

President's Message



Susan Reynolds Button
Quarks to Clusters
8793 Horseshoe Lane
Chittenango, NY 13037 USA
(1) 315-687-5371
(1) 315-263-1985 (cell)
sbuttonq2c@twcny.rr.com

Marketing a Conference

We are all extremely busy and with our shrinking budgets, many of us have looked upon real-time meetings as a special treat that we give ourselves. We seek to become refreshed, gain a new perspective on our work, and to come away with concrete ideas for making constructive changes in our planetariums. Conference planners who want to capture delegates, then, must make a strong case for each meeting by highlighting how people will benefit from attending. Too often we point out the great location, technology, special speakers, and the general features of the meeting and frequently this does not strike a strong emotional chord that will compel a colleague to spend the time and money to attend the conference.

Keeping all that in mind, let's talk about the IPS 2008 Conference. As this column is being written, I am sitting in the Hyatt Regency McCormick Place in Chicago. It is my enviable job to try out this first class hotel, to make sure it fulfills our conference needs, and to meet with the conference planning committee. And, yes, the hotel and its facilities are wonderful and you will enjoy them.

It was a pleasure to review the conference committee's exciting plans for IPS 2008, "Exploring the Edge." Let me tell you what you will gain from this meeting. You'll see the lat-

est in technologies, new content for various systems, great speakers, excellent demonstrations under the domes, quality workshops, and be able to network with colleagues from all over the world. Those of you who have attended IPS Conferences in the past know that these things make it very worthwhile to attend. But that is not all!

What else will you gain? As I was speaking with the planning committee I became very interested and excited about their ideas to really impact the way we think about planetariums and their role in the future. They promise to help us define what is necessary to thrive in the future by focusing and capitalizing on the unique qualities of planetariums. We will leave this conference with concrete plans and steps we can implement so that our communities, now and in the future, view planetariums as vital institutions.

Big Issues for Planetariums

Early in the conference you will be challenged to begin thinking about some big issues for planetariums and how the conference will address these issues. Then you will experience sessions in various venues and hear about how planetariums experienced success in the past and in the present. After several break-out sessions (panel discussions), where participants will do some brainstorming, there will be a wrap-up session near the end of the conference where session reports and recommendations will be presented to conference delegates.

I find this a remarkable agenda that provides for real collaboration among colleagues.

I think it will empower us to use our talents and creativity to map out some action plans to ensure that planetariums not only survive, but also thrive in the future. This is one way to make the best use of our face-to-face time together.

And there's more! "Public Education and Public Outreach" and "Ensuring Quality: Evaluation, Research and Professional Development" are two other major topic threads that will be explored.

Keep checking for updates on the website and if you haven't yet registered, please do it now by going to ips2008.org.

IPS Conference 2010

Dr. Omar Fikry is already working hard on the IPS 2010 Conference and will build excitement for this meeting in Alexandria, Egypt with a presentation during the members meeting at the 2008 Conference. The new date of IPS 2010 will be 26-30 June instead of 12-15 July 2010. This is to avoid conflict with members' travel plans to view the solar eclipse on 11 July 2010. To contact Omar: Omar Fikry, head of shows and programs unit, Planetarium Science Center, Bibliotheca Alexandria, El Shatby, Alexandria 21526 Egypt; work +203-4839999, ext.1465.



Dr. Omar Fikry

Professional Development

I also have just returned from the exciting planetarium re-launch events in Hilo, Hawaii



These members of the Conference Planning Committee met with me at the Adler. The box that Dr. Paul Knappenberger and I are holding contains "the Bird" that is passed along to each conference host to remind them to work hard for us. Too bad you cannot see that it is wearing a "footie scarf" from its stay in Melbourne! Left to Right: Dr. Mark SubbaRao, Mark Webb, Larry Ciupik, Beth Azuma, Dr. Knappenberger, me, Dr. Jose Francisco Salgado, Michelle Nichols, Karen Donnelly (seated), Julie Bishop. All photos provided by Susan Button unless otherwise noted.

on 13-14 January 2008. This was a grand event, as the opening of the first 3-D stereo capable planetarium in the world was premiered. This two-day event at the newly renovated planetarium in the Imiloa Astronomy Center of Hawaii was packed full of special demonstrations, shows, and astronomer talks under the dome. It was a wonderful professional development opportunity. I was grateful to visit with some old and some new friends as we learned about some of the latest developments in technology and research and acquired a deeper understanding of the relevant science and cultural content. The astronomers were quite amazed at the experience of seeing their data in this 3-D stereo environment; some did not want to leave the planetarium!

Planetarium events/special programs we experienced included:

“Hawaiian Celestial Navigation” by Master Navigator Kâlepa Baybayan, Polynesian Voyaging Society;

“Hawaiian Astronomy and Sky Lore” by Dr. Paul Coleman, Institute for Astronomy, University of Hawaii;

“The Universe in 3D Stereo” by Steve Savage, Sky-Skan;

“Dawn of Space Age in 3D Stereo” by Robin Sip, Mirage 3D;

“Large Scale Structures in the Universe” by Dr. Brent Tully, Institute for Astronomy, University of Hawaii;

“KBO’s and the Outer Solar System” by Dr. David Jewitt and Dr. Pedro Lacerda;

“Hawaiian Celestial Navigation and Astronomical Exploration” by Dr. Paul Colem; and

“HARP and UKIDS: 3D Astronomical Data from Joint Astronomy Center” by Dr. Andy Adamson, James Clerk Maxwell Telescope & Dr. Antonio Chrysostomou, United Kingdom Infrared Telescope.

I presented “Professional Development in the Planetarium.”

As a post-event, delegates were invited to travel to the summit of Mauna Kea and explore inside the Gemini Observatory.

Congratulations to Shawn Laatsch and Steve Savage and their staff members for providing this ground breaking event. Shawn tells me that he will continue to provide professional development opportunities at Imiloa for planetarians. He will work together with IPS to determine the most efficient way to bring the astronomers’ data sets to planetariums. Shawn will also continue to work with the Mauna Kea astronomers and provide opportunities for them to use the planetarium to analyze their data.

The next step is for planetarians to decide how to present this information to audiences. Acquiring up-to-date data and presenting models to our audiences will enhance the uniqueness of planetariums. Some of us may need to learn more about the science behind



Dr. Kumiko S. Usuda, an astronomer from Subaru Telescope, and I shared a wonderful conversation about the best practices for conveying the latest research to young children.

the data so that we can present it in the most effective way!

Contact information: Shawn Laatsch, planetarium manager, Imiloa Astronomy Center of Hawaii, 600 Imiloa Place; Hilo, Hawaii 96720 USA, +1 808-969-9735, slaatsch@imiloahawaii.org, www.imiloahawaii.org.

IYA 2009



I have been invited to participate in planning for IYA 2009 through the Working Group for Visitor/Science Centers, Observatories and Planetaria. Peter Michaud (Gemini Observatory) is co-chairing this committee along with Shawn Laatsch.

This working group will coordi-

nate and facilitate activities in support of the IYA among, as its name implies, visitor and science centers, observatories, and planetariums. Watch this site for announcements and plans: astronomy2009.us/epo_centers/2007/08. If you have any suggestions that you think should be incorporated into this group’s plans, go to “talk to us” and click on Forums. You can read others’ entries and input your own ideas and comments.

Contact Information: Peter Michaud, public information and outreach manager, Gemini Observatory, 670 North A’ohoku Place, Hilo, Hawaii 96720 USA; pmichaud@gemini.edu; +1 808-974-2510; www.gemini.edu

Can You See the Stars?

I have discovered over the years that many planetarians are not aware of a terrific program that is designed for students, teachers and parents. The first time I was introduced to this program, I was impressed. This program is a natural fit for planetariums and our missions. It can provide a meaningful way for planetariums and science centers to reach out to the community. The GLOBE at Night campaign in particular is a project that directly relates to our efforts to raise awareness about light pollution.

You can read about this program at www.globe.gov/fsl/html/aboutglobe.cgi?intro&lang=en. These are some statements from that page. There are also links to more information located at the bottom of the page.

“GLOBE (Global Learning and Observations to Benefit the Environment) is a worldwide hands-on, primary and secondary school-based science and education program. GLOBE’s vision promotes and supports students, teachers and scientists to collaborate on inquiry-based investigations of the environment and the Earth system working in close partnership with NASA and NSF Earth System Science Projects (ESSPs) in study and research about the dynamics of Earth’s environment.

“Who is involved in GLOBE?”

“Announced in 1994, GLOBE began operations on Earth Day 1995. Today, the international GLOBE network has grown to include representatives from 110 participating countries and 139 U.S. partners coordinating GLOBE activities that are integrated into their local and regional communities. Due to their efforts, there are more than 40,000 GLOBE-trained teachers representing over 20,000 schools around the world. GLOBE students have contributed more than 17 million measurements to the GLOBE database for use in their inquiry-based science projects.

“GLOBE brings together students, teachers and scientists through the GLOBE Schools Network in support of student learning and research. Parents and other community members often work with teachers to help stu-



On a cold crisp day in January, I strolled along the water's edge (at a quick pace) and took my own picture of the historic Adler Planetarium.

dents obtain data on days when schools are not open."

By the time you read this, the important 2008 GLOBE at Night Campaign, from 25 February-8 March 2008, will have taken place. The nighttime observation data sets and analysis summary from 2006 and 2007 are already available on the GLOBE website in the MAP section. It will be interesting to see what the 2008 observations reveal. Visit the website at www.globe.gov/GaN/index.html and learn more about GLOBE and how your clients, at any time of the year, can measure how many stars they can see at their location and compare it to other locations in the world.

Journal for Communicators

Did you see this announcement?

"26 October 2007, Munich: In response to an increasing need among the growing community of astronomy communicators, the International Astronomical Union is today announcing the advent of a new journal called *Communicating Astronomy with the Public*. Subscriptions to print and online versions are free of charge to communicators.

"A new peer-reviewed journal released today by the IAU will provide astronomy communicators with important tools and innovative resources to communicate more effectively the workings of the Universe to the public.

"IAU President Catherine Cesarsky says, 'We are pleased to announce the first issue of the *Communicating Astronomy with the Public Journal*. The IAU is strongly dedicated to improving the global level of astronomy education and outreach.'"

Free subscription forms and the online version of the journal can be found at www.cap-journal.org.

Publish Proceedings with ASP

Here is another item that I found interesting. The Astronomical Society of the Pacific announced, "We invite all professionals who are sponsoring conferences, workshops, symposia, or colloquia to inquire about publishing these proceedings with the ASP. We provide quality volumes at a lower price than

comparable titles from other major publishers. For more information please send us an Application to Publish: www.aspbbooks.org/publishing_with_asp."

Elections

Looking for a way to increase your support of the IPS and develop your leadership and managerial skills at the same time? Here is your chance! IPS has announced the call for officer nominations for 2009-2010. Any current IPS member is eligible to run for an officer position and all positions will be voted on by the membership at large. Send your nominations to Steve Mitch at SMitch@oglebay-resort.com or you can nominate candidates from the floor at the members' meeting during the conference in Chicago. ☆



Hang on to your Slides!

We provide traditional slide services with high quality, fast service and reasonable pricing.

Convert digital images to 35mm slides
Image masking and pin registration
Copy and Duplication - Slide Processing

Rudinec & Associates
www.rudinec.com/planetarium