

**ASSOCIATION OF SCIENCE MUSEUM DIRECTORS
2010 Mid-Winter Meeting
Jersey City/New York City- February 3-6, 2010**

February 3-4 Hyatt Regency on the Hudson
2 Exchange Place, Jersey City, NJ
201-469-1234

February 5 Luggage transferred to the Belvedere Hotel by Liberty Science Center.
ASMD is paying the fees for the storage and delivery of your bags
to your room at the Belvedere.

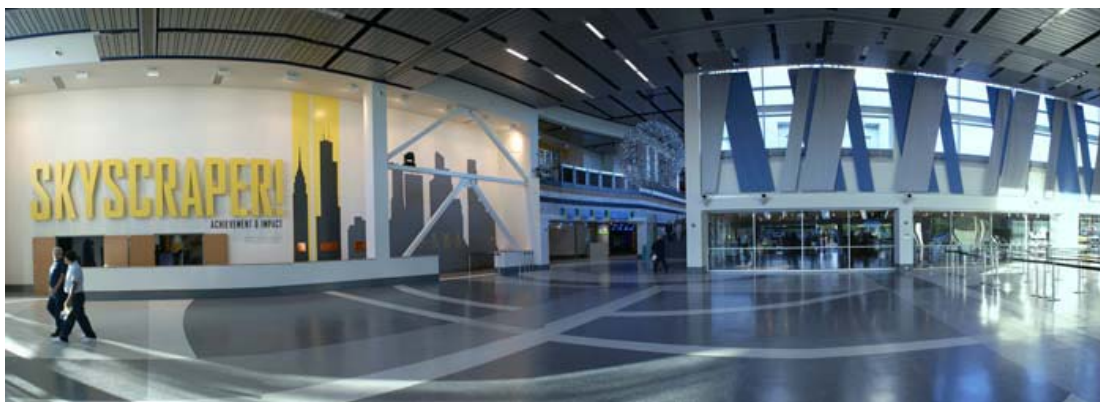
February 5-6 Belvedere Hotel, Manhattan
319 West 48th Street, New York, NY
212-245-7000

Wednesday, February 3

7:00 pm Informal Get-Together
Vu Lounge, Hyatt Regency of the Hudson



Thursday, February 4



LIBERTY SCIENCE CENTER: Host – Emlyn Koster, President & CEO

Joined by Ford Bell, AAM President, and Bud Rock, ASTC Executive Director
Spouses may attend the morning and/or afternoon sessions.

8: 30am Meet in hotel lobby for departure to Liberty Science Center using the Hudson-
Bergen Light Rail, Liberty State Park station. Prepaid round trip tickets in packet.

- 9:00 am “Extending the walls” – using electronic communication for inbound and outbound audience engagement – and an overview tour of most exhibitions to illuminate the Center’s brand as a globally-minded resource for living, learning and working in, and caring for, the NJ-NYC region
- *Skyscraper! Achievement and Impact*
 - Videoconference with *Live from ... Cardiac Bypass Surgery* at Morristown Memorial Hospital, NJ (we will join a Staten Island, NY, high school group)
 - Philosophy and technology of *Electronic Field Trips*
 - Tea and coffee break in Board Room
 - *Eat and Be Eaten*, use of cell phones to extend interpretation
 - *Infection Connection*
 - *Communication*
 - *Our Hudson Home*
 - Viewing an *Electronic Field Trip*, aquatic ecosystems for grade 4
- 12:00 noon Business Meeting - Working lunch for ASMD members only
- 1:15 pm Demonstration of Noveda software to reduce energy costs at Liberty Science Center by Dennis Hercel, Director of Facilities
- 1:50 pm Discussion on opportunities and barriers: our field’s coverage, or not, of the science that matters to the sustainability of society and the environment, with an opening presentation by Emlyn Koster
- 3:30 pm Break
- 3:45 pm Briefing and discussion: Trends in what museum boards are looking for in their next CEO with James Abruzzo of DHR International, formerly of A. T. Kearney, and currently also Co-Director of the Institute for Ethical Leadership at the Rutgers Business School
- 5:00 pm Back to Hyatt Regency by the Hudson-Bergen Light Rail to freshen up
- 6:30 pm Bus departs Hyatt Regency for dinner reception at Liberty Science Center
- Drinks and hors d’oeuvres atop our panoramic tower that overlooks Liberty State Park, the lower Hudson and the Jersey City/Manhattan skyline, with a briefing on the history and ecology of Liberty State Park by Frank Gallagher, of the NJ Department of Environmental Protection
 - Dinner next to the aquaria in *Our Hudson Home*
- 9:30 pm Bus departs for Hyatt Regency

Friday, February 5



AMERICAN MUSEUM OF NATURAL HISTORY: Host – Ellen Futter, President

AMNH Programs and Lunch are for ASMD members and invited participants. Spouses will be provided vouchers for free admission to the AMNH for those who wish to tour the exhibits.

8:45 am Meet in Hotel Lobby to travel to AMNH via public transportation on the PATH – directions provided in packet. Prepaid PATH tickets and Metro Passes to be distributed. Please do not bring laptops or items of value since meeting rooms will not be secure.

For those spouses wishing to check-out of the Hyatt at a later time, Liberty Science Center will not transport luggage until 11:30 am. Regardless of when you check out, luggage should be taken to the Hyatt bellman stationed in the **Palisades Meeting Room**. Your packet contains ASMD tags to be placed on your luggage for easy identification at the Belvedere Hotel as a bag belonging to our group. Please write your name on the tag and denote 1 of 2, 1 of 3, etc. Note the Hyatt bellman will also tag luggage. If your luggage is not in the Palisades Meeting Room, it will not be transported.

9:45 am Arrive AMNH and enter at Central Park West at 79th Street Security Entrance. This is located under the grand staircase of the Museum. There is a driveway that leads down to the doors for security. Megan DiStasio will greet us. Spouses wishing to use their voucher to see the AMNH should come at this time with the group.

10:00 am “Focusing on Education Initiatives - National Urban Advantage Program”
The goal of Urban Advantage is to support and improve teaching and learning in public middle school science education. In 2007, the American Museum of Natural History began an effort to partner with science-rich institutions in other major American cities to adapt Urban Advantage to their education outreach efforts and create a national network to share effective practices and strengthen leadership.

12:00 noon Lunch for ASMD members only

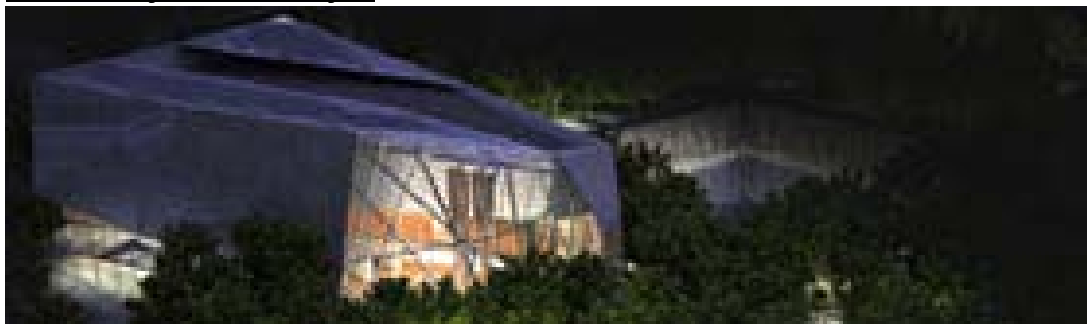
- 1:00 pm Tour of the Museum's Collections with John Flynn, Dean, Richard Gilder Graduate School and other Museum Curators.
- 3:45 pm Check-In at the Belvedere Hotel – Transportation is on your own. Directions provided in packet.
- 5:30 pm Dinner for members and spouses at The View Restaurant, 1535 Broadway in the Marriott. Transportation on your own. Directions provided in packet. Arrival promptly at 5:30 is necessary to stay within our reservation. From the street level take escalator up one flight or elevator to third floor. Please note that the complimentary coat check is also located on the third floor. The View strongly encourages the use of the coat check. <http://www.theviewnyc.com> New York's only revolving rooftop restaurant



- 7:30 pm Jersey Boys, the Broadway show, for Members and Spouses. August Wilson Theatre, 245 W. 52nd Street. Directions in packet.



Saturday, February 6



- 8:30 am Depart hotel and walk to 50th Street Subway Station – see packet
- 9:15 am September 11 Memorial Preview Site, 20 Vesey Street, just east of Church Street, across from St. Paul's Chapel, and a block from the World Trade Center construction site.

National September 11 Memorial Museum and the holistic intentionality it takes to successfully tackle challenging content.

Alice Greenwald, Executive Vice President for Programs, Director of Memorial Museum, National September 11 Memorial and Museum.
Randi Korn, Founding Director, Randi Korn & Associates, Inc.

11:45 am Walk to nearby One Liberty Plaza to visit the 20th floor offices of the National September 11 Memorial and Museum (Note: an advance list of all names was provided for onsite security clearance) for a breathtaking overview of the Ground Zero reconstruction site.

12:30 pm Lunch on your own nearby



1:30 pm Transportation on your own – see packet for directions to the National Park Service Ferry location near **1 South Street**.
FERRY LEAVES PROMPTLY AT 2:00 PM.
Heightened security does not allow large handbags and/or back packs on the ferry. Security officer must check-us in. Ranger Sam Webb will meet us for orientation and film. Tour of the Museum will begin approximately at 2:30 pm. Between 1890 and 1950, more than twelve million Americans who had sailed to the United States in steerage class had their immigration procedure at Ellis Island, the so-called *Island of Fears, Island of Tears*.

5:15 pm Last ferry departs Ellis Island for Battery Park – packet contains additional schedule information for those wishing to travel to the other island(s). Directions back to the hotel are included in packet.

MUSEUMS WHO HAVE EXTENDED COURTESY ADMISSION WITH THE ASMD CONFERENCE BADGE:

Smithsonian's National Museum of the American Indian in New York
Gustav Heye Center, 1 Bowling Green

Children's Museum of Manhattan
The Tisch Building, 212 West 83rd Street

Museum of the City of New York
1220 Fifth Avenue

Museum of Modern Art
11 West 55th Street – Between 5th and 6th Avenues

NOTE: Professional Courtesy Admission for any museum employee and one guest