AGENDA

**WEDNESDAY, May 26, 2010**

7:30 a.m.  Continental Breakfast

8:00 a.m.  Welcome  
*Bill Carroll and Mark Cardillo*

8:15 a.m.  Introduction to Informal Learning  
*Chair, Mark Cardillo*  
Kirsten Ellenbogen, *Science Museum of Minnesota*

9:15 a.m.  Panel 1: Informal Chemistry  
*Chair, Mark Cardillo*  
David Ucko, *National Science Foundation*  
Stephen Lyons, *Moreno/Lyons Productions*

10:30 a.m.  Break

10:45 a.m.  Panel 2: Chemistry in Print  
*Chair, Mike Rogers*  
John Emsley (via webcast), *University of Cambridge*  
Ivan Amato, *Pew Charitable Trusts*  
Joy Moore, *Seed Media Group*

12:00 a.m.  Lunch

1:00 p.m.  Panel 3: Local Outreach Efforts  
*Chair, Bill Carroll*  
Jeanette Brown, *New Jersey ACS Local Section*  
Ruth Woodall, *Nashville ACS Local Section*  
Catherine Conrad, *St. Mary’s University*

2:15 p.m.  Panel 4: Chemistry in Museums  
*Chair, Mark Barteau*  
Sapna Batish and Erika Shugart, *Koshland Science Museum*  
Susanne Rehn (via webcast), *Deutsches Museum*  
Shelley Geehr, *Chemical Heritage Foundation*  
Peter Yancone, *Maryland Science Center*
3:40 p.m. Break

3:55 p.m. Open Discussion
Chair, Bill Carroll

5:00 p.m. Interactive Media “Poster” Session

7:00 p.m. Adjourn

**THURSDAY, May 27, 2010**

7:30 a.m. Continental Breakfast

8:00 a.m. Panel 5: Chemistry in Video and on the Radio
Chair, Sharon Haynie
Martyn Poliakoff, (via webcast), *University of Nottingham*
Jorge Salazar, *EarthSky Communications*
Mark Griep, *University of Nebraska-Lincoln*

9:15 a.m. Panel 6: Tools and Techniques
Chair, Jim Solyst
Robert Hone, *Red Hill Studios*
Deborah Illman (via webcast), *University of Washington*
Andrea Twiss-Brooks, *University of Chicago*

10:30 a.m. Wrap-up Panel
Chair, Bill Carroll
David Ucko, *National Science Foundation*
Nancy Blount, *American Chemical Society*
Joy Moore, *Seed Media Group*
Mark Barteau, *University of Delaware*

12:00 p.m. Adjourn