



A Quarterly Message from the CEO

January 2010

Dear Friends,

Happy New Year! I want to thank you for your support of Arizona Science Center over the past year. For many, it was one filled with tough choices and numerous challenges. We appreciate that you have invested your time and interest in the Center. Through your patronage and support we were able to withstand a tough year and we look forward to continuing to bring you positive updates throughout 2010.

- The second quarter of Fiscal Year 2010 ended quite strong for the Center, meeting both projected revenue and attendance goals. *ROBOTS: The Interactive Exhibition*, presented locally by *The Arizona Republic*, has continued to be a popular draw for our visitors and, as a result, we have extended its run through February 28, 2010.
- The Center hosted Ford Motor Company Fund Free Admission Weekend in December - thanks to a new corporate relationship with the Ford Motor Company Fund - and enabled the Center to give back to the community this holiday season by offering both FREE general admission and FREE admission to *ROBOTS* to more than 4,300 visitors.
- As a result of a successful pilot program last summer, the Arizona Department of Education (ADE) has awarded Arizona Science Center a contract to conduct after school clubs and summer camps at 16 sites across the state, as part of their *21st Century Community Learning Center* program. Additionally, the Center is able to add three full time staff members to support this effort. We hope that the agreement will develop into a long lasting relationship with ADE to continue providing exciting, motivating experiences for underserved children throughout Arizona.
- In other good news, I am proud to announce that I was recently elected to serve as the Vice President of the Association of Science-Technology Centers (ASTC), an international organization of science centers and museums dedicated to furthering public engagement with science among increasingly diverse audiences. ASTC encourages excellence and innovation in informal science learning by serving and linking its members worldwide and advancing their common goals. It is through ASTC that members receive reciprocal admission to more than 250 science centers nationwide! I am proud to represent the Center on this board and look forward to sharing with you our progress on a national level.
- Finally, I am excited to report that construction has begun on both floors 1 and 4. In addition, construction on our new entrance will begin this month. We have made every effort to maintain your experience here at the Center during construction. We apologize in advance for any inconvenience and appreciate your patience and understanding during the construction and renovations. Be sure to visit azscience.org for ongoing construction updates, special offers and exciting announcements!

As always, our overall priority remains to offer the best guest experience possible while maintaining our mission to inspire, educate and entertain people of all ages about science. From all of us here at the Center, we wish you and your family a very happy and healthy New Year and look forward to seeing you soon!

If you should have any questions or would like more information, please do not hesitate to email me directly at humphrey@azscience.org.

Happy New Year,

Chevy Humphrey
President & CEO