



Rochester Museum & Science Center
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RMSC Connections

Rochester Museum & Science Center Volume 10 - Summer 2018

CHEERS TO YOUR SUPPORT OF ANOTHER SUCCESSFUL RMSC UNCORKED & ON TAP!

Over 500 people gathered at the Rochester Museum & Science Center's (RMSC) fourth annual *RMSC Uncorked & On Tap* fundraising event on Saturday, Feb. 10. Dozens of local food, craft beer, cider, wine, and spirit vendors offered their finest products for attendees to sample. Guests enjoyed live music by Alphonso Williams and Brian Thibodeau, pop-up experiences by the Wildlife Rockstars, interactive science experiments, and more.

Together, we raised more than \$20,000 to bolster RMSC's impactful programs and allow the Museum to provide unforgettable experiences that inspire a lifelong interest in science, technology, engineering, and math (STEM).

"Dedicated to the promise of a fuller understanding and appreciation of the order and majesty of the Universe..."

—James A. Webb, NASA, Strasenburgh Planetarium civic dedication, Sept. 14, 1968

STRASENBURGH PLANETARIUM TO CELEBRATE A GOLDEN 50 YEARS

Since RMSC's Strasenburgh Planetarium first opened in 1968, generations of Rochesterians have discovered the wonders of the universe under its dome—and exciting changes are on the horizon as we look forward to the next 50 years!

In September, the Planetarium will close for upgrades to the Star Theater, including an open floor plan with removable chairs and a new full-dome projection system that will allow us to create shows and experiences we haven't imagined yet.

New technology will mean retirement of the Planetarium's 53 Kodak 35mm slide projectors, after a half century of custom-made panoramas, all-sky images, and multi-image animations. See slides in action one last time in *Led Zeppelin Laser* and the August performances of *The Sky Tonight*.

As we celebrate the Planetarium's golden anniversary, we invite you to share your memories, stories, and photos with us at RMSC.org/sp50, or by emailing advancement@rmsc.org. Visit RMSC.org for additional 50th anniversary updates and show schedules.

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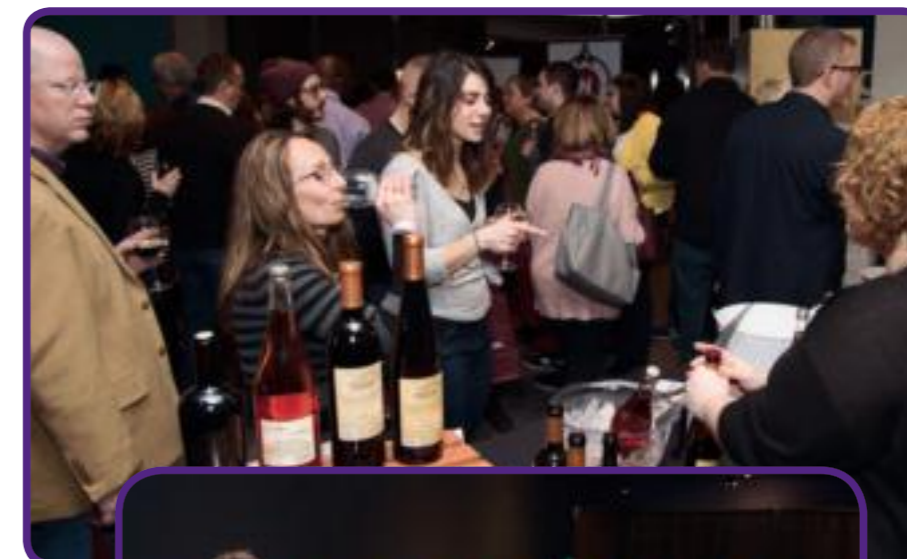
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Dear Friends,

A sure sign of summer is that RMSC is bursting with Curiosity Campers and other visitors. It's such a thrill to watch them explore the wonders of our world. They are a visual reminder of our critical role in STEM education. They are also not the only ones making the most of RMSC.

In May, we opened *Science + You*—which guides young scientists, ages 3-8, through discoveries about nutrition and human health. With exhibit labels in English and Spanish, this exhibition opens our doors to new, wide-eyed visitors. At our Cumming Nature Center in nearby Naples, visitors will enjoy favorites such as Orchestra in the Pines and Heritage Maker courses, plus new events like Yoga in the Pines. Another wildly popular activity is our signature citizen-science event—BioBlitz—in July.

In the last issue of *Connections*, I mentioned that our Strasenburgh Planetarium opened 50 years ago this September. As this issue goes to print, we're finalizing plans for special programs and events—please watch RMSC.org for details on our celebration.

I hope you and your family are able to join us this summer and make memories at the RMSC!

Kate

Kate Bennett, CEO



WELCOME TO THE RMSC TEAM

Harold Clark - Sr. Director for STEM Learning and Community

Harold is leading the RMSC Education Team, including the Preschool, programs for teachers and students, RMSC adult programs, and all the day-to-day activities and programs in the museum. He is also looking forward to creating additional connections between RMSC and the wider Rochester community, and forging relationships that will enhance visitors' access of RMSC to current science and engineering and the host of associated careers. Harold joins us after 14 years as Director of STEM Educators and Programs at Liberty Science Center. Harold previously worked at Lucent Technologies.



Kevin McNally - Coordinator, Community Initiatives & Public Programs

Kevin joins the RMSC's Education Team with a focus on multiple facets of engagement: establishing and maintaining positive relationships with community organizations and schools, co-developing dynamic public programming, and building capacity so that the institution can continue to thrive in the future. Kevin arrives with years of classroom teaching experience locally and with RMSC Curiosity Camps.



Stephanie Hildreth - Youth Program Specialist

Stephanie's recent promotion has her leading Scout programs and birthday parties, as well as assisting with overnights. For the past eight years, Stephanie has served as Scout and Youth Program staff at the RMSC. Prior to joining the RMSC, Stephanie gained experience at the New York State Department of Environmental Conservation. She has a degree in Environmental Science and Biology from the State University of Brockport.



SCIENCE AND YOU - CIENCIA Y TÚ

This summer, RMSC is excited to host *Science + You*, an interactive exhibit for children ages 3–8. Designed to emulate working research labs, *Science + You* offers a child-sized laboratory where children can explore how science impacts health and wellness.

This immersive, open-ended exhibit provides children with opportunities to play, explore, discover, and experiment. Visitors will help white blood cells remove germs from the body, use a microscope to observe and study objects, whip up a healthy soup in the test kitchen, and share discoveries with others through creative collages.

The AbbVie Foundation specifically identified Rochester as a community they wanted to experience this wonderful exhibit and the RMSC is delighted to be selected as the hosting venue. In partnership with the Rochester City School District (RCSD), pre-K through third grade teachers met recently with RMSC staff educators to learn about the exhibit. Calvin Uzelmeier, Ph.D., RMSC's Director of Featured Content, Exhibition Support and Special Projects, guided teachers through the exhibit's key concepts and immersive experiences. He also shared with the teachers how the exhibit ties to Next Generation Science Standards (NGSS) that emphasize students who are actively engaged in the practices of science and engineering, rather than just learning the concepts. Susan Layton, RMSC Floor Supervisor and former teacher, led the educators through some of the exhibit's hands-on activities, and also shared classroom activities. With exhibit text in English and Spanish, *Science + You* also provides RMSC with a powerful opportunity for greater inclusion and support, as so many RCSD students are Spanish-speaking.

We look forward to these teachers and their students—as well as others from across our community—experiencing this exhibit and everything else RMSC has to offer.

Science + You will be open on the 2nd floor of the Museum through August 5.



Science + You lets children explore how science impacts health in a child-sized lab.

Science + You was developed and produced by the **Kohl Children's Museum of Greater Chicago** in conjunction with scientists at **Abbott**, a global healthcare company, and sponsored by the **AbbVie Foundation**.

PRESENTING SPONSORS: Brighter Days Foundation and UR Medicine

MEDIA SPONSORS: KidsOutAndAbout.com and News 10 WHEC-TV

RMSC WOMEN'S COUNCIL DINE & DISCOVER A HUGE SUCCESS

The RMSC Women's Council brought its inaugural Dine & Discover luncheon to the Hyatt Regency Rochester on Friday, Feb. 16, 2018. More than 100 people gathered to hear Major Meagan McGrath, a high-altitude mountaineer, polar expeditioner, and Canadian Forces aerospace engineer, deliver the keynote address. Meagan related experiences and lessons learned from running, cycling, skiing, climbing, and trekking in extreme environments all over the world, and encouraged guests to follow their dreams.

On Saturday, Feb. 17, Meagan spent the day at the Cumming Nature Center, which hosted its first Adventure Lecture at its annual NordicFest. Major McGrath, who discovered her passion for outdoor adventure quite by accident, is the only Canadian ever to trek solo to the South Pole. Through her talk Meagan transported attendees to the highest peak on each continent as she shared wisdom gained along the journey through dogged perseverance, blind courage, and fierce tenacity.

Special thank you to those that sponsored Meagan McGrath's visit: Bond, Schoeneck & King, PLLC; DGA Builders, Inc.; and Betty Strassenburgh.



Top left: Meagan speaks at the RMSC Women's Council Dine & Discover luncheon; top right: Meagan signs autographs for Jona Wright and her daughter Grace; left: Betty Strassenburgh and Meagan; below: Meagan speaks at NordicFest at the Cumming Nature Center



THIS IS THE START OF A BEAUTIFUL PARTNERSHIP

The UR Medicine Wilmot Cancer Institute and Rochester Museum & Science Center joined forces in January to treat special guests to a behind-the-scenes tour of our featured exhibition, *Genome: Unlocking Life's Code*. Wilmot Cancer Institute unveiled its special display within the exhibit, and Wilmot physicians and researchers attended to answer questions and share their knowledge of the genome. Guests also explored RMSC's Genome Discovery Center and interacted with four leopard geckos, which display different genetic traits through their colors and patterns.

"We are thrilled to have this opportunity to partner with the Rochester Museum & Science Center," said Jonathan W. Friedberg, M.D., M.M.Sc., Wilmot's Director. "This is an incredibly exciting time in cancer, and a lot of that excitement is because of genomic research. Understanding the genes that cause cancer has allowed us to develop new treatments, and more importantly, it has helped us understand that each cancer is unique."

Wilmot's display within the exhibit highlighted some of the scientists and physicians in Rochester who use genomics every day in their work to treat and better understand cancer. It also included an animation explaining DNA's counterpart, RNA, and its potential to lead to new treatments.

Pathologist Richard Burack, M.D., Ph.D., and oncologist Jason Mendler, M.D., Ph.D., shared their expertise at the event. They frequently use genomics with patients who have diseases such as leukemia and lymphoma. Genomics is a key part of their research to improve the diagnosis and treatment of blood cancers.



Above: Heather Dale, UR Medicine Marketing Manager, and Hannah Barry, RMSC Digital Engagement and Social Communications Specialist talk with Pathologist Richard Burack, M.D., Ph.D. from UR Medicine Wilmot Cancer Institute.



Guests enjoying the exhibit's medical side. This shows how the genome is used in cancer research.



The Dickmans and the Cotts listen as Elizabeth Pietrzykowski talks about the visual genetic differences in our new leopard geckos



Cumming Nature Center is home to a population of spreading globeflower. This flower is state-listed as rare with only approximately 30 known populations. Central New York is key to the conservation of this plant, which begins to flower in mid-April.

Your membership supports the transformation and growth of the RMSC, and enables us to offer new hands-on, interactive experiences at the Science Museum, present amazing star shows and spectacular giant-screen films at Strasenburgh Planetarium, and provide hours of outdoor recreation at Cumming Nature Center. We thank you!

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Every effort has been made to assure the accuracy of this listing. Please contact the Development Office for any corrections, 585.697.1938

*Deceased

Honoring John and Nancy Swett

In grateful celebration of their parents' commitment to education and to building an inclusive community, Ben, Steve, Alice, and Walter Swett offer their support to the Museum's programs for urban schoolchildren.

BIRDS IN ART

Discover the character and diversity of birds, as seen through the eyes of international artists, through Sunday, Aug. 12, at the Cumming Nature Center (\$5 includes Nature Center admission).

The Story of the Exhibition

Three simple words—birds in art—took on multidimensional significance as an exhibition title in the mid-1970s. *Birds in Art* is internationally recognized as setting the standard for avian-themed art. Each year the Leigh Yawkey Woodson Art Museum in Wausau, Wisconsin invites contemporary artists working in a variety of mediums to submit art interpreting birds—or even the suggestion of a bird—for jury consideration. The *Birds in Art* phenomenon is a tribute to the more than 1,000 artists whose works have comprised the annual exhibition since 1976.



Rachelle Siegrist; *The Usual Suspects, 2017*; watercolor on crescent rag board; 14 ½ x 16 ½ x 1 1/2