

ASMD 2022 Directors Forum
Final Program
Tuesday February 1 (travel and reception)–February 4, 2022 (ends at noon)
Seattle, WA

January 18, 2022

Program and Host Committees: Julie Stein, Will Daugherty, Matt Hayes, Joe Keiper, Tracy Calogheros, William Harris, Elizabeth Pierce, Todd Boyette, Bonnie Styles

Tuesday, February 1, 2022: Travel day and Opening Reception

Fly into Seattle-Tacoma Airport and take taxi, Uber, Lyft, or the Link Light Rail to the conference hotel. The most economical mode of travel to and from the airport is the Link Light Rail. If you plan to take the Light Rail, from the airport, you will purchase a ticket to the Westlake Station, which is about a 9-10 minute walk to the conference hotel.



Hyatt Regency Seattle Hotel

The conference hotel is the Hyatt Regency Seattle, 808 Howell Street, Seattle, Washington 98101. The Hyatt Regency is a new LEED Gold hotel with great amenities, including 2 bars and two restaurants, free Wi-Fi, and complimentary access to the 24-hour fitness center. Valet and self parking are available. Situated in the heart of Downtown, this hotel offers close access to Downtown attractions including the Space Needle, Chihuly Gardens and Glass, Pike Place Public Market, and the Seattle Waterfront. A block of rooms has been reserved for ASMD participants. The negotiated conference rate is \$139 per night for one or two beds for single or double occupancy with a \$25 upcharge for additional occupants beyond two (with anticipated check in on February 1 and check out on February 4). Conference rates will be extended for three days prior to and after the conference for those who want to expand their Seattle experience. The hotel contract has been signed and we encourage participants to reserve their

rooms as soon as possible so we can release unrented rooms in our block before we incur penalties for unused rooms. **The cutoff date for reserving rooms in our block at our rate was January 16, 2022, but you may be able to reserve in our block after that date.**

Here is the link for room reservations:

<https://www.hyatt.com/en-US/group-booking/SEARS/G-ASMD>

Fully registered members (ASMD member Directors/Presidents/CEOs) and invited registered Associate Directors may participate in all aspects of the program. Registered significant others may participate in designated tours and social aspects of the meeting as indicated below.

Tuesday, February 1, 2022 ASMD Directors Forum

6:00 – 7:00 p.m. Informal Opening Reception: Informal gathering for all participants in Tidal+ in the lobby level of Hyatt Olive 8 next to the Hyatt Regency Seattle Hotel. From the Hyatt Regency Lobby level, exit through the glass doors near Andare and then cross the street. The Olive 8 including Tidal+ is right there! Tidal+ is holding the back area for us. Drinks and Dinner are on your own during and following the reception. Tidal+ offers small plates, specialties, a few entrees, desserts, craft cocktails, draft and craft beers, and wines. They are open from 3:00-10:00 p.m. on Tuesday through Thursday.

Wednesday, February 2, 2022 ASMD Directors Forum Meeting

Breakfast on your own: The Bagel Shop located on the lobby level of Hyatt Olive 8 is open from 6:30 a.m. to 1:00 p.m. 7 days a week and serves breakfast and lunch, and the MARKET located on the 2nd floor of the Hyatt Regency is open from 6:30 to 11:30 a.m. and offers breakfasts and beverages to go.

8:15 a.m. Members, invited Associate Directors, and significant others gather in the Hyatt Regency Seattle Hotel lobby to take the Metropolitan Shuttle Bus to the Burke Museum. Please wear your ASMD name badge to all functions and events. It will be needed for entry into some facilities.



Burke Museum

8:45 a.m. Burke Museum Cascade Room

Introductions: Julie Stein, Executive Director, Burke Museum

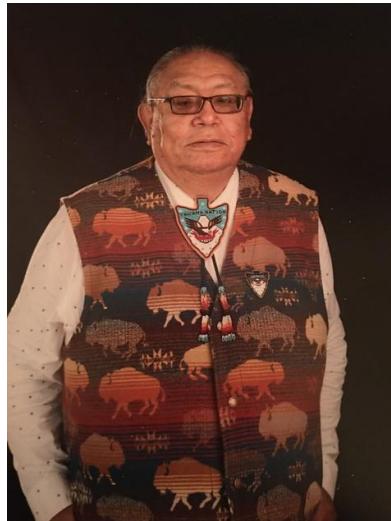
Registered significant others may participate in this session

Opening and Welcoming Ceremony:

Davis (Yellowash) Washines

Vice-Chair, Burke Museum Native American Advisory Board (NAAB)

Citizen of the 14 Confederated Tribes and Bands of the Yakama Nation, primarily from the Kah-Milt-Pa Band, Skin-Pa Band, and the Klickitat, Wenatchapam, and Palouse Tribes



Davis (Yellowash) Washines, Vice-Chair, Burke Museum Native American Advisory Board

Welcome to the University, Burke Museum, and ASMD Directors Forums:
Dianne Harris, Dean of the College of Arts and Sciences and Professor of History,
University of Washington, Seattle
Elise Hebb, President, Burke Museum Association
Joe Keiper, President, Association of Science Museum Directors; Executive Director,
Virginia Museum of Natural History

9:00 a.m. Gather in Burke Lobby for Highlights Tour of the new Museum by Julie Stein and Staff

Registered significant others may participate in the tour and continue touring the museum after the tour.



Julie Stein, Executive Director, Burke Museum



Synecdoche Mural, Burke Museum (Photograph by Andrew Waits)

10:30 a.m. Burke Museum Cascade Room: Forum Program—Decolonizing the Burke Museum: Polly Olsen, Yakama Nation, Tribal Liaison and Director of Diversity, Equity, Accessibility, Inclusion (DEAI) and Decolonization, Burke Museum; Julie Stein, Executive Director, Burke Museum; and Aaron McCanna, Yup'ik Descendant, Coordinator of DEAI and Decolonization, Burke Museum



*Polly Olsen, Tribal Liaison,
Burke Museum*

*Aaron McCanna, DEAI and
Decolonization Coordinator, Burke Museum*



Burke Native American Advisory Board Members and Burke Museum Staff

12:00 p.m. Lunch and Program in the Cascade Room—Catered by Off The Rez Café
Off the Rez (<https://www.offthereztruck.com/>) was started by longtime couple Mark McConnell and Cecilia Rikard. Mark's mother grew up on the Blackfeet Rez in Browning, Montana. Mark grew up eating traditional frybread and Indian tacos at family gatherings and powwows. In Seattle, he searched for Native cuisine and came up empty. In response, he and Cecilia opened Seattle's first Native food truck that offered authentic Blackfeet frybread recipes and Indian

tacos. Praise and press quickly followed, and they continue to serve up delicious daily creations of Native foods. They also offer catering inspired by a beautiful heritage and culture. The Off the Rez Café in the Burke Museum premiered with the opening of the new Museum. Registered significant others may join us for lunch.

Hot Topics Discussion by Leaders from the Association of Science and Technology Centers (ASTC) and American Alliance of Museums (AAM)—Updates on Diversity, Equity, and Inclusion Initiatives



Christofer Nelson, President & CEO, ASTC *Laura Lott, President & CEO, AAM*

1:15 p.m. Burke Museum Cascade Room: Program—How to Make Hiring and Executive Leadership Searches and Transitions Better and More Equitable—Vu Le (pronounced “voo lay”), Executive Director, Nonprofit AF (<http://nonprofitaf.com/>)

Vu is an internationally known nonprofit leader and keynote speaker. He is the former Executive Director of RVC, a Seattle nonprofit that promotes social justice by developing leaders of color, strengthening organizations led by communities of color, and fostering collaboration between diverse communities. Here is a link to one of his blog posts: <https://nonprofitaf.com/2021/04/10-ways-to-make-executive-leadership-searches-and-transitions-better-and-more-equitable/>.



Vu Le, Executive Director, Nonprofit AF (<http://nonprofitaf.com/>)

2:45 p.m. Break

Following the Break, Significant Others and Invited Directors and Associate Directors may enjoy free time in the Museum when ASMD members convene the Business Meeting.

3:00 p.m. Burke East Classroom: ASMD Business Meeting—Joe Keiper, ASMD President; Executive Director, Virginia Museum of Natural History (ASMD member directors only)

4:00 p.m. Board Metropolitan Shuttle Bus to travel to the Museum of Flight

Registered significant others may ride in the shuttle and participate in all events at the Museum.



4:30 p.m. Highlights Tour # 1 of Museum of Flight—Matt Hayes and Staff



Matt Hayes, President and CEO, Museum of Flight

5:30 p.m. Cash Bar in Museum of Flight Side Gallery

Enjoy some adult beverages and great conversations with your colleagues.

6:00 p.m. Dinner in the Side Gallery

Enjoy a delicious buffet dinner catered by McCormick and Schmicks' and continue enjoying adult and other beverages from the cash bar.

7:30 p.m. Board Metropolitan Shuttle Bus (in the main parking lot on the east side of the building) to go to the Hyatt Regency for continued conversations in informal settings!

Thursday, February 3 ASMD Directors Forum Meeting

Breakfast on your own. The Bagel Shop located on the lobby level of Hyatt Olive 8 is open from 6:30 a.m. to 1:00 p.m. 7 days a week and serves breakfast and lunch, and the MARKET located on the 2nd floor of the Hyatt Regency is open from 6:30 to 11:30 a.m. and offers breakfasts and beverages to go.

Pre-assigned groups of ASMD participants will gather in the hotel lobby at two different times to walk to the Amazon Spheres for our staggered tours.

8:45 a.m. Group A (led by Julie Stein) meets in the hotel lobby to leave for the 15 minute walk to the Amazon Spheres.

9:15 a.m. Group B (led by Will Daugherty) after a little free time in the morning to explore or work, meets in the hotel lobby to leave for the walk to the Amazon Spheres.

9:00-9:45 a.m. GROUP A: Amazon Spheres Tour Schedule

- 24 guests maximum with 3 NWC Docent guides
- 15 minute introduction at 9:00 a.m. at the 1st floor Living Wall by a Horticultural Specialist
- 30 minute Docent led tour of the Spheres
- GROUP A walks to the Chihuly Garden and Glass and Space Needle Campus

9:30-10:15 a.m. GROUP B: Amazon Spheres Tour Schedule

- 24 guests maximum with 3 NWC Docent guides
- 15 minute introduction at 9:30 a.m. at the 1st floor Living Wall by a Horticultural Specialist
- 30 minute Docent led tour of the Spheres
- GROUP B walks to Chihuly Garden and Glass



Amazon Spheres

The [Amazon Spheres](#) are incredible for their architecture, gardens, and beauty. They are not open to the general public, but the host committee arranged for a special guided tour. The Amazon Spheres were designed to provide a place where Amazon employees could think and work in a very different setting. They house an indoor garden with over 40,000 cloud forest plants, and we will have an opportunity to tour through these spaces. We offer special thanks to Tim Detweiler, Amazon Expressions Program Manager for all his help in assisting with the tours of the Spheres.



Tim Detweiler, Amazon Expressions Program Manager

9:45 a.m. Group A Departs Amazon Spheres and walks to the Space Needle and Chihuly Garden and Glass Campus and explores area until 10:30 a.m.



Space Needle and Chihuly Garden and Glass Campus

Group A may choose to visit the stores in the Space Needle and Chihuly Garden and Glass campus area or may venture to the nearby Starbucks in the Seattle Center for a cup of coffee.

10:15 a.m. Group B. Departs Amazon Spheres and walks directly to Chihuly Garden and Glass

Chihuly Garden and Glass is located in the Seattle Center next to the Space Needle. They are sister private entities, managed as a single business. Chihuly Garden and Glass features the glass studio art of Dale Chihuly and the beauty of glass architecture and gardens. It is interesting to experience the beauty of glass in the Chihuly Garden along with the design and re-engineering of the Space Needle using glass. During this visit, you will have an opportunity to learn more about operation strategies during the pandemic and the recent renovation of Chihuly Garden and Glass and the Space Needle.



Chihuly Garden and Glass

10:30 a.m. Groups A and B assemble at Chihuly Garden and Glass

**10:30-11:15 a.m. Guided Tour of Chihuly Garden and Glass by Executive Director
Michelle Bufano and Exhibition Manager Sherrie Newman**

The Chihuly Garden and Glass tour will emphasize lessons learned over 10 years of operation, the for-profit versus the non-profit model, coping with the pandemic, and the recent renovations.



Michelle Bufano, Executive Director, Chihuly Garden and Glass



Sherrie Newman, Exhibits Manager, Chihuly Garden and Glass

11:15 a.m.-12:30 p.m. Special Buffet Lunch at Chihuly Garden and Glass in the Glasshouse or Café

The lunch will include a variety of pizzas, soups, and salads along with a beverage.

Michelle Bufano, Executive Director of Chihuly Garden Glass, will discuss a decade of operation of the museum that is continuing to learn. As a special treat, she has invited a representative from the Space Needle to talk about their part of the joint multi-million dollar renovation project. Special thanks are due to Michelle for all of her assistance in planning this experience and for providing us this special lunch at cost. Thanks also to Karen Olson, COO for the Space Needle for her assistance.



Glasshouse sculpture, Chihuly Garden and Glass

12:30-2:15 p.m. Optional Afternoon Activities in the Chihuly Garden and Glass and Space Needle Campus and Surrounding Area

ASMD participants may choose to observe Hot Shop Demos and visit the store at Chihuly Garden and Glass, tour the Space Needle and/or visit their store, or visit the Museum of Pop Culture (formerly known as Experience Music Project). Alexis Lee, Executive Director of the Museum of Pop Culture has offered free admission to individuals wearing their ASMD name tags. You may also choose to check out trendy stores in the area (e.g., Compass, Seattle, and Northwest), and/or head to Starbucks in the Seattle Center for more coffee and a little time to read e-mail.



The Museum of Pop Culture (Frank D. Gehry, architect)

2:15 p.m. Assemble at Entrance to Chihuly Garden and Glass to Walk (7 minute walk) to Climate Pledge Arena.

2:30 p.m. Arrive at Climate Pledge Arena for Special Tour

[Climate Pledge Arena](#) aims to be the most progressive, responsible, and sustainable arena in the world. The technology and engineering involved are amazing. The host committee has arranged a special insider tour of the arena that is tailored to the interests of ASMD participants.



Climate Pledge Arena

3:30 p.m. Leave Climate Pledge Arena for the walk (6 minute walk) to Pacific Science Center. Will Daugherty will lead the way.



Pacific Science Center

3:45 p.m. Welcome and Update on Pacific Science Center Renewal Plans—Will Daugherty, President & CEO, Pacific Science Center



Will Daugherty, President & CEO, Pacific Science Center

4:30 p.m. Overview of Hockey Exhibition at Pacific Science Center—Diana Johns, Vice President of Exhibits, Pacific Science Center; and Jay Brown, Flying Fish Exhibits

PacSci is hosting the world premiere of *Hockey: Faster Than Ever*, an exhibition featuring the science and history of hockey. The exhibition has a strong diversity, equity, and inclusion component. Flying Fish (<https://www.flyingfishexhibits.com/>) developed this traveling exhibition in collaboration with the Montreal Science Centre. We have also allotted time for viewing the hockey exhibition on your own. Registered significant others may participate in this session.



Diana Johns, Vice President of Exhibits, Pacific Science Center



Jay Brown, Principal and Managing Director, Flying Fish Exhibits

5:30 p.m. Reception in the Pacific Science Center

All participants are invited to relax and enjoy wine and beer and light snacks with your colleagues. Snacks will include Chef Kristi Brown's of That Brown Girl Cooks! World-famous black eyed pea hummus! Special thanks are due to Jay Brown and Flying Fish Exhibits for sponsoring our reception and dinner in the Pacific Science Center.



Chef Kristi Brown, That Brown Girl Cooks! (<http://www.thatbrown girl.com/>)

6:15 p.m. Dinner in the Pacific Science Center

Enjoy an innovative Seattle meal catered by That Brown Girl Cooks! This culinary brand hosts flavorful innovations by Chef Kristi Brown. Her catering brings food magic to the Pacific Northwest with her line of fresh specialty food products that meld traditional soul food with inspirations from around the world that are served with a lot of personality and love. During the

pandemic, Chef Kristi and the “That Brown Girl Cooks!” team have operated a community kitchen serving free meals to the community two days a week.

7:30 p.m. Outdoor Demonstration of the New Arch Lighting at the Pacific Science Center

7:45 p.m. Walk with group or take cab, Uber, or Lyft back to hotel (on your own)

8:15 p.m. Reconvene at your leisure in one of the hotel bars to continue the conversations!

Friday, February 4

Breakfast on your own. The Bagel Shop located on the lobby level of Hyatt Olive 8 is open from 6:30 a.m. to 1:00 p.m. 7 days a week and serves breakfast and lunch, and the MARKET located on the 2nd floor of the Hyatt Regency is open from 6:30 to 11:30 a.m. and offers breakfasts and beverages to go. Please save some room for the muffins, yogurt, coffee and other beverages that we will be providing in the morning session at the Museum of Flight.

8:15 a.m. Gather in the Hotel lobby to take Metropolitan Shuttle Bus to the Museum of Flight

Bring your luggage if you are leaving for the airport from the Museum. Registered significant others may ride in the bus.



Museum of Flight

8:45 a.m. Light Breakfast and Program Session at Museum of Flight (South View Lounge)—Discussion of Pandemic Survival Stories and Reflections on our Experiences in Seattle, Facilitated by Joe Keiper, President, ASMD; Director, Virginia Museum of Natural History

Registered significant others may tour the Museum on their own during this session or observe the session. As noted, we are providing an assortment of muffins, yogurt, coffee, and other beverages for all participants to enjoy.



*Joe Keiper, President, Association of Science Museum Directors;
Director, Virginia Museum of Natural History*

10:30 a.m. Highlights Tour #2 of Museum of Flight by Matt Hayes, President and CEO, Museum of Flight and Staff



Matt Hayes, President & CEO, Museum of Flight

Join Matt for a special tour or you may also choose to explore the Museum on your own. Registered significant others may participate in this tour or individual exploration.

Directors Forum Ends at Noon

12:00 p.m. Metropolitan Shuttle Bus Departs and Makes a Drop Off at Seattle-Tacoma Airport and Returns to Hotel

Participants headed directly to the airport from the Museum of Flight may be dropped off at the Seattle-Tacoma airport. Those staying the night or leaving Seattle later in the day may choose to take the shuttle/bus back to the Hyatt Regency hotel.