

## ASMD 2019 Directors Forum, Rochester and Ithaca, New York

### Final Program and Schedule

**Program Committee:** Julie Stein, Kate Bennett, Dean Briere, Sarah George, Bonnie Styles

**Hosts :** Hillary Olson and Kate Bennett, Rochester Museum & Science Center, Rochester, NY and Dean Briere, Sciencenter, Ithaca, NY

**Dates:** Monday-Wednesday – February 4-6, 2019, with travel days on Feb. 3 and 6 (afternoon).

**Airport:** Greater Rochester International Airport

**Airlines:** AirCanada, Allegiant, American, Delta, JetBlue, Southwest, United

**Hotel:** The Strathallan – a Doubletree by Hilton and a boutique hotel. The hotel provides complimentary parking and valet service, and the roof top offers a great view of the city (Address: 550 East Avenue, Rochester, New York, 14607). Room rates for the conference are \$129 or \$154 for Sunday-Thursday, with one complimentary breakfast coupon per room for each meeting day, as well as Thursday for those staying Wed. night). Hotel provides complimentary shuttle service to and from the airport (6:00 a.m. to 11:00 p.m.), but flight information should be provided to hotel prior to arrival so they may track the flight or the guest may call upon landing. The hotel is within easy walking distance (0.1 miles) from the Rochester Museum & Science Center, and hotel shuttle service will also provide rides.



**Program and Schedule** (A one-page Schedule Summary is provided as a separate file.)

**Sunday, February 3, 2019** (Evening before the meeting)

6:00-7:00 p.m. **Informal Cocktail Hour** at Strathallan Hotel (Char Lounge)

7:00 p.m. **Dinner on Own** (List of nearby restaurants is attached.)

**Monday, February 4, 2019**

7:00-8:00 a.m. **Breakfast in Hotel** (Complimentary coupon for ASMD Member)

8:15 a.m. **Members Gather in Hotel Lobby to Walk to the Eisenhart Building at the Rochester Museum & Science Center (RMSC)**

Enjoy the 15 minute walk, or you may arrange for the hotel shuttle to take you over. All ASMD sessions until the 4:00 p.m. tour are in the Eisenhart Building. (A campus map, provided as a separate file, shows the location of the Eisenhart Building and other buildings on the RMSC grounds). Significant others may join us at the Rochester Museum public entrance at 4:00 p.m. for the tour and dinner.



8:30- 9:15 a.m.      **Rochester Museum & Science Center, Eisenhart Building**  
**ASMD Welcome and Round Table** (Members and Presenters)  
**Sarah George, ASMD President**  
There will be a special prize for shortest introduction during the Round Table!

9:15-10:15 a.m.      **ASMD Business Meeting** (Voting Members and Officers)  
A separate Board packet will be emailed to members.  
Sarah George

10:15-10:30 a.m.      **Break**

10:30 a.m.-12:30      **Addressing Polarizing Issues Panel Discussion** (Members and Presenters)  
Each panelist will discuss how they addressed a polarizing or controversial issue at their institution to start the discussion.

Panelists: **Dr. Sarah George**, Executive Director, Natural History Museum of Utah: **Climate Change in a Red State**

**Dr. Julie Stein**, Executive Director, Burke Museum of Natural History and Culture: **The Unexpected Response to Words “Healing” and “Joy” in a Mission Statement**

**Dean Briere**, Executive Director, Sciencenter: **Allowing Audiences to Make Decisions from Science Content and/or Science Process Versus Presenting What We Think is the Right Decision**

**Maurice Bitran**, Chief Executive Officer, Ontario Science Centre: **Fighting the War on Science: Targets and Strategies**

**Mark Auslander**, Director, Michigan State University Museum: **Whose Voices? A Museum Responds to a Mass Sexual Violence Crisis**

The program committee targeted the first three panelists and then selected two additional case studies based on proposal submissions. Each panelist will provide a seven-minute presentation. Each presentation will be followed by seven minutes of group discussion.

12:30-1:30 p.m. **Lunch at the Rochester Museum & Science Center (Members and Presenters)**

**Cristin Dorgelo**, President and CEO, Association of Science-Technology Centers:  
**Hot Topics in the Museum Field**



<https://www.astc.org/highlights-from-cristin/meet-cristin/>

Cristin Dorgelo addressed hot topics for science museums at our 2018 Directors Forum in Houston just two weeks after she became the new President and CEO of the Association of Science-Technology Centers (ASTC). Now we will have the opportunity to gain a perspective on how her view has evolved after an active year of leading ASTC. Before coming to ASTC, she served as the Chief of Staff for President Obama's White House Office of Science Technology Policy.

1:30-2:00 p.m.

**Break and Free Time**

Read your email, answer your phone messages, and resolve the crises that have arisen during your absence so you can get back to enjoying the ASMD Directors Forum.

2:00-4:00 p.m.

**Evolving Trends in Philanthropy: New Competition for Funds (Members and Presenters)**

**Todd Butler**, President and CEO of Causewave Community Partners: **Are you positioned to solve the problems that people have today and that philanthropists want to fund?**



Todd has served as President of Causewave Community Partners since 2005. Causewave works to make communities stronger by bringing voice to diverse public issues and needs and building capacity within nonprofit organizations. They partner with over 200 nonprofits and community organizations each year. About 200 local professionals annually volunteer their time and expertise. Engaging these volunteers in meaningful opportunities to support nonprofits is a key part of their model. They work on community change through capacity building and Community Impact Initiatives. Todd serves on the Marketing Committee for the Rochester Area Community Foundation, is the Past Vice Chair of the Board of the Alzheimer's Association of Rochester & Finger Lakes, and is an Adjunct Professor for the RIT School of Communication and Roberts Wesleyan College of Adult & Graduate Education.

**Jennifer Leonard, President and CEO of the Rochester Area Community Foundation: Addressing Community Problems through Philanthropy**



Jennifer has led the Rochester Area Community Foundation since 1993, and under her leadership, it has grown fifteen fold to almost \$491 million, nearly two-thirds of which is permanently endowed. Jennifer led implementation of the first national standards for community foundations and chaired her field from 2004-2006. Before coming to Rochester, she served as Vice President of the California Community Foundation in Los Angeles and a national writer and consultant in philanthropy. She has held national positions with the American Heart Association and The Grantsmanship Center. She currently serves on the steering committee of the Rochester-Monroe Anti-Poverty Initiative and on the Board of the Center for Governmental Research. Previously she chaired the ROC the Future community-wide education initiative in the city of Rochester.

4:00-6:00 p.m.

**Walking Tour of Rochester Museum & Science Center (Members, Presenters, Guests, and Significant Others)**

**President and CEO Hillary Olson and Past President and Director of Special Projects  
Kate Bennett, Rochester Museum & Science Center**

Enjoy a personal tour of exhibitions; go behind-the-scenes to see Collections Storage; and see the newly renovated Planetarium.

6:00-7:30 p.m. **Cash Bar and Dinner at the Rochester Museum & Science Center in the Strasenburgh Planetarium – Under the Full Dome System** (Members, Presenters, Significant Others and a few special guests)



7:30 p.m. **Walk Back to Hotel**  
You have plenty of time to explore the Hotel and/or the community and continue discussions with your colleagues.

Tuesday, February 5, 2019

7:00-8:00 a.m. **Breakfast in Hotel** (Complimentary coupon for ASMD Member)

8:00 a.m. **Board Bus in Front of Hotel for Trip to Ithaca** (Members, Presenters, Significant Others)

10:00 a.m.-noon **Cornell Lab of Ornithology Visitor Center, Ithaca, NY**  
**Working Tour with Executive Director Dr. John Fitzpatrick and/or Director of Education Dr. Nancy Trautmann and other Team Members**  
**Discussion: Public Participation in Research**  
Discover how scientific excellence and technological innovation advance understanding of nature and engage people of all ages in learning about birds and protecting the Planet.

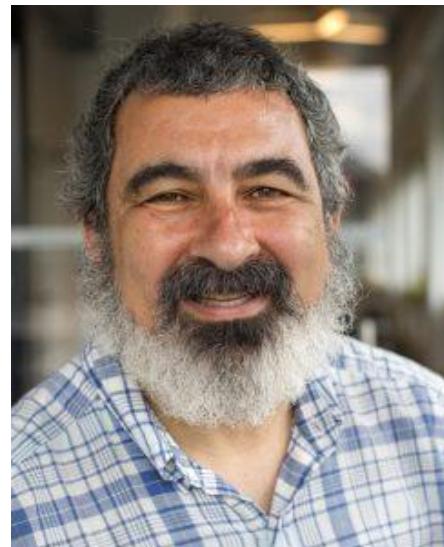


Noon **Board Bus at Visitor Center Entrance, and Depart for Sciencenter**

12:15-1:15 p.m.      **Lunch at Sciencenter with Executive Director Dean Briere**



Lunch Speaker: **Dr. Bruce Lewenstein**, Professor of Science Communication,  
Cornell University: **Public Communication of Science and Technology**



Dr. Bruce V. Lewenstein is a widely-known authority on public communication of science and technology – how science and technology are reported to the public and how the public understands controversial scientific issues and "emerging technologies" such as biotechnology and nanotechnology. Trained as a historian of science, he often uses historical case studies in his research. He has also done extensive work with the Lab of Ornithology evaluating "citizen science" outreach projects, in which citizens fully participate in the scientific process by gathering, entering, and sometimes analyzing scientific data. In recent years, he has helped connect the "public communication" field with the "learning sciences" field, especially around issues of public engagement in science. He frequently works with scientists desiring to learn more about public communication of science and technology.

1:15 -2:15 p.m. Working Tour of Sciencenter with Executive Director Dean Briere and Leadership Team

2:15 p.m. Board Bus at Sciencenter Group Entrance on Franklin Street, and depart for Museum of the Earth

2:30-4:30 p.m. Paleontological Research Institution – Museum of the Earth Tour with Executive Director Dr. Warren Allmon





We will explore the Paleontological Research Institution's Museum of the Earth with its long-time Director Dr. Warren Allmon. Founded in 1932, the Paleontological Research Institution (PRI) has outstanding programs in research, collections, publications, and public education. The Institution cares for a collection of nearly three million specimens (one of the 10 largest in the U.S.), and publishes *Bulletins of American Paleontology*, the oldest paleontological journal in the Western Hemisphere, begun in 1895. PRI is a national leader in the development of informal Earth science education resources for educators and the general public.

PRI's Museum of the Earth was established in 2003 to provide the general public with a unique opportunity to explore our world through a mix of natural history displays, interactive science features, and art exhibitions. The museum's 8,000-square-foot permanent exhibition takes visitors on a journey through 4.5 billion years of history, from the Earth's origin to the present day. Through hands-on, visual exhibitions and outreach, the Museum of the Earth encourages critical thinking about life on Earth in the past and today, and how our species is affecting the natural world.

In 2013, the Cayuga Nature Center became PRI's newest public venue for education. The Nature Center cultivates an awareness, appreciation, and responsibility for the natural world through outdoor and environmental education. The goal is to transform the Nature Center into a premier educational center for teaching and learning about the impact of climate change on the fauna and flora of Tompkins County.

PRI and its two public venues for education, the Museum of the Earth and the Cayuga Nature Center, are separate from, but formally affiliated with Cornell University, and interact closely with numerous University departments in research, teaching, and public outreach.

4:30 p.m. **Board Bus at Museum of the Earth Entrance, and Depart for Dinner in Geneva.**

6:00-7:30 p.m. **Dinner at Kindred Fare** – a “spirited cookery” in Geneva, NY. Located in the Finger Lakes region, Kindred Fare is a dining experience inspired by farmhouse cooking and spirited gatherings with family and friends. They butcher their own meats, bake their own bread, make their own pastas, and create their own recipes in house. They focus on serving sustainably sourced fish. Enjoy a lovely meal that you selected, and purchase spirits of your own choosing at the Kindred Fare bar.

7:30 p.m. **Bus Departs from Restaurant Entrance for Return Trip to Rochester**

8:30 p.m. **Bus arrives at Strathallan Hotel**  
The night is young, so continue your discussions in one of the Strathallan bars or venture out into the community.

**Wednesday, February 6 (Half Day)**

7:00-8:00 a.m. **Breakfast at Hotel** (Complimentary coupon for ASMD Member)

8:15 a.m. **Board Bus at Hotel Entrance to Visit George Eastman Museum in Rochester**

8:30-9:30 a.m. **Explore the George Eastman Museum with Marketing and Engagement Director Eliza Kozlowski.** We will have a private tour of the mansion, focusing on the inventions of George Eastman and the camera technology on view. Please note that food, beverages, large bags, backpacks, and photography using flash, selfie sticks, and tripods are not allowed in the mansion.



9:30 a.m.      **Board Bus at University Avenue Entrance to Visit the Strong National Museum of Play in Rochester**

10:00 a.m.-noon      **Explore the Educational Value of Play at the Strong National Museum of Play with President and CEO Steve Dubnik and the Museum Team**



Noon      **Meeting Ends**—Depart directly for airport or board the bus at the Main Entrance to the Museum to return to the Strathallan Hotel. Arrangements should be made ahead of time with the Strathallan Hotel if you want to take the complimentary Hotel shuttle from the Hotel to the airport.

Note: ASMD Members wishing to stay at the Strathallan Hotel on Wednesday night are eligible for the discounted rate and a complimentary breakfast coupon for Thursday morning.

The Final Program for the 2019 ASMD Directors Forum is downloadable from the ASMD Website ([www.asmd-us.org](http://www.asmd-us.org)).

## **ROCHESTER, NY AREA RESTAURANT OPTIONS**

Please note: The establishments listed below offer Sunday seating.

The Strathallan Hotel (550 East Avenue, Rochester, NY 14607)

- Char Steak & Lounge – American Contemporary; Website: [www.charsteakandlounge.com](http://www.charsteakandlounge.com); Phone: 585-241-7100

### **Walkable:**

#### ***Neighborhood of the Arts (NOTA)***

- Village Gate Square  
274 N. Goodman Street  
Rochester NY 14607

*Village Gate is a vital component of Rochester's Neighborhood of the Arts (NOTA). Unique community of specialty shops, restaurants, loft apartments, art galleries and art studios located in an historic printing factory.*

- California Rollin – Sushi; Website: [www.california-rollin.com](http://www.california-rollin.com) Phone: 585-271-8990
- Lento – Fresh Local/Seasonal Foods; Website: [www.lentorestaurant.com](http://www.lentorestaurant.com) Phone: 585-271-3470
- Nox (302 N. Goodman Street) – Website: [www.noxcocktail.com](http://www.noxcocktail.com) Phone: 585-471-8803
- Salena's – Mexican; Website: [www.Salenas.com](http://www.Salenas.com) Phone: 585-256-5980
- The Gatehouse Café – Casual American; Website: [www.thegatehousecafe.com](http://www.thegatehousecafe.com) Phone: 585-473-2090
- Starry Nites Café- Coffee/Light Fare/Bistro- 696 University Avenue, Rochester, NY 14607; Website: [www.starrynitescafe.com](http://www.starrynitescafe.com) Phone: (585) 271-2630
- The Revelry – American; 1290 University Avenue Rochester, NY; Website: [www.therevelryroc.com](http://www.therevelryroc.com) Phone: 585.340.6454

#### ***East End/Entertainment District***

- City Grill – Contemporary American; 384 East Ave, Rochester, NY 14607, Website: Phone: (585) 222-2489

- The Old Toad – English Pub; 277 Alexander Street Rochester, NY 14607; Website: Telephone: 585-232-2626
- Veneto – Wood Fired Pizza; 318 East Ave, Rochester, NY 14604, Website: Phone: (585) 454-5444

### ***Park Avenue***

- Jines – Diner; 658 Park Ave, Rochester, NY 14607, Website: [www.jinesrestaurant.com](http://www.jinesrestaurant.com), Phone: (585) 461-1280
- Blu Wolf Bistro – American; 657 Park Avenue Rochester, NY 14607, Website: [www.bluwolfbistro.com](http://www.bluwolfbistro.com) Phone: (585) 270 – 4467
- Dorado - Mexican; 690 Park Avenue, Rochester, NY 14607; Website: [www.doradoparkave.com](http://www.doradoparkave.com) Phone: 585-244-8560
- The Hideaway – American; 197 Park Avenue, Rochester NY 14607; Website: [www.hoganshideaway.com](http://www.hoganshideaway.com), Phone: 585.434.0511
- Red Fern – Vegetarian/Vegan/Gluten Free; 283 Oxford St, Rochester, NY 14607, Website: [www.redfernrochester.com](http://www.redfernrochester.com) Phone: (585) 563-7633
- Sinbad's Mediterranean Cuisine – Mediterranean; 719 Park Avenue, Rochester, NY 14607, Website: [www.mysinbads.com](http://www.mysinbads.com) Phone: 585-473-5655

### **Transportation Required:**

### ***Rochester Public Market***

- Cure – Fresh, locally sourced French-farm inspired; 50 Public Market Street, Rochester, NY 14609, Website: [www.curebar.net](http://www.curebar.net) Phone: 585-563-7941

### ***High Falls District***

- Genesee Brew House – American; 25 Cataract Street, Rochester NY 14605; Website: [www.geneseebeer.com/brewhouse](http://www.geneseebeer.com/brewhouse) Phone: 585-263-9200
- Pane Vino – Italian American; 175 N Water St, Rochester, NY 14604, Website: [www.panenvinoontheriver175.com](http://www.panenvinoontheriver175.com) Phone: (585) 232-6090
- Tapas 177 – Tapas style/International; 177 Saint Paul Street, Rochester, New York 14604, Website: [www.tapas177.com](http://www.tapas177.com) Phone - 585-262-2090

### ***Downtown/Cornhill***

- Dinosaur BBQ – Barbeque; 99 Court St, Rochester, NY 14604, Website: [www.dinosaurbarbecue.com/bbq-rochester](http://www.dinosaurbarbecue.com/bbq-rochester) Phone: (585) 325-7090

- Panzari's Italian Bistro – Italian; 321 Exchange Blvd. Rochester, NY 14608, Website: [www.panzarisitalianbistro.com](http://www.panzarisitalianbistro.com) Phone: 585-546-7009
- Tony D's – Italian; 288 Exchange Blvd, Rochester, NY 14608, Website [www.tonyds.net](http://www.tonyds.net): Phone: **585.413.3640**