



A Quarterly Message from the CEO

October, 2009

Dear Friends,

It has been nearly a full year since I first began writing to you. As the economic landscape around us continues to change, shared quality time with family can make a profound impact on our daily lives. Arizona Science Center is proud to be your portal to affordable and exciting experiences that engage your family in the future of science.

The past several months at the Science Center were distinguished by several exciting initiatives designed to introduce new experiences to the Center and reach new audiences.

- Thanks to *LEGO® Castle Adventure* and its popularity with visitors of all ages this summer, the Center had a strong first quarter and met both anticipated revenue and attendance goals. We remain conservatively optimistic in our outlook for the year and will continue to share with you our financial progress. The Center wishes to thank JPMorgan and Chase for their local support to help bring this exhibition to the Center!
- The Center received a prestigious \$1.2 million competitive Science Education Partnership Award from the National Institutes of Health for *Framing New Pathways to Medical Discovery*. This five-year program aims to increase public and student understanding of bioscience, including key concepts concerning biological building blocks and pathways, bioinformatics and nanomedicine. The Center will collaborate with Barrow Neurological Center, Arizona State University, TGen and a host of other community and educational partners to create hands-on lab activities, workshops, resources for teachers, a virtual biology lab and outreach opportunities – all related to bioscience and biotechnology. A big thank you goes to our Director of Science Interpretation, Laura Martin, PhD., whose passion and determination have put Arizona Science Center on the national map with this project, and who will lead the project as principal investigator.
- The design process has begun for our next phase of capital renovations at the Center. Stay tuned for many exciting changes throughout the upcoming year!
 - *How We Live With the Sun* will close in mid-October and re-open later this year as *Solarville* in the APS Gallery, which will offer hands-on exhibits presenting solar energy in a whole new light.
 - *All About You* and *Psychology* will undergo major changes later this year and re-open in the Steele Gallery dedicated to the future of bioscience.
 - Funded by a voter-approved 2006 City of Phoenix Bond Award, the Center will also begin construction later this year on a more accessible entrance and major improvements to the lobby.

All of these achievements were made possible through the dedicated leadership of our board, the creativity of our staff and you – our supportive partners and donors. Together, we are able to fulfill our mission to inspire, educate and entertain visitors of all ages about science.

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

With appreciation,

Chevy Humphrey
President & CEO