



***Never doubt that a small group of thoughtful,
committed citizens can change the world.
Indeed, it is the only thing that ever has.***

Margaret Mead
anthropologist and author

Report to the Community



January 2012

Dear Colleagues,

Science in Vegas? What are the odds?

2011 was a terrific year for Science, Technology, Engineering and Math (STEM) professionals, educators and organizations based in Southern Nevada with the launch of the first ever Las Vegas Science Festival.

The event brought together over 80 organizations who provided over a hundred exciting free STEM-related programs to thousands of children and adults throughout Southern Nevada. An amazing 15,000 people participated in the week-long celebration of everything and anything science related in our community. Over 1 million were reached through both paid and earned media activities. For one week in May, the Las Vegas Science Festival had many in our community talking about the importance of STEM and what it means to our everyday lives and what it means to our future.

The Las Vegas Science Festival focused on three core areas most relevant to our community: Applied Sciences, Natural Sciences and Health Sciences. It featured the amazing work of STEM professionals and organizations working in our community.

The ultimate goal of the Las Vegas Science Festival is to raise the visibility for STEM, encourage STEM educational initiatives and careers, and raise science literacy in the community.

We owe a special word of thanks to our Las Vegas Science Festival 2011 lead organizations: the Las Vegas Natural History Museum, the Clark County School District, UNLV, the Desert Research Institute and the event's founding producers Exhibit IQ. This year's Festival was completely funded through the generosity of our sponsors including Walmart, Cox Communications, NV Energy, the Mirage, Bank of America and Western Exterminators. In addition, each of our lead and participating organizations contributed thousands of hours of volunteer time to make the dream of a Las Vegas Science Festival a reality in 2011.

We now turn our attention to the 2012 event. We look forward to including you and your organization among the growing list of prominent individuals, companies and STEM-related organizations that recognize that our community's future relies on science literacy.

John H. Good
Founder & Co-Director
Las Vegas Science Festival
Exhibit IQ

Marilyn Gillespie
Co-Founder & Co-Director
Las Vegas Science Festival
Las Vegas Natural History Museum

Festival Co-Directors
Marilyn Gillespie
John H. Good

Festival Core Team
Krista Blaisdell, Media Director
Allison Brody, D.A., Outreach Director
Kathy Callahan, Ph.D., Communications Director
Carole Campbell, Program Director
Katy Mason, Expo Director
Mary E. Pike, K-12 Program Director
Victoria L. Ribeiro, Marketing Director
Victor Rodriguez, Creative Director

Organizing Committee
Lead Organizations
Clark County School District
Desert Research Institute
Las Vegas Natural History Museum
University of Nevada, Las Vegas

Participating Organizations
Atomic Testing Museum
Bureau of Land Management
City of Henderson
City of Las Vegas
Clark County
Clark County Coroner's Office
College of Southern Nevada
Cord Blood America
Department of Energy
Dinosaur Discovery Site, St. George
Friends of Nevada Wilderness
Harry Reid Center for Environmental Studies
Henderson Space and Science Center
Las Vegas Arts District
Las Vegas Cultural Corridor
Las Vegas Visitor & Convention Bureau
Lied Discovery Children's Museum
Mad Science of Las Vegas
Marjorie Barrick Museum, UNLV
National Park Service
Nevada Division of State Parks
Nevada National Security Site
Public Lands Institute
Secret Garden at The Mirage
Shark Reef at Mandalay Bay
Springs Preserve
Southern Nevada Agency Partnership
Southern Nevada Health District
State of Nevada
The Planetarium & CSN
Tule Springs Ice Age Park
University of Nevada Cooperative Extension
UNLV - Division of Educational Outreach
U.S. Fish & Wildlife Service
U.S. Forest Service
Western Veterinary Conference

Produced by
Exhibit IQ

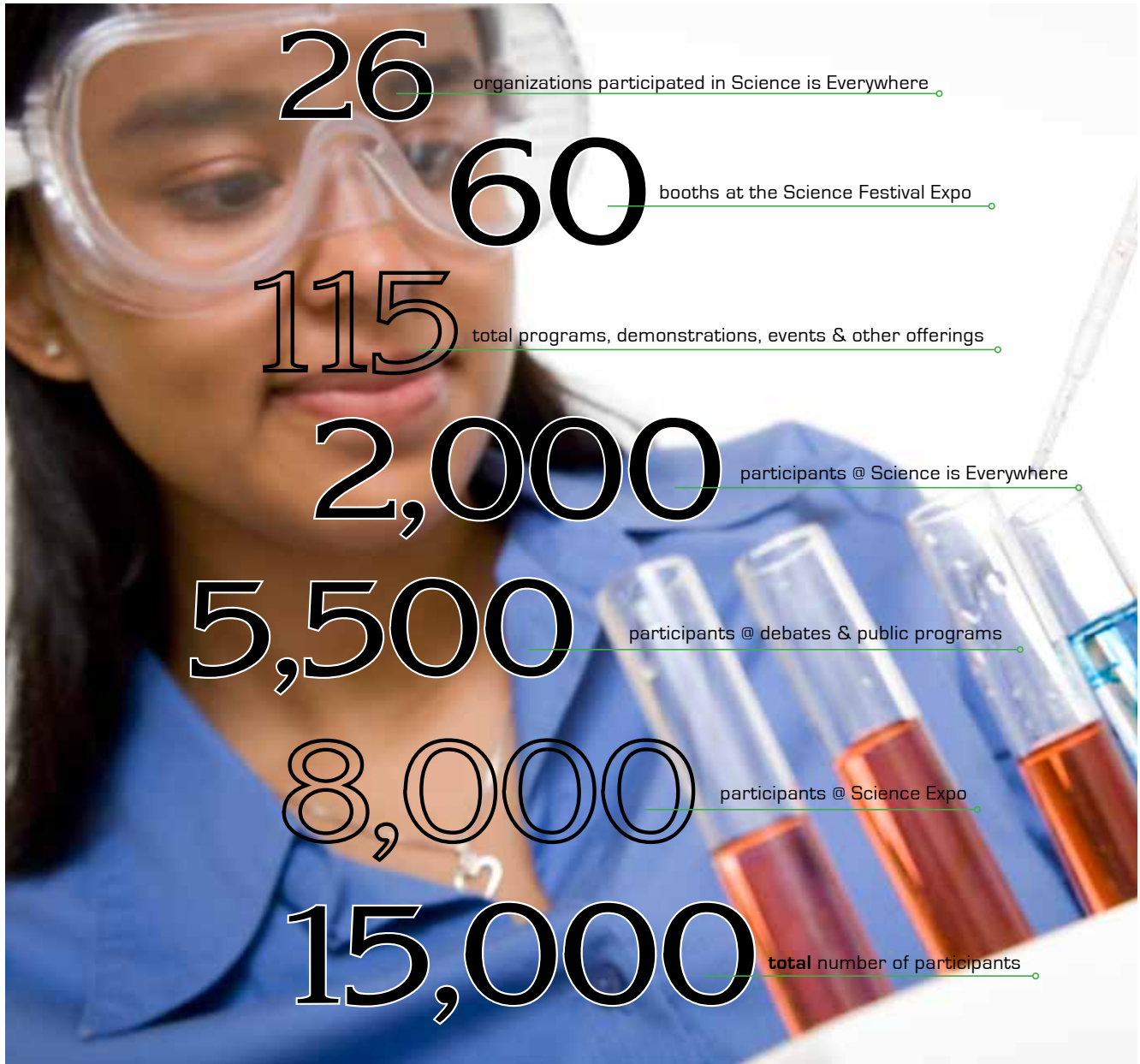
Communications & Media Services
Eurie Creative
The Ferraro Group

Expo Management
Mason Marketing & Special Event Production

Member - Science Festival Alliance



2011 Festival - By the Numbers



388,500 number of Festival programs distributed

over **1,000,000** reached through media activities.

Science is Everywhere!



The “Science is Everywhere” day provided the Southern Nevada Valley community an opportunity to experience science in the places where it actually happens. Families and adults went behind-the-scenes for exclusive looks at the innovative science found in our own backyards.

Those that participated were engaged, enthusiastic, and actively curious about the science happening in our community. They represented a diverse range of ages, genders, ethnicities, and socioeconomic status. Attendance at events ranged from 15 – 600.

Participants were able to choose to go to one or more of the following unique events:

- Tours and special programming at **The Las Vegas Natural History Museum, Atomic Testing Museum, Clark County Museum, and the Henderson Space and Science Center;**
- Exclusive behind-the-scenes tours and talks at the **Clark County Office of the Coroner/Medical Examiner, Cleveland Clinic Lou Ruvo Center for Brain Health, Cord Blood America, and the Touro University Gross Anatomy Lab;**
- Laboratory tours led by field scientists at the **Desert Research Center, UNLV Geosciences Department, and the UNLV Harry Reid Center for Environmental Studies;**
- Star-gazing, shark encounters, dolphin observations, or spring explorations at the **Planetarium at CSN, Shark Reef at Mandalay Bay, Siegfried & Roy’s Secret Garden and Dolphin Habitat at the Mirage, and the Las Vegas Springs Preserve;**
- Nature walks and talks at **Ash Meadows National Wildlife Refuge, and Red Rock Canyon National Conservation Area;**
- The science of food at **Atomic #7** and
- Exploring the local effects of global climate change at **Desert National Wildlife Refuge**

Recognitions



FESTIVAL CORE TEAM

John H. Good, Founder & Co-Director
Marilyn Gillespie, Co-Founder & Co-Director
Krista Blaisdell, Media Director
Kathy Callahan, Communications Director
Carole Campbell, Program Director
Katy Mason, Expo Director

Victoria L. Ribeiro, Marketing Director
Victor Rodriguez, Creative Director
Mary Pike, K-12 Program Director
Allison Brody, Outreach Director
Travis Allen, Science is Everywhere Day Director
Guy Chapman, Volunteer Coordinator



2011 LEAD ORGANIZATIONS

Las Vegas Natural History Museum
Clark County School District
University of Nevada, Las Vegas
Desert Research Institute

Participating Organizations

Atomic Testing Museum, Bureau of Land Management, City of Henderson, City of Las Vegas, Clark County, College of Southern Nevada, Department of Energy, Dinosaur Discovery Site - St. George, Friends of Nevada Wilderness, Harry Reid Center for Environmental Studies, Las Vegas Arts District, Las Vegas Cultural Corridor, Las Vegas Convention & Visitors Authority, Lied Discovery Children's Museum, Mad Science of Las Vegas, National Park Service, Nevada Division of State Parks, Nevada National Security Site, Public Lands Institute, Secret Garden at The Mirage, Shark Reef at Mandalay Bay, Springs Preserve, Southern Nevada Agency Partnership, Southern Nevada Health District, State of Nevada, The Neon Museum, The Planetarium at CSN, Tule Springs Ice Age Park, UNLV - Division of Educational Outreach, U.S. Fish & Wildlife Service, U.S. Forest Service, Clark County Coroner's Office, Henderson Space and Science Center

The 2011 Las Vegas Science Festival was produced by Exhibit IQ in collaboration with the Las Vegas Natural History Museum.

Science in the Community



Community members had the opportunity to learn from experts through a variety of public programming options, including a “Great Debates” series. Audience members at each of these programs were excited to meet the STEM professionals involved with serious, topical issues that have relevance for Southern Nevadans. These public programs explored:

- the ethics of stem cell research;
- the question of whether science and religion can harmoniously co-exist;
- the local impacts of global warming;
- the future of science and technology in Nevada;
- and the idea that innovation can be fostered through competition.

Audience members included families, adults, and volunteers. Attendance at events ranged from 15 – 100. Other Science Festival Public Programming included a Science and Art demonstration at First Friday, where hundreds of people practiced a traditional form of Japanese fish printing – called Gyotaku – and learned about the science behind it.



On the Great Debate:
Can Science and Religion
Harmoniously Co-Exist,
someone posted:

*"it was fantastic.
the speakers did an
outstanding job"*

The Las Vegas Science Festival is a collaborative effort of a variety of partners, including the Clark County School District – the fifth largest school district in the nation. This partnership enabled the Science Festival to reach students and families in significant ways, including:

- classroom activities specifically prepared for Science Festival Week;
- visiting STEM dignitaries, including Robert K. Weiss Vice Chairman & President of X-Prize, and the “Rock Doctor” – guitar physicist Dr. Mark Lewney;
- Science Festival programs, a detailed schedule of the week’s happenings, hand-delivered to every Clark County School District student.

Science Expo



The 2011 Las Vegas Science Festival culminated with the very popular Science Expo. Over 8,000 attended the nine hour Expo that featured 60 science demonstration booths and two stages of science-themed entertainment at Cashman Center. The exhibitors represented STEM-based organizations and companies. Each exhibitor was asked to demonstrate STEM- principles most closely related to their organization or business mission. Exhibitors were not allowed to sell or do any form of direct marketing. Booths were purely for educational demonstrations only. The variety and quality of the experiences were phenomenal.

Participants had the opportunity to view sun spots through specially outfitted telescopes, control submersibles in large tanks, attend a live planetarium show, meet live animal ambassadors, watch competitive robots, learn about conservation efforts, see how communications technology works, create chemical reactions, understand better nutrition and get their hands into all kinds of cool experiments.

The two stages featured everything from the You Can Do Rubik's Cube Competition Finals and the Cox Communication Stars of Science Video Scholarship Awards to guest speakers including Robert Weiss, president of the X Prize Foundation and UK-based Mark Lewney the "Rock Doctor" who demonstrates physics using rock music. Guests of the Expo reported an average stay of 4 hours. They also reported that this was one of the best public educational programs ever attended.





Media Exposure

OUTLET

Associated Press
 My News 3
 8NewsNow.com
 13ActionNews.com
 Las Vegas Review Journal
 Las Vegas Sun
 USA Today
 Las Vegas Review-Journal
 - Newspapers in Education
 Las Vegas Weekly
 Vegas for the Family.com
 Living-Las-Vegas.com
 Family Life Page
 CCSD Highlights
 Nevada Nonprofit News
 TheRepublic.com
 U.S. Fish & Wildlife Service
 City of Las Vegas
 Examiner.com
 ParentClick.com
 SciAnswers.com
 Las Vegas Business Press
 Las Vegas Woman
 Vegas PBS
 Nevada Broadcaster's Association Radio

TYPE

Wire Service
 Television news
 Website
 Television News / Website
 View News (on-line and print)
 Newspaper / Website
 Newspaper (national)

 Newspaper and website
 Community Weekly Newsprint / Website
 Website
 Website

 Parent-distributed e- newsletter
 Website
 Website
 E-Newsletter
 Ward 5 E-newsletter
 Website featuring local news, events
 Website - community directory
 Social media
 News magazine
 Magazine
 Educational Television
 Associated Press Feed

FEATURE

Picked-up Nationwide
 Afternoon and evening news
 Associated Press Feed
 Associated Press Feed
 Event post
 Front page article; AP feed
 Article

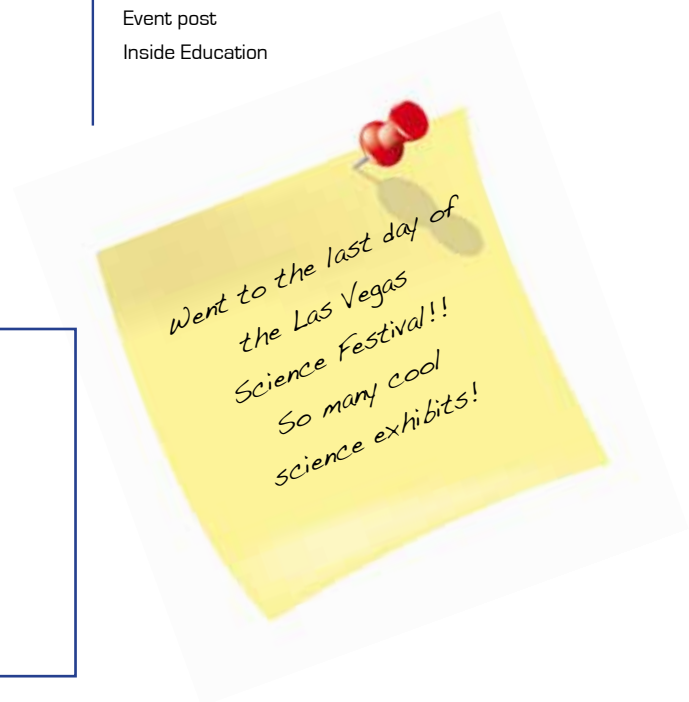
 Event post; PDF brochure download
 "Pick of the Week" calendar; blog post
 Home page post
 Home Page; Events Calendar; Vegas News Page;

 Event post
 Home page post
 Associated Press Feed
 Event post
 Event post
 Event post
 Event post
 Event post
 Event post
 Executive Snapshot
 Event post
 Inside Education

Purchased Media

Las Vegas Weekly
 Las Vegas Family
 Desert Companion
 El Mundo
 Cox Communications
 Full partnership,
 Spanish and English stations
 KNPR
 (both stations)
 KVEG 97.5

KVGQ
 Clear Channel
 KSNE - 106.5
 KPLV - 93.1
 KWNR - 95.5
 Lotus
 KXPT - 97.1
 KWID - Spanish
 KQRT
 Social Media (Facebook)



Las Vegas Science Festival 2.0



Get Involved!

April 29 - May 5, 2012

The 2012 Las Vegas Science Festival will be a multi-faceted event spanning seven days: April 29-May 5. A wide range of science and technology activities will celebrate science as a vital local force, offering something for everyone – families, adults, students, and teachers – and demonstrating that science doesn't just happen in school or in the lab. Participants will learn that science, technology, engineering, and math happen everywhere.

The 2012 Las Vegas Science Festival will feature:

- **Science is Everywhere Day** - offering behind-the-scenes tours at twenty-five different sites, showing where and how science happens in our community;
- **Science in the Community** – five evening programs and panel discussions, featuring experts that will integrate science with the arts, humanities, literacy, and more;
- **Science in the Schools** – scientists will visit local schools, giving students insights into the science behind-the-scenes and the story behind the scientist;
- and the culminating **Science Expo** - filled with more than 75 booths with hands-on activities, demonstrations, entertainment, and education.

You can be part of this amazing, impactful community-wide event by being a volunteer, a speaker, an exhibitor, or a sponsor. Contact us today to figure out the best way to get you and your organization involved in the 2012 Las Vegas Science Festival. Participants bring the Festival to life!

lasvegasciencefestival.com

For More Information Contact:

Allison Brody, Managing Director

phone: (702) 405-8822, ext. 208. email: allison@exibitiq.com

2012 Sponsorship Opportunities



*Kudos big time to all
of you for organizing this.
Great turnout, great time,
and wonderful experiences
for the people who came.*

Cheryl Wagner,
CCSD - Community &
Government Relations

Sponsorship Level	Investment	Exclusivity	Benefit Summary
Presenting Sponsor	\$100,000	Yes	Presenting Status - Above the Line Inclusion at All Science Festival Events Inclusion in All Media Events & Press Announcements Prominent 20 x 20 Expo Booth Logo included on all Festival Materials
Category Sponsor - Applied Science	\$50,000	Yes	Applied Science Category Presenting Status Inclusion at All Applied Science Events Inclusion in Applied Science Media Events & Announcements Prominent 20 x 20 Expo Booth Logo included on Category-Related Materials
Category Sponsorship - Natural Sciences	\$50,000	Yes	Environment Category Presenting Status Inclusion at All Environment Events Inclusion in Environment Media Events & Announcements Prominent 20 x 20 Expo Booth Logo included on Category-Related Materials
Category Sponsorship - Health Sciences	\$50,000	Yes	Health Category Presenting Status Inclusion at All Health Events Inclusion in Health Media Events & Announcements Prominent 20 x 20 Expo Booth Logo included on Category-Related Materials
Science is Everywhere Day Sponsor	\$50,000	Yes	Science is Everywhere Day Presenting Status Inclusion at all Science is Everywhere Day Events Inclusion in Everywhere Day Media Events & Announcements Prominent 20 x 20 Expo Booth Logo included on Everywhere Materials
Science Expo Sponsor	\$50,000	Yes	Science Expo Presenting Sponsor Inclusion at the Science Expo Inclusion in Science Expo Media Events & Announcements Prominent 20 x 20 Expo Booth Logo included on Expo Materials
K-12 Program Sponsor	\$25,000	Yes	K-12 Programs Sponsor Inclusion in K-12 Programs Inclusion in K-12 Program Media Events & Announcements Prominent 10 x 10 Expo Booth Logo included on K-12 Materials
Festival Supporters	\$10,000	No	10 x 10 Expo Booth Participation at Sponsor Events Inclusion in General Media Announcements Logo included on Materials including all Sponsors
Media Sponsors	>\$10,000 In-Kind	No	Participation at Sponsor Events Inclusion in General Media Announcements Logo included on Materials including all Sponsors

Vegas Science Festival

[See it, believe it] Thursday-Saturday, May 5-7

Maybe it's too little too late, considering The Daily Beast has saddled Las Vegas with the moniker of America's dumbest city, but it probably means something that we've finally gotten around to holding our first-ever Science Festival. Never underestimate the power of embarrassment. The multiday event has attracted some big-name brains to town, including Bob Weiss, creator of the X Prize™ the global contest that in 2004 handed \$10 million to the team that built the world's first private space vehicle™ and is packed with the chance to rub elbows, or at least minds, with other leading lights, including experts from the Cleveland Clinic Lou Ruvo Center for Brain Health and the Desert Research Institute. There's even a First Friday event in which you can use the biology of fish to create your own work of art. Jason Whited, jwhited@lvcitylife.com.



"Be like this guy. Go to the Science Festival."

Science expo scares, excites and teaches

New festival attracted more than 8,000

By JEFF MOSIER

VIEWSTAFF WRITER

What do you get when you combine live animals, robots and Rubik's Cubes? The inaugural Las Vegas Science Festival, of course.

It was held May 1-7 and culminated with an expo day at the Cashman Center, 850 Las Vegas Blvd. North.

Event chairman John Good hoped to get 5,000 attendees at the expo, which was open from 10 a.m. to 7 p.m.

By 1 p.m. the goal was met, and the day ended with more than 8,000 attendees.

"We're just happy to know people care about science," Good said. "Las Vegas is known for a lot of things but not science. This was a great opportunity to make that connection."

Good, president of Exhibit IQ, a producer of educational exhibits and programs, began recruiting local partners about a year and a half ago to help start a science festival. Such festivals, Good said, are popping up in major cities across the country.

The weeklong event was funded through corporate sponsorships and volunteers on a \$150,000 budget.

"We were looking for ways to make science cool and fun because we don't want kids to lose interest," he said.

Kids in the valley don't realize how

much science is around them, Good said. But the area has a rich history of science with the atomic testing era, Hoover Dam, medical research and casinos.

Exhibit IQ partnered with the Clark County School District and the University of Nevada, Las Vegas to help coordinate the events, which also included panel discussions throughout the week, tours of local museums, lectures and school visits by professionals in the field.

More than 15,000 people attended the festival's numerous events. At the expo, live birds and spiders were on display.

Brave kids waited in line for a turn to have a giant tarantula crawl on their bare arms. Robots, controlled by students, gave and received balloons from young kids. Kids created jewelry from coaxial cables donated by Cox Communications.

They got up close and personal with dinosaur fossils.

They participated in hands-on activities to learn about the creation of dry ice and (safe) chemical reactions.

The big push for the expo was to be interactive, Good said.

Hugh and Latoya Brown brought their three kids to the expo for a few hours of Saturday fun.

"They were excited about learning," Latoya Brown said.

"It was just an educational learning



JEFF MOSIER/VIEW

Four-year-old Carson Goroff reacts as entomologist and Western Exterminator Co. manager Grady Jones places a tarantula in his hands May 7 at the inaugural Las Vegas Science Festival expo at the Cashman Center.

experience for the kids," Hugh Brown added. "It's good to expose them to new things, new ideas."

CCSD encouraged every student to attend the free events and distributed schedules at school.

It worked, as some of the tours and

discussions hit capacity. The response was so positive, Good said, that he has informally gotten the OK from all the sponsors and other partners to begin preparing for next year's festival, which he already has begun to do.

Good said he'd like to expand the festival to be able to send a professional to every school that requests one and could already tell they'll need more space.

In front of a crowd of hundreds at the expo's main stage, Carrot Top emceed the You CAN Do the Rubik's Cube competition, where teams of eight students had to solve 25 cubes.

Hyde Park Middle School, 900 Hinson St., won the middle school division with a time of 3 minutes, 22 seconds. Northwest Career and Technical Academy, 8200 W. Tropical Parkway, won the high school division in 4 minutes, 58 seconds.

Explore Knowledge Academy student Enrico Capone, 9, brought home a flier from school and asked to go to the science expo. His mother, Leeann Capone, was happy to oblige.

"He just loves science," Capone said. "He's just fascinated."

Enrico created a project for his school's science fair this month that explained electrical currents. He said he's most interested in geology.

"Science can do so many different things, and there are so many different fields," Enrico said. "I could learn a lot."



10 great places to see science in the works

What do zombie fashion shows, crime lab tours and Rubik's cube contests have in common? You'll find them all at a science festival. These events function in the same way art and food festivals do — through public demonstrations and activities, most of them free. Science festivals started in England in the 1990s, says **Ben Wiehe**, manager of the Science Festival Alliance. "Each one is a tremendous amount of fun." He shares some favorites with **Larry Bleiberg** for USA TODAY.

Cambridge Science Festival Massachusetts

Cambridge is home to Harvard and MIT, so this celebration can draw on a lot of talent. It includes more than 200 activities in its nine-day run April 21-29. Events in restaurants, grocery stores and bars include the science of the perfect steak, for instance. A "lunch with a Laureate" series lets you bring a brown bag to a casual discussion with a Nobel Prize winner. cambridgesciencefestival.org

USA Science and Engineering Festival Washington, D.C.

This festival, which will fill the Washington Convention Center with hundreds of hands-on science activities and demonstrations April 28-29, attracted more than 650,000 visitors last year. It will include appearances by *MythBusters* Adam Savage and Jamie Hyneman, and Bill Nye the Science Guy. "There's more than you can see in a single day," Wiehe says. 760-846-3473; usasciencefestival.org

Colorado Springs Cool Science Festival

This former one-day celebration has extended to more than a week and runs Oct. 15-22. Highlights include crime lab tours, a beer science event and visits to high-tech labs in the area. "It has expanded to become a real festival," Wiehe says. cssq.org/coolfest

Las Vegas Science Festival

From a Rubik's cube competition to nature walks in the southern Nevada wilderness, this festival, running April 29 to May 5, aims to show that there's more to Vegas than the Strip. Last year, events tackled such meaty topics as global warming and the relationship between science and religion. lasvegssciencefestival.com



Massachusetts (and beyond): Grad students from MIT conduct a workshop for teens on the future of space travel during the 2009 Cambridge Science Festival.



Looking for more travel ideas? Review "10 Great" lists at travel.usatoday.com.

Philadelphia: At the Science Carnival, a cloud of water vapor billows during a street-side experiment.

Philadelphia Science Festival

This celebration made national news last year when it arranged for a robot to throw out the first pitch at a Phillies baseball game. But that was just the start. The festival, April 20-29, included stargazing in dozens of neighborhoods and its own craft-brewed beer served at events around town. "It instantly was a world-class science festival," Wiehe says. 215-448-2396; philasciencefestival.org

North Carolina Science Festival

This April 13-19 festival stretches from the Blue Ridge to the Outer Banks, spanning the state. Events this year include "The Truth About 2012" in Elizabeth City, which examines the Mayan prophecy regarding the end of the world, and a 24-hour celebration marking the opening of the Nature Research Center, part of the North Carolina Museum of Natural Sciences in Raleigh. Last year featured a weather balloon launch and nature walks. 919-843-8329; ncsciencefestival.org

Bay Area Science Festival California

Halloween offers an excuse for a zombie lecture and fashion show at this big regional festival Oct. 29-Nov. 6. Wiehe says while the animated corpses are fictional, they're a good way to learn about contagious and neurological diseases. Other festival highlights include a science pub crawl around the Mission District with nerd speed dating and cocktail science. 415-502-6324; bayareascience.org

San Diego Festival of Science & Engineering

This eight-day festival, March 17-24, is book-ended by two huge events. It kicks off with family-friendly activities throughout Balboa Park. And it ends with 150 displays and demonstration booths at Petco Park, the downtown baseball stadium. The expo attracted 20,000 visitors last year. "It's amazing to see the huge variety of science going on in San Diego," Wiehe says. 858-822-4470; sdsiencefestival.com

World Science Festival New York

New York draws on celebrities and entertainers to help promote science. "They're the kind of events where a physicist and a movie star might show up on the same stage and the physicist gets a standing ovation," Wiehe says. One session last year had performer Bobby McFerrin leading the audience in song while a neuroscientist explained what was happening at a cognitive level. The festival runs over Memorial Day weekend next year, May 30-June 3. 212-348-1400; worldsciencefestival.com

Seattle Science Festival

Timed to the 50th anniversary of the Seattle World's Fair, this new festival, which runs June 2-10, will start with a bash at the base of the Space Needle, and then fan out through the region with events featuring the area's science and technology luminaries. 206-269-2145; seattlesciencefestival.org