

the m

is like a parachute: i

WHEN

AN ESTIMATED 17
SPECIES ON EARTH
BECOME EXTINCT
EVERY HOUR.

Help raise awareness for Utah Citizens so we can learn to share the planet. The Utah Science Center is devoted to sharing good information and generating understanding.



ELECTRICAL SIGNALS
IN THE HEART
KEEP IT BEATING.



You are the lifeblood of the Utah Science Center and we need your support to create the science and learning for Utah's youth, families and adults.



mind

it only functions

OPEN*

ALS
9.

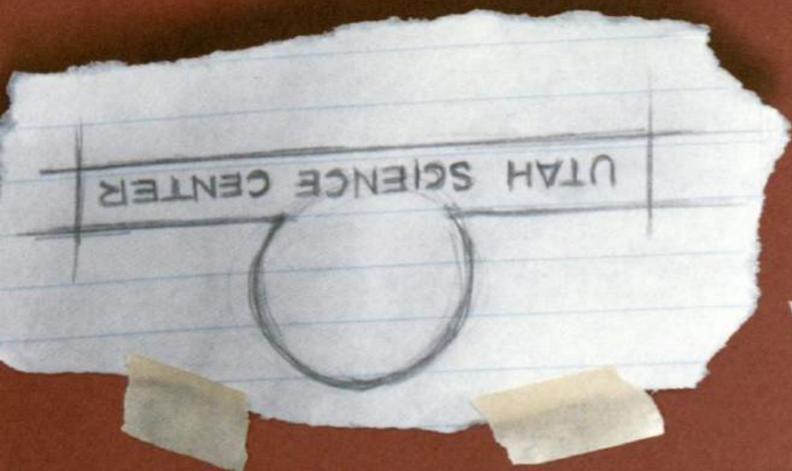
nce Center
he heart of
families

THE TEMPERATURE OF
LIGHTNING IS OVER
5000 DEGREES.



The Utah Science Center wants to help everyone get a good shock to the system to stay interested, inspired and enlightened.

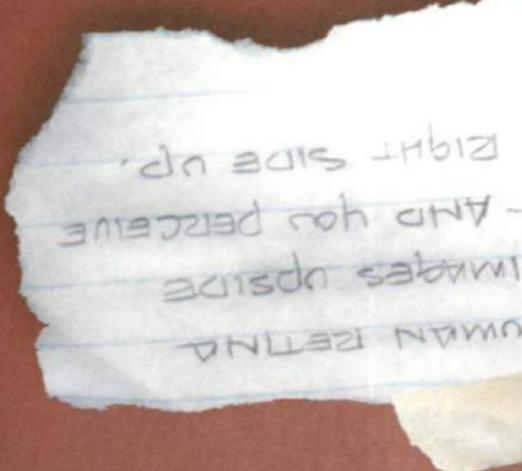




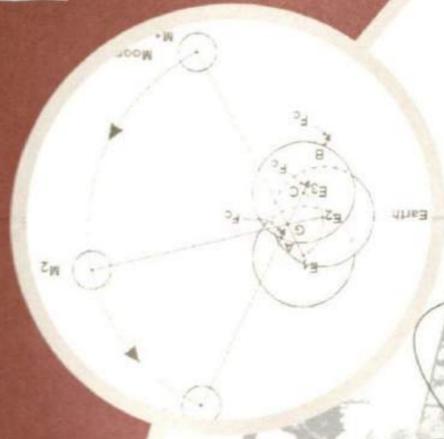
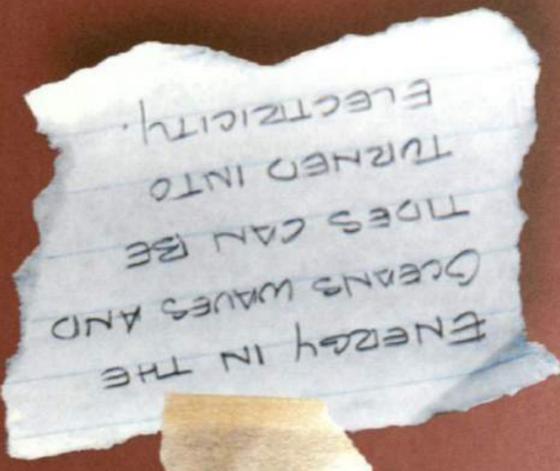
Logo goes here when budget available... (no money is being wasted!)



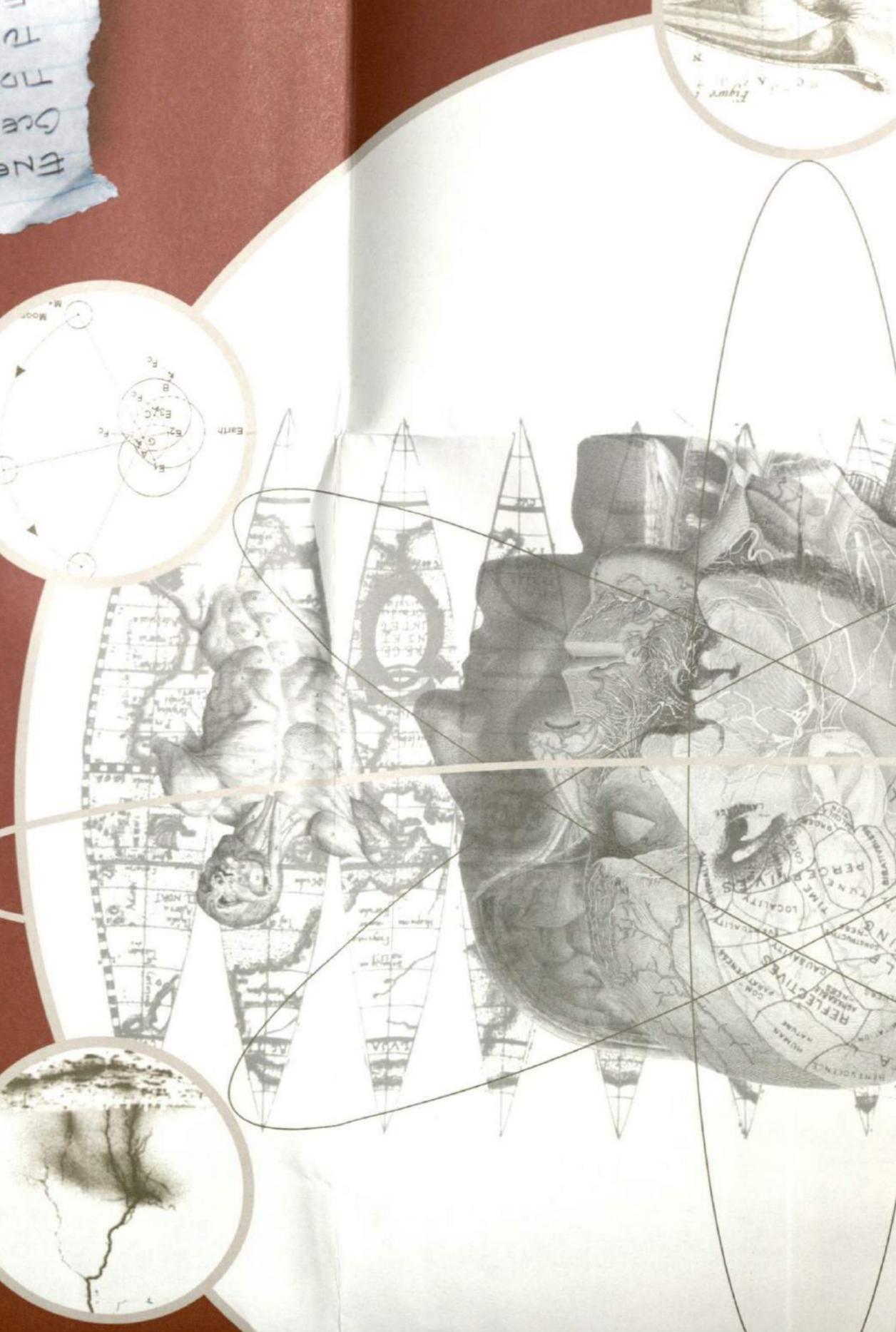
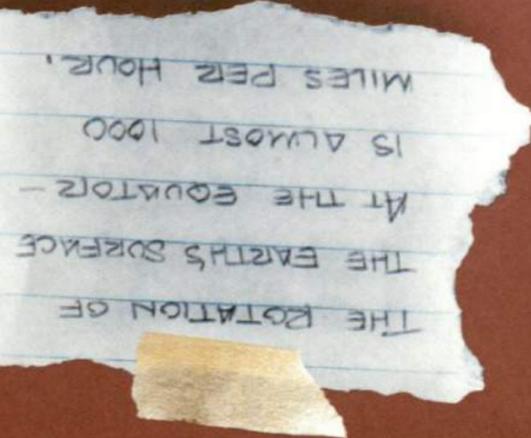
irect impact on the viewpoints
Utah Science Center will
things upside down, sideways,
outside. See an upturn in
s, and enthusiasm amongst



You can help keep the free flow
of ideas and information moving.
Donate to the Utah Science Center
—help develop an upsurge in thinking,
sharing and learning in the minds of
your neighbors, kids and coworkers.



That's pretty darn quick. And so is our schedule.
The Utah Science Center will open Fall 2003.
And while that's not 1000 miles an hour, it's
fast approaching. We cannot circumvent the
fundraising portion of this schedule and your
fundamentally valuable participation is critical.



*Help open both minds and the Utah Science Center with your valuable contribution.

Help have a direct exposure us to things of Utahns. The Utah Science Center has a lot of interest, grades, and our visitors.



THE HOW "SEES" IN DOWN - THEM

Visitors will flock to the Utah Science Center for its unique learning environment, highly interactive exhibits, and fun hands-on activities. We hope to have the magnetism to attract your important involvement now.



BIRDS HAVE SMALL MAGNETS IN THEIR HEADS FOR NAVIGATION.



Many trillion. That's an enormous number. Think about this—a trillion seconds takes 31,688 years to elapse. Don't pass by the opportunity to be a vital part of the Utah Science Center. Your contribution counts!



THERE ARE MANY TRILLION CELLS IN THE HUMAN BODY



Fundraising is also like a parachute. It only works when your checkbook is open.

**“In a democracy, it is very
important that the public have a
basic understanding of science so
that they can control the way that
science and technology increasingly
affect our lives. A science center
in Salt Lake City would be an
important step in this regard.”**

—Stephen Hawking

Why A Science Center?

Modern society rests on a scientific and technological foundation. In order for today's citizens to reach informed decisions, make responsible choices, and be able to participate in our modern economy, they must be technologically and scientifically literate. An interactive, hands-on science center is the most efficient and effective way of enhancing science and technology experiences and education for all sectors of the population.

**YOU!,
ENERGY,
and Your
Planetary
HOME.**

What Happens at the Utah Science Center?

Hundreds of highly interactive exhibits involving participants in hands-on activities, from small table-top units to large, total immersion experiences—these are the heart of the Utah Science Center.

Special programs include live-action demonstrations, guided tours, weekend camp-ins, and collaborations with other groups and activities at Library Square;

- Programs that enhance and improve the knowledge and skills of Utah's teachers;
- Family-focused programs to make science learning fun for the whole family;
- Internet-based classrooms, sending and receiving video and data streams remotely to classrooms and homes throughout Utah, the nation and the world;
- Educational programs including science fairs and expositions, youth volunteer programs, school group visits and outreach programs;
- Special programs with other science centers and museums throughout the world; and
- Collaborative programs and activities with universities and other local institutions.

Who is Working on This?

Utah Governor Mike Leavitt:

“Our mandate is clear: to lead Utah to a whole new level of performance...the strategic plan... is about change and improvement...*It's about expanding the way we think.*”

The Governor's Science Advisor Suzanne Winters:

“The Utah Science Center is being put together by people who know a lot about science. It is designed

What is the Utah Science Center?

The mission of the Utah Science Center is the enhancement of each visitor's imagination, motivation, knowledge and citizenship through the fostering of individual and group creativity, critical and objective thinking, and problem-solving skills.

Building upon the experience of operating the very successful *Discovery on Wheels* traveling science center, the Utah Science Center will improve the experience, understanding and appreciation of science and technology for all segments of the population.

The Center will utilize all relevant topics and methods, from arts and entertainment to science and technology. Themes and topics will be integrated and explored via hands-on, interactive experiences. It is through these experiences that the Utah Science Center will change the belief of many that science is dull and difficult into the realization that science is exciting and fun, as well as essential for full and productive living in modern society.

The Utah Science Center will also enhance Utah's economy through the motivation and education of the current and future workforce and by attracting and motivating students and adults to study and practice in scientific and technical fields.

The Utah Science Center @ Library Square will be located in the present Salt Lake City Public Library Building at Second East and Fifth South Streets in Salt Lake City. The Center will consist of 25,000 square feet of exhibit space along with 10,000 square feet of support space and will have 20,000 square feet of joint, shared space with its two co-tenants: *Global Artways* and the *Center for Documentary Arts*.

Schedule

Refinement of Exhibits/Program Plans: Winter 2001
 Fund Raising Phase I Launch: Spring 2002
 Science in Society Dialogues: (underway)
 Architectural/Interior/Exterior Design: Spring 2002
 Exhibit Fabrication (underway): 2001 - 2003
 Outreach Programs: Ongoing
 Library Building Renovation begins: Spring 2003
 Grand Opening: Fall 2003

Welcome to the Utah Science Center @ Library Square!



With the exception of Salt Lake City, every major urban area in the United States has a science center. With your help, the Utah Science Center @ Library Square will soon be a dynamic reality.

www.utahsciencecenter.org
 or call 801.484.4904

Utah Science Center Authority Board, appointed by Governor Leavitt in accordance with House Bill 77 of the 2001 Legislature:

Name	Representing
• Mike Anderson,	Utah State Board of Education
• Joe Andrade,	Utah's diverse public and industry
• Jon Brinton,	Board of Travel Development
• Elaine Harding,	Informal science and arts community
• Joe Hatch,	Salt Lake County Council
• Seth Jarvis,	Informal science and arts community
• Mary Kay Lazarus,	Salt Lake City
• Rod Linton,	Dept. of Comm. and Economic Dev. (DCED)
• Andie Pitcher Davis,	Informal science and arts community
• John Taylor,	Utah's diverse public and industry
• Suzanne Winters,	Office of the Governor

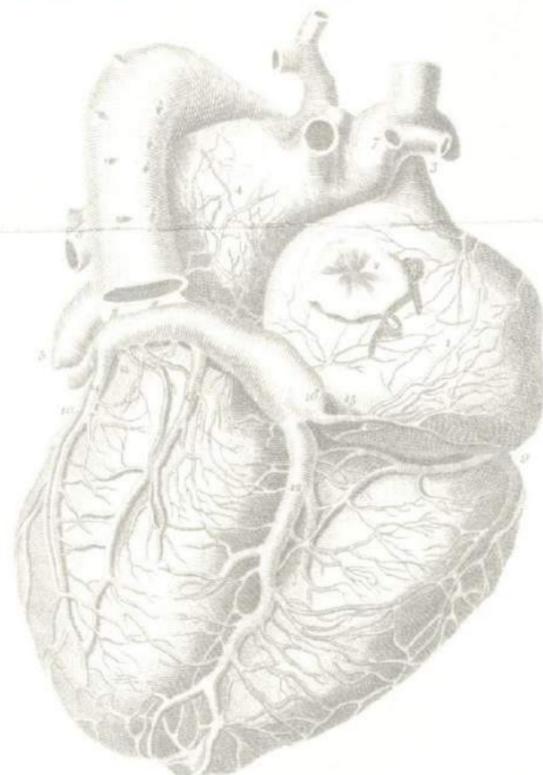
Utah Science Center Advisory Board

- Jake Garn, U.S. Senator (retired), NASA Astronaut
- Gil Moore, Dir. Project Starshine, USAF Acdm. (retired)
- Paul MacCready, President AeroVironment Inc., creator of the Gossamer Albatross and Solar Challenger
- Phyllis A. Domm, V.P. Human Resources IHC
- Steven Jacobson, Ph.D. Sarcos, Inc. and Professor, University of Utah, world-renowned engineer/designer
- Paul Johnson, Smithsonian Institution and Director, Smithsonian Productions
- Dwayne Westenskow, Ph.D. Rocky Mt. NASA Space Grant Consortium and Prof. University of Utah, highly

What is Needed.

There is much work that needs to be done. **The small, dedicated team that has brought the Utah Science Center to this point needs your help.**

- We have an outstanding building.
- We have experience in delivering interactive hands-on science education.
- We have extensive and well-developed plans for the exhibits, programs and other components of the Science Center.
- We have a set of collaborators, co-tenants and partners eager to work with us.
- We have the strong support of Governor Michael Leavitt, the Legislature, Mayor Rocky Anderson and the Salt Lake City Council.



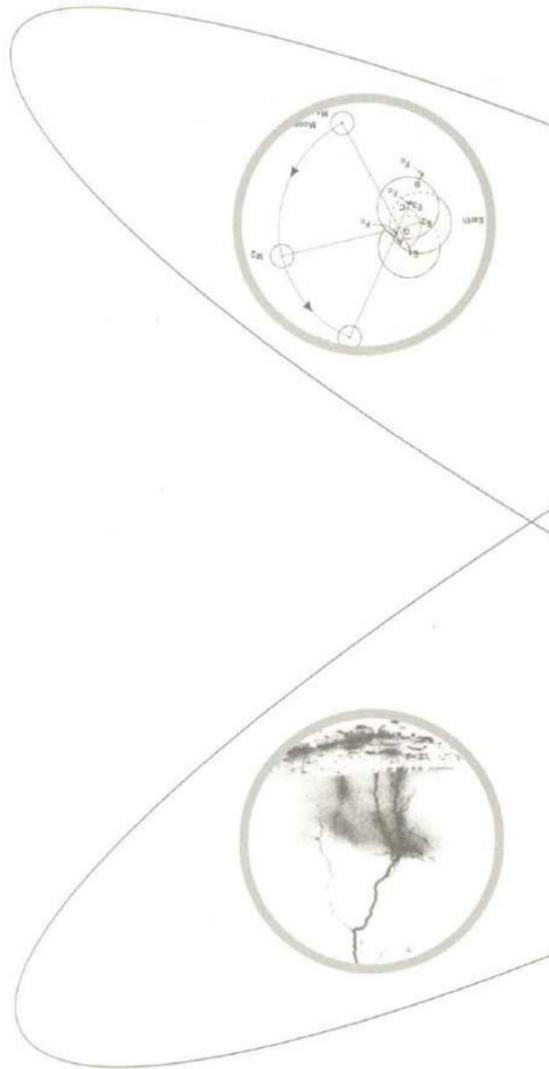
Although the Science Center must charge an admission fee for its services and activities, it is imperative that the fee be kept as low as possible in order to assure the widest possible access and availability to all segments of our community.

Your donations and support can be targeted to the development of exhibits in particular subject areas, to programs meeting particular

- Jake Garm, U.S. Senator (retired), NASA Astronaut
- Gill Moore, Dir. Project Starshine, USAF Academy (retired)
- Paul MacCready, President AeroVironment Inc., creator of the Gossamer Albatross and Solar Challenger
- Phyllis A. Domm, VP Human Resources IHC
- Steven Jacobson, Ph.D. Sarcos, Inc. and Professor, University of Utah, world-renowned engineer/designer
- Paul Johnson, Smithsonian Institution and Director, Smithsonian Productions
- Dwayne Westenskow, Ph.D. Rocky Mt. NASA Space Grant Consortium and Prof., University of Utah, highly experienced biomedical engineer
- Winter Horton, Corporation for Public Broadcasting; prime mover for a Utah Science Center

Salt Lake City Mayor Rocky Anderson:

"Salt Lake City is the largest city in the United States that does not have an interactive science center. The development of the Utah Science Center at Library Square presents us with a tremendous opportunity to create a world-class science experience for our community; the science center will be a major part of this exciting project, and will serve as the lynch pin for connecting the missions of several diverse entities."



- We have extensive and well-developed plans for the exhibits, programs and other components of the Science Center.
- We have a set of collaborators, co-tenants and partners eager to work with us.
- We have the strong support of Governor Michael Leavitt, the Legislature, Mayor Rocky Anderson and the Salt Lake City Council.

But we also have great needs:

- Seismic renovations and upgrades of the library building: **\$2.6 million**
- Exhibit Development and Related Space Renovations: **\$6.3 million**
- Operating Endowment: **\$2.1 million**

The process of opening a science center is a costly one. Along with the building upgrades, exhibits are expensive to build, staff members need salaries, and operating expenses need to be covered.

Play a major role in scientific education and exploration in your community. Please contact us directly regarding donations, partnerships and collaborations. Your questions regarding exhibits, programs, and services are also very welcome. We look forward to hearing from you:

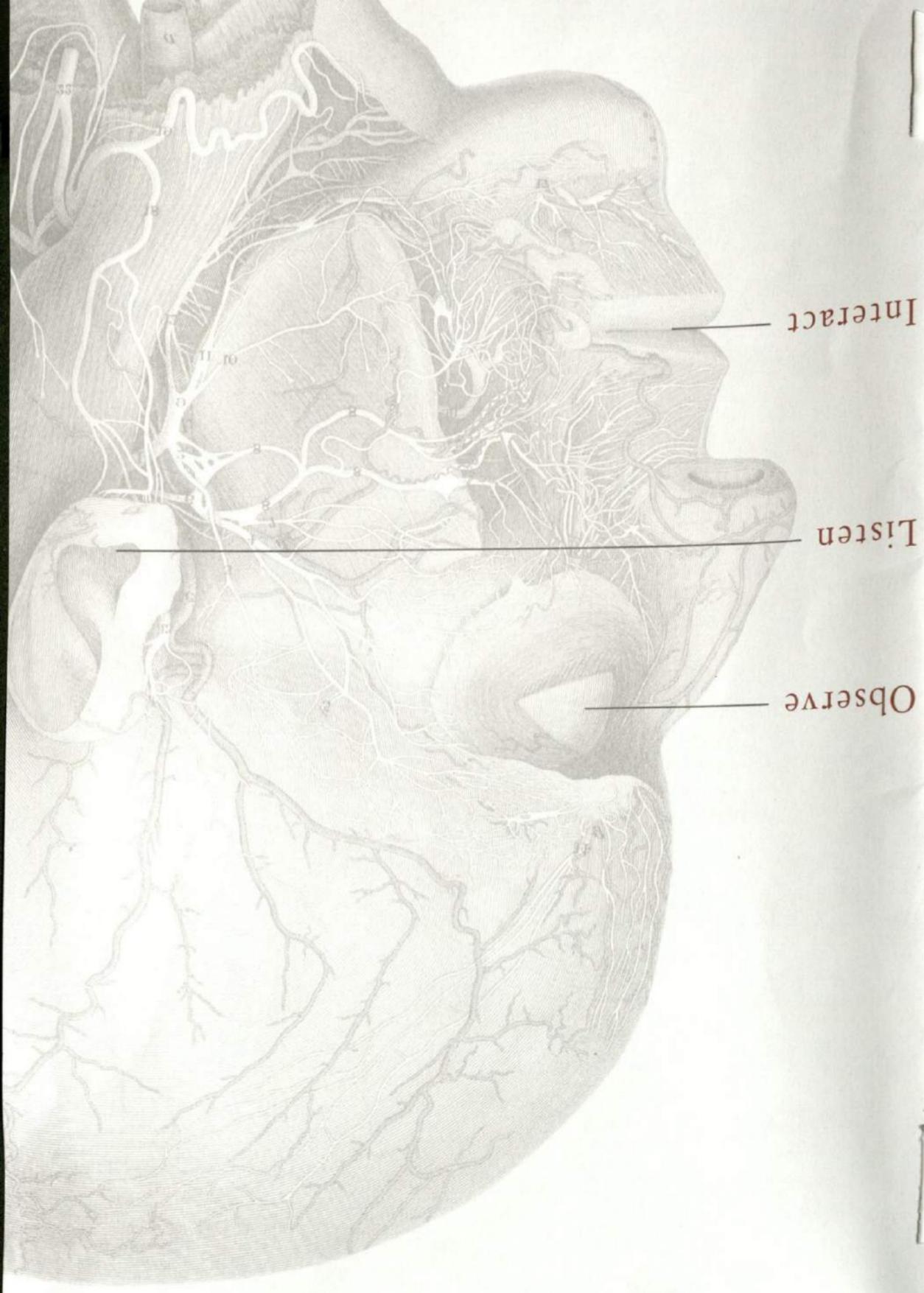
Joe Andrade, Board Chair and Director
801.484.4904
joelandrade@uofu.net

Suzanne Winters, Board Vice-Chair
801.424.2489
rmassey8587@uswest.net

Interact

Listen

Observe



new level of performance...the strategic plan... is about change and improvement...It's about expanding the way we think."

The Governor's Science Advisor Suzanne Winters:
 "The Utah Science Center is being put together by people who know a lot about science. It is designed to reflect scientific knowledge, but there's nothing didactic or intimidating there at all. Frank Oppenheimer, who founded the Exploratorium in San Francisco, said, 'Nobody flunks museums.' There are experiments which lead people to draw conclusions about science—to try experiments and see what happens. And the important thing is it doesn't matter...whether they have any idea as to what the 'right' physical principle is; they are getting familiar with the phenomenon in a way that fits their own tempo and learning style."

www.utahsciencecenter.org
 or call 801.484.4904

- Special programs with other science centers and museums throughout the world; and
 - Collaborative programs and activities with universities and other local institutions.
- Special programs include live-action demonstrations, guided tours, weekend camp-ins, and collaborations with other groups and activities at Library Square.

these are the heart of the Utah Science Center.

The Utah Science Center dares to challenge minds, stretching the limits of human thought and creativity, grappling with difficult ideas and issues, with what divides as well as unites us, seeking to enrich life, both individual and that of the community.

—Suzanne Winters
 State Science Advisor

www.utahsciencecenter.org
 or call 801.484.4904

The Utah Science Center
change your mind

Utah Science Center @ Library Square
 209 East 500 South
 Salt Lake City, UT 84111



PER
 SALT L
 U.S. PC
 PRESO