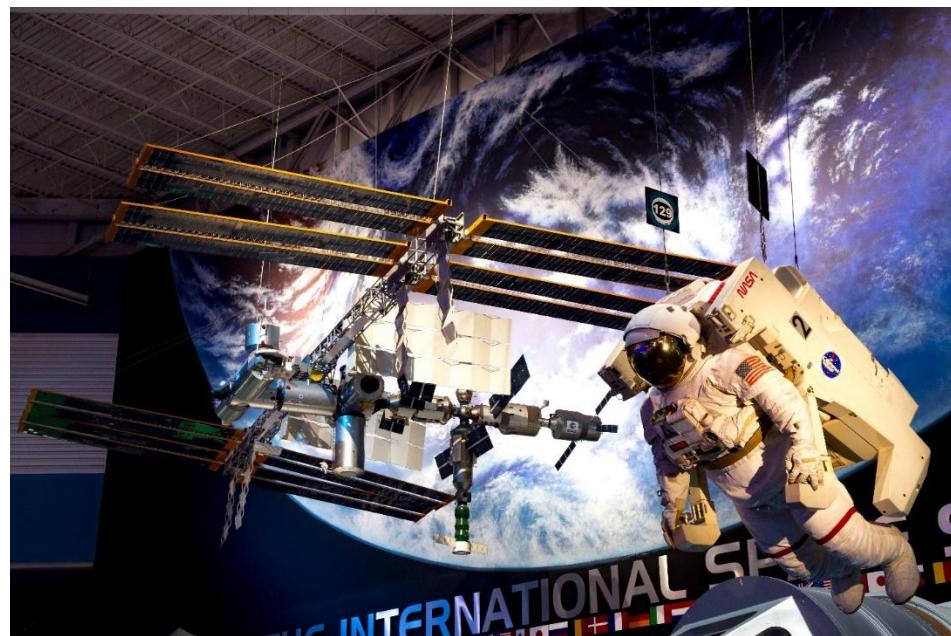
Johnson Space Center Tour (Members, Presenters, and Significant Others)

MOCR – Mission Operations Control Room

ISS – International Space Station Control Room

Astronaut Training Center

Robotics Lab/Mars Landscape Training Facility



International Space Station Interpretive Exhibit

4:30 p.m. **Board Bus at Entrance to Space Center Houston** (Members and Significant Others)

4:30-8:30 p.m. **Dinner at Armand Bayou Nature Center with the Executive Director** (Members, Presenters, and Significant Others) – Tom Kartrude, Executive Director, Armand Bayou Nature Center. Bayous are an essential part of the region, and this is Houston's foremost bayou education center. Dinner and drinks are provided.



Armand Bayou Nature Center

8:30 p.m. **Board Bus to return to Courtyard Marriott.**

Tuesday, January 30

7:00 a.m. **Complimentary Breakfast** at Courtyard Marriott (Members and Significant Others)

8:15 a.m. **Members gather in Lobby to Walk to Space Center Houston**

Significant others may walk to Space Center Houston and visit the museum on their own between open hours of 10:00 a.m. to 5:00 p.m. Your name will be on a list at the parking toll booth and admission desk, and admission will be free. You will want to join the ASMD Reception and Dinner at 5:00 p.m. Wear your name badge.

8:30 a.m.-noon **Thought Leader Presentation and Discussion** – Space Center Houston Board Room (Members and Presenters only) – **Reimagining the Science Center and Natural Museum of the Future**: Jim Oswald, Strategic Planning Consultant, Gensler (Bio attached)

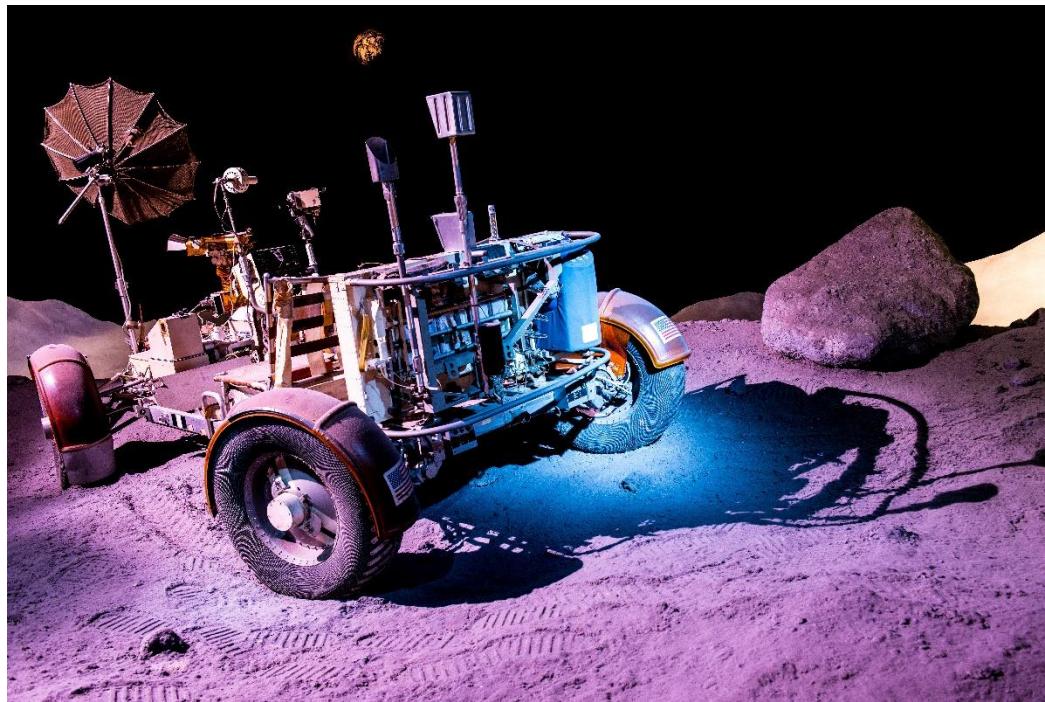
12:00-1:00 p.m. **Lunch** (Members and Presenters only) – Space Center Houston Board Room

1:00-3:00 p.m. **Reimagining the Science Center and Natural History Museum of the Future**, continued

3:00 Break

3:30-5:00 p.m. **Thought Leader Presentation and Discussion** – Space Center Houston – **National Implications of the Houston Survey of Changes in Demography, Economic Outlooks, Experiences, and Beliefs** (Members and Presenters only): Stephen Klineberg, Professor of Sociology, Rice University and Founding Director, Kinder Institute for Urban Research (Bio attached)

5:30-8:30 p.m. **Dinner with an Astronaut in the Starship Gallery** at Space Center Houston (Members, Presenters, Significant Others, and Guests). Dinner and a cash bar are provided. This gallery is next to the Apollo 17 Command Module and the Lunar sample vault.



Lunar Module Exhibit in Starship Gallery

Wednesday, January 31

7:00 a.m. **Complimentary Breakfast** in Courtyard Marriott for Members and Significant Others

9:45 a.m. **Gather in the Lobby to Board the Bus for our Field Trip.** If you are departing for the airport from the Houston Museum of Natural Science, you may bring your luggage on the bus. Wear your name tags.

10:00 a.m. **Bus Departs for Field Trip to Houston Museum of Natural Science** (For Members and Significant Others). We decided that a late start might be a good idea!



Houston Museum of Natural Science

11:00 a.m. **Check-in at the Museum Entrance** and take luggage to Brown Gallery for storage.

11:00 a.m. – 12:30 p.m. **Greeting and Museum Overview Tour** – HMNS Senior Staff including Lisa Ribori, V.P. Collections, and Paul Bernhard, Project Manager and Developer, Wiess Energy Hall

12:30 – 2:00 p.m. **Luncheon and Round Table with HMNS Leadership Team** – Lisa Rebori, V.P. Collections, Barbara Hawthorn, V.P. Development and Membership, Latha Thomas, V.P. Marketing and Communication, Charlotte Brohi, V.P. Film Programming and Distribution (for the Giant Screen Theater), and Amanda Norris, Director Youth Education Sales. The HMNS has undergone a series of major renovations, moved all collections offsite and converted the space into a major education center and new exhibitions including the Wiess Energy Hall. Lunch is provided.

2:00 –3:00 p.m. **Tour the Houston Museum of Natural Science on your own and enjoy a discount in the museum store.**

3:00: **Board Bus at Entrance to Museum for Return to Courtyard Marriott NASA/Clear Lake** or those departing, may leave directly from HMNS for airports.

Biographical Sketch for Jim Oswald



Jim Oswald is an organizational strategist and facilitator with Gensler Los Angeles. He works closely with Fortune 100-500 profit, non-profit, institutional, and educational clients to assess, clarify and focus, and strengthen organizational culture, structure, and effectiveness. He works collaboratively with clients and management teams to develop strategic and business plans and change management and communication plans. Jim designs and facilitates a wide variety of company offsites and retreats around organizational goal-setting, strategic planning and alignment, and communication and collaboration.

Recent clients included NASA/Space Center Houston, SFO Airport, the Business Software Alliance, Toyota, Ford, Rice University, University of Houston, University of Oregon, UCLA, USC, Stages Repertory Theatre, The North Face, Samsung-Dacor, Microsoft, Pricewaterhousecoopers, Merrill Lynch, Accenture, Fidelity, PIMCO, and Johnson & Johnson...to name a few. Jim splits time between Los Angeles and Houston and is a 10+ year volunteer with Homeboy Industries (Los Angeles). He is a newly minted Space Exploration and Science Center and Science Museum wonk.

Biographical Sketch for Stephen L. Klineberg



A graduate of Haverford College, with an M.A. from the University of Paris and a Ph.D. from Harvard, Stephen Klineberg is a Professor of Sociology at Rice University and the founder and Director of the Kinder Institute for Urban Research in Houston, Texas.

In 1982, he and his students initiated the annual Kinder Houston Area Survey, now beginning its 35th year of tracking the remarkable changes in the demographic patterns, economic outlooks, experiences and beliefs of Harris County residents. The recipient of twelve major teaching awards and a much sought-after speaker in the Houston community and beyond, Klineberg has completed a series of published reports on this ongoing research.

Driving and Parking Directions for Space Center Houston

Space Center Houston's address is 1601 NASA Parkway, Houston, Texas 77058 if anyone would like to use GPS to navigate to the Center. If you are going south on Gulf Freeway (I-45), take exit 24 which is NASA Bypass. Stay on the bypass until your second red light. You will see Space Center Houston on your left. Please let the toll plaza attendant know you are here for a conference so you will not be charged for parking. They will have a list of names at the toll booth. You will see "park here" circled on the attached map, but you may park anywhere in the front of the building. Enter the Space Center through the main entrance. They will also have a list of names at the entrance. Once you receive your ASMD Name Tag, please wear it.

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