



Arizona Science & Technology Festival

February 2012

This **3 week, Arizona-wide event** will be a celebration and showcase of science, engineering and technology innovation featuring discussions, exhibits, hands-on activities, shows and tours. The Festival in collaboration with Arizona's Centennial Celebration is **Arizona's 2012 platform** for fueling public excitement and understanding of Arizona's world leadership in science, technology & innovation during the next 100 years.

Joined through a common mission to expanding science, technology and innovation, building local capacity, inspiring a competitive workforce and drawing world-leading talent to Arizona, the Festival is a **grassroots public-private collaboration** coordinated by the Technology Council Foundation and Arizona State University in collaboration with dozens of organizations across industry, business, education, philanthropic and the community.



GOALS

Goal 1: Showcase the state's research and technology strengths to create a local and national image of Arizona as a place where opportunities exist, innovations regularly occur, and where intellectual ideas are shared & cultivated;

Goal 2: Interest kids of all ages and cultures in science, engineering, technology; expand opportunities into locations not typically served and inspire a future diverse workforce;

Goal 3: Merge science and society by demonstrating how advances in science, knowledge and technology impact everyday life;

Goal 4: Provide the gravitational center to convene stakeholders across industry, workforce, government, and research to equate improved education with flourishing economy;

Goal 5: Inspire Arizona's leadership with opportunities to voice and shape our future;

Goal 6: Develop a self-sustaining science festival enterprise that continues beyond 2012.



KEY PROGRAMMATIC FEATURES

- **Content** will highlight AZ's ABCDEs of Aerospace, Biotech, Computer Chips, Data, Energy) answering key questions about our state's trajectory for the next 100 years;
- **Presenters** will include scientists, engineers, and technology experts, educators, science communicators, and community leaders, among others;
- **Formats** will range from lectures, debates, science cafes, displays, exhibitions to tours;
- **Locations** may be traditional and unique sites throughout the valley such as museums, cultural and community centers, libraries, private firms, health centers, colleges, universities, schools, and other public and commercial venues;
- **Audiences** will encompass families, K-20 students and teachers, civic, business and political leaders; out-of-state visitors & businesses, entrepreneurs, potential students, and future employees.



For more information about the Science & Technology Festival contact:
Dr. Jeremy Babendure at 480/250-7764 or jbabendure@aztechcouncil.org.

February 2012 Highlights*

SIGNATURE EVENTS

High energy, thought provoking events that draw crowds in the hundreds to thousands. Sample concepts in development include:

- Arizona Best Festival Science & Technology Expo (Phoenix)
- Origins of Arizona through ASU (Tempe)
- Mesa Takes Flight Festival (Mesa)
- A Night of Technology and Innovation (Chandler)
- CHW's Medical Careers of the Future (Gilbert)
- First Friday Art and Science Fusion (Phoenix)
- Science Saturday at ASU West (Glendale)
- Science of Baseball (Scottsdale)



SCIENCE IS EVERYWHERE

Interface with science professionals **in the field** at local companies, institutions, research centers and parks. Sample concepts in development include:

- Highways and Wildlife - Arizona Game and Fish
- Discover Biotech at Biodesign
- CSPO's FutureScape City Nanotechnology Tour
- Tour Air Traffic Control at Phoenix Sky Harbor



NEIGHBORHOOD SCIENCE

Experience science **one's own neighborhood** with dozens of programs that highlight exciting careers in science, foster debate on pressing issues and provide hands-on experiences for people of all ages

- Events at hubs throughout the Valley (over a dozen already identified)
- Over several dozen diverse programs already proposed including:
 - Build an Optical Illusion
 - Toy Shop Design
 - From Fish to Hook
 - Intro into Robotics
 - Biotech teacher workshop
 - Science Cafe's

Year-Round Highlights*

Opportunities for students to engage between Fall 2011 and Spring 2012. Concepts in development:



- **Zone100** - pairing 100 of Arizona's most inspiring leaders in science & technology with local secondary schools
- **Next Generation of Innovators Speaker Series** - pairing high school, undergraduate and graduate innovators in STEM with local middle schools
- **The Art of Water Science** - primary school students voice their perceptions about water now and in the next 100 years
- **The Great Arizona Project** - students all over Arizona will computer model 3D color tiles that piece together to form Arizona's largest state map

* Concepts and dates are subject to change

APPENDIX A - ARIZONA SCITECH FESTIVAL ACTION COMMITTEE

Committee Co-Chairs

Xan Simonson.....*Former Arizona Educator, Mesa Schools*
Steve Zylstra.....*President and CEO, Arizona Technology Council*

Arts and Culture

Lisa Anderson.....*CEO, Mesa Historical Museum*
Cindy Dach.....*General Manager, Changing Hands Bookstore*
Chevy Humphrey.....*CEO, Arizona Science Center*
Travis Huxman.....*Director, Biosphere 2 and the Flandrau Science Center*
Kimber Lanning.....*Director, Local First*
Matt Lehrman.....*Executive Director, Alliance for Audience*
Cindy Ornstein.....*Arts and Culture Director, City of Mesa*
Julie Richard.....*President and CEO, West Valley Arts Council*

College/University

Jim Buizer.....*Science Policy Advisor to the President, Arizona State University*
Maria Harper-Marinick.....*Executive Vice Chancellor and Provost, Maricopa Community Colleges*
Brigitte Jordan-Mincks.....*External Relations, College of Medicine, The University of Arizona*
Dana Katbah.....*Program Manager, Pima County Community Services*
Michele Roy.....*Strategic Specialist, Office of the President, Arizona State University*
Darrel Smith.....*Chair, Department of Physics, Embry-Riddle Aeronautical University*
Loren Thompson.....*Assistant Vice Chancellor, UC San Diego*
Andrew Webber.....*Associate Vice Provost, Graduate College, Arizona State University*

Communications

Victor Aronow.....*President, Arizona Community Media Foundation*
Charlie Babb and John Willie.....*Managing Partners, Creative Engine*
Linda Capcara.....*CEO, Global Connect Communications*
Marnie Cooley.....*Account Executive - Radio Disney Phoenix, Radio Disney*
Kim Covington.....*Anchor / School Solutions Reporter, 12 News / KPNX-TV*
Don Henninger.....*Publisher, Phoenix Business Journal*
Catrina Kahler.....*Publisher, Downtown Phoenix Journal*
Nicole Magnuson.....*Executive Director, ExpectMoreArizona*

Community and Workforce

Mary Baldwin.....*Manager, Global Corporate Citizenship, Boeing*
Susan Carlson.....*Executive Director, Arizona Business & Education Coalition*
Rick Hansen.....*Associate Director Center for Workforce Development, Maricopa County Community College*
Angie Harmon.....*Manager, Social Investment, Freeport-McMoRan Copper and Gold*
Marilyn LaCount.....*Executive Director, Division of Youth Preparation, Arizona State University*
Nolberto Machiche.....*AZ Commerce*
Christine Mackay.....*Economic Development Director, City of Chandler*
Eva Olivas.....*CEO, Phoenix Revitalization Corporation*
Darcy Renfro.....*Vice President and Director of STEM Initiatives, Science Foundation Arizona*
Alison Smith.....*Community Outreach - Education, Salt River Project*
Jennifer Steele.....*Program Manager, Roadways to Healthcare Careers, Catholic Healthcare West*
Mary Wolf-Francis.....*Business Liaison Community and Economic Development Department, EDU Partnerships*

Education Research and Support

Susan Clark-Johnson.....*Executive Director, Morrison Institute For Public Policy, Arizona State University*
Rebecca Gau.....*Director, Office of Education Innovation, Governor's Office*
Laura Martin.....*Director of Science Interpretation, Arizona Science Center*
Jim Middleton.....*Professor, Ira A Fulton School of Engineering, Arizona State University*
Joanne Vasquez.....*Vice President and Program Director, Helios Education Foundation*
Jim Zaharis.....*Vice President for Education, Greater Phoenix Leadership*
Cathleen Barton.....*US and Arizona Education Manager, Intel*
Andrew Bourne.....*CEO, Scottsdale Airpark, WayPoint Technologies*

Industry and Business

Katie Charland.....*Director of Operations for Collaborative Workspace, Gangplank*
David Drennon.....*VP Marketing and Business Development, Arizona Small Business Association*
Joseph Ferro.....*Cox Communications*

Sandra Johnson *MPA, HRA ANALYSTS, INC.*
 Matt Kim *CEO, Quanttera and Chairman Arizona Nanotechnology Cluster*
 George Land *CEO, FarSight Group*
 Rachel Martin *Covance*
 Joe Marvin *President, International Council of Systems Engineers - Central Arizona Chapter*
 Jo Marie McDonald *Vice President, Phoenix Community Alliance*
 Jade Meskill *President, Integrumtech*
 Sharon O'Neal *Raytheon*
 James Pangborn *Manager AH-64D Attack Vehicle Management Systems, Boeing*
 Vicki Panhuisse *Chairman, Arizona Aerospace & Defense Commission*
 Carol Popovich *FIRST Community Relations Representative, MicroChip*
 John Regni *Director Aerospace and Defense Initiative, Science Foundation Arizona*
 Ron Schott *Executive Emeritus, Arizona Technology Council*
 Brian Sherman *Business Development Director, AZ Commerce*
 Ted Tyler *Chair, Workforce Development, Scottsdale Area Chamber of Commerce*
 Roger Vogel *CEO, Vante*
 David Webb *Vice President, Celgene (San Diego)*
 Russ Yelton *President and CEO, Northern Arizona Center for Entrepreneurship and Technology*
 Michael Mackowski *Master Engineer I, Orbital*

K12 Education

Maria Castro *FIRST Robotics Student, Carl Hayden High School*
 Deb Duvall *Executive Director, Arizona School Administrators*
 Deborah Gonzalez *Chief Academic Officer University Public Schools, Arizona State University*
 Laurie King *Director of Innovative Practices, Maricopa County Education Service Agency*
 Fredi Lajvardi *Senior Mentor FIRST, Carl Hayden High School*
 Melanie McClintock *Executive Director, Arizona Center for Afterschool Excellence*
 Eric Perez *Department Head of Technology, East Valley Institute of Technology*
 Tracy Rexroat *State Supervisor Engineering Sciences, Arizona Department of Education*
 Bianca Rodriguez *FIRST Robotics Student, Carl Hayden High School*
 Kris Saddler *Former EVIT student*
 Eileen Sigmund *CEO, Arizona Charter Schools Association*
 Sara Torres *Executive Director, Arizona Science Teachers Association*
 Rochelle Wells *President Elect, Arizona PTA*
 Kathleen Wiebke *Executive Director, Arizona K12 Center*

STEM Communication

Bryan Beaulieu *CEO, The Great Globe Project*
 Winnie Ennega... *Director of Grants and Contracts, Northern Arizona University and President, Flagstaff Festival of Science*
 Phil Huebner *Director, Arizona Science and Technology Fair*
 Charles Kazilek *Director of Technology Integration and Outreach, School of Life Sciences, Arizona State University*
 Penelope Moon *Coordinator, Outreach and Curriculum, ASU Origins Project, Arizona State University*
 Steven Prager *Teacher / Naturalist, Audubon Arizona*
 Eric Proctor *Arizona Game and Fish*
 Kerry Schwartz *Statewide Coordinator, Project Wet*
 Joseph Tidwell *Project Manager, Arizona Technology Council Foundation*
 Richard Toon *Director, Museum Studies, School of Human Evolution and Social Change, Arizona State University*

STEM Research

Lee Allison *State Geologist & Director, Arizona Geological Survey*
 Jennifer Barton *Assistant Director, Bio5 Institute, The University of Arizona*
 Jennie Bever *Assistant Research Professor, College of Nursing and Health Innovation, Arizona State University*
 Lenard Fine *Scientific Program Officer, Science Foundation Arizona*
 Jeffrey Goldberg *Dean, College of Engineering, The University of Arizona*
 Laura Huenneke *Vice President for Research, Northern Arizona University*
 Matthew Nelson *Barrow Neurological Institute of SJHMC, Barrow Neurological Institute of SJHMC*
 Bill Petusky *Chair, Department of Chemistry and Biochemistry, Arizona State University*
 Christina Raup *Masters Student, Center for Biology and Society, Arizona State University*
 Bill Read *Senior Vice President, Research and Special Programs, Flinn Foundation*
 Joaquin Ruiz *Dean, College of Science, The University of Arizona*
 Adrienne Scheck *Principal Investigator, Barrow Neurological Institute of SJHMC*
 Bruce Wright *Associate Vice President for University Research Parks, The University of Arizona*
 James Wyant *Dean, Optics, The University of Arizona*