

# 2007

Building  
*our*  
Future



Edmonton Space & Science Foundation

Annual Report 2007



The Edmonton Space & Science Foundation is a non-profit organization which operates TELUS World of Science - Edmonton, a broad-based and interactive science centre.

Our facility offers five permanent exhibit galleries, one feature gallery, an IMAX theatre, the Margaret Zeidler Star Theatre, a science demonstration stage, Observatory, numerous school and community programs, a Gift Shop and a Café.

Our mission is to inspire and motivate people to learn about, and contribute to science and technology advances that strengthen themselves, their families, and their community.



## 2007 Quick Facts

<b>224</b>	Number of communities served	<b>4,152</b>	TELUS World of Science - Edmonton Annual Membership households
<b>508,311</b>	Annual attendance		
<b>177,123</b>	Total number of students participating in School Programs	<b>\$ 8,987,691</b>	Foundation's Gross Revenue
<b>45</b>	Number of full-time employees	<b>\$ 1,352,805</b>	Private sector donations and sponsorships
<b>32</b>	Number of full-time equivalencies (part-time employees)		
<b>270</b>	Number of volunteers	<b>19%</b>	<b>Percentage of public support</b>
<b>20,333</b>	Total volunteer hours contributed		(Municipal - 17%)
<b>13,986</b>	TELUS World of Science - Edmonton Annual Members		(Provincial - 2%)
			(Federal - 0%)

# Highlights at a Glance

2007 was a banner year for TELUS World of Science and certainly represented a turning point in our strategic growth strategy. Our aim was focused on developing new, exciting programs and events that increase our presence in the local and regional markets, and ultimately raise our national profile as a leader in the science centre industry.

- ✦ Our total annual attendance increased by 9%, drawing 508,311 visitors to the science centre to be inspired and motivated to learn more about science and technology while filling the facility's spaces with sounds of laughter and chatter.
- ✦ General Admission attendance increased by 30%! We started the year with the introduction of the LEGO® - Secrets of the Pharaohs exhibit which created tremendous visitation by families. It also delivered another Family Day Weekend record in attendance, the result of which engendered a brisk momentum that carried us throughout the year.
- ✦ Our Annual Membership Program increased by 54% in revenues and 50% in total Memberships. The significant increase demonstrates that Members saw additional value to their Memberships as we presented new offerings on a continuous basis. This provided an excellent incentive to return to the facility frequently and renew their membership for another year.
- ✦ In April, we raised the bar on our flagship Speaker Program *Brightest Minds* by inviting Dr. Richard Leakey, the world-famous paleo-anthropologist and environmentalist, for his first-ever official speaking engagement in Canada. Dr. Leakey's talk *Global Challenges: The Environment and the Future* was delivered to a sold-out dinner audience of 1,000 guests at the Shaw Conference Centre. In addition to the evening appearance, Dr. Leakey gave a presentation the following morning to 2,500 grade 7- 9 Edmonton and area students at the Shaw Conference Centre.
- ✦ Early in May of 2007, TELUS World of Science played host to a significant international symposium on creative content development for the proposed new Digital Visualization Theatre (DVT). President & CEO George Smith opened the 3-day conference on May 8th, indicating that the Edmonton DVT would be the highest-quality, state-of-the-art facility --- capable of taking audiences from the microscopic world, through the wonders of the human body, out to the extremities of the known universe. The symposium firmly established Alberta's lead in the digital presentation industry and created a number of new partnerships and relationships based on mutual goals.
- ✦ Our Gift Shop and Food Services sales increased by 17% respectively. The Gift Shop, especially, has gained recognition among Edmontonians as a shop with varied and highly unique merchandise which makes it a hot spot for gift ideas.
- ✦ In June, TELUS World of Science - Edmonton hosted the Annual Conference of the Canadian Association of Science Centres (CASC). It was also the first time that a Canadian science centre hosted the national event twice.
- ✦ September saw us tread into somewhat controversial territory when we hosted a UFO Conference. The 2-day conference, which welcomed nearly 200 delegates from Edmonton and outlying regions, provided a forum to discuss some of the evidence of night-sky sightings and to challenge some of the findings from a scientific perspective. Among the guest speakers was colourful and high-profile physicist Stanton Friedman. As a result of the conference, we generated local, regional, and national media attention with more than 70 media outlets reporting on the story.





**J.D. Hole**



**George Smith**

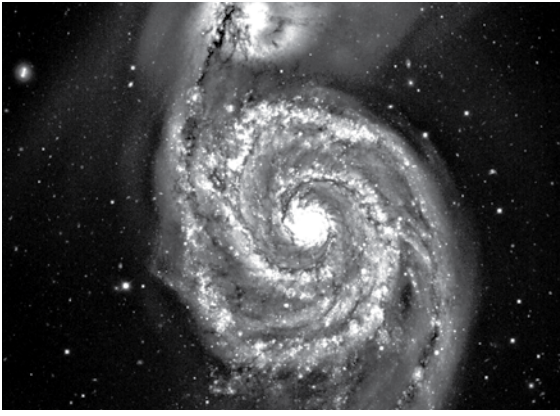
**2007** was truly a banner year for TELUS World of Science - Edmonton. Our new growth strategy materialized almost instantaneously with the successful launch of the IMAX film *Hurricane on the Bayou* and the popular LEGO® exhibit *Secrets of the Pharaohs*. These were followed by an exceptional sold-out *Brightest Minds* event featuring Dr. Richard Leakey; multiple and frequent activities of on-site Programming; hosting of the Annual Conference of the Canadian Association of Science Centres and an international Digital Visualization Theatre symposium that attracted participants from around the world. We created our very own mini version of Jurassic Park in our Explorer Gallery; brought in a parade of numerous and fascinating speakers; hosted a unique UFO Conference; created a rock-climbing contest with a famous mountain climber; and finished off with a LEGO® Christmas village, complete with trains and candy canes. In the end, all of these activities attracted more than 508,000 visitors to TELUS World of Science - Edmonton.

Other indicators of success in 2007: our annual operating revenues increased by nearly \$405,000, reaching an all-time high of \$ 6.4 million. IMAX revenues increased 19%, General Admission revenues increased by a stunning 49%, and Annual Membership revenues grew by 54%, all of which put us ahead of our plan and budget. These improved results, along with many other areas of the organization, reflect decisions made to escalate our growth plans. However, substantial increases in attendance also underscore the need for future expansion. People are craving more and more opportunities to learn about science and technology presented in an engaging, inspiring, and understandable way. Our goal, as we respond to this ever-growing demand, is to engender a life-long passion for science among Edmontonians and Albertans of all ages. To achieve this goal, we must advance our thinking,

plans, and ideas so our visitors are continuously inspired and motivated to return to our facility to learn more. We have imagined the opportunities and are keenly aware of the potential that exists, but our limited facility space and resources continue to restrict our abilities to realize them.

We began on this path in 1998 when the Board of Directors of the Edmonton Space & Science Foundation mandated to build an expansion to the science centre to broaden learning opportunities for our visitors and provide much-needed space to enhance our interactive science exhibit galleries. The first phase of the expansion was completed in 2001. The expansion was an excellent stepping stone towards the goal of becoming a world-class facility. Now, as audiences become more sophisticated, more demanding for current and timely information, and demographics are changing, we need to expand our offerings considerably to respond to those needs. For example, we cannot accommodate international blockbuster exhibits without shutting down and dismantling existing exhibits, which is costly and a drain on resources. There is a spectacular array of world-leading innovation being created continuously in Edmonton and Alberta that the public, to a large extent, is completely unaware of, TELUS World of Science aims to help bring these innovations to the forefront in a friendly, "hands-on, minds-on" environment, but this will require the facilities to do so.

Our energies are now focused on Phase 2 of a Building Expansion with a view for completion by 2011. This proposed expansion will launch us toward achievement of our "Vision 2020"...to be recognized as one of the world's leading science centres by 2020 - a science centre that will provide the people of Edmonton, and beyond, the best possible opportunities for learning about innovation, science and technology.



A new multi-faceted facility will envelope five key areas:

**Digital Visualization Theatre (DVT).** The new technology of digital visualization opens up avenues of exploration, research, and inspiration unlike anything Edmonton, or the world has ever seen. The Digital Visualization Theatre is all-dome digital technology, utilizing real scientific data sets translated into brilliant, colourful, and stunning visual representations. Audiences can be virtually transported through human cells inside the structure of the human brain, to the bottom of the ocean, or to the very centre of the Orion Nebula. The possibilities are endless, and once again, Edmonton aims to be in the forefront as TELUS World of Science develops the most advanced science display system in the world.

**Expanded Exhibit Space.** This will allow us to enlarge and intensify learning opportunities for visitors, providing opportunities to expand our studies in Health & Life Sciences; Earth & Environmental Sciences; Space & Astronomy, and Innovation, addressing new and emerging scientific advancements and new discoveries. It will also provide necessary facilities to regularly offer our visitors the very best blockbuster exhibits from around the world.

**IMAX Theatre Upgrade.** Nearing the end of its first quarter century of operation, our IMAX Theatre continues to operate with its original projection technology and through it we are unable to offer visitors the full array of entertaining and educational programming available today. Upgrades to our IMAX technology will ensure this remains a viable, effective and interesting venue at TELUS World of Science.

**Creative Kids Museum.** Studies prove the important impact of early childhood development opportunities for our children. Our new Creative Kids Museum will provide superior cognitive and motor skill development activities primarily for children under 8 years of age through a museum that brings art and science together in a playful, colourful, and safe environment.

**Arctic Science Centre.** The Arctic is a major part of our country and the critical importance of its ecosystem is attracting world attention, as has been highlighted through the extensive scientific research conducted as part of International Polar Year (IPY), which involves more than 60 countries and thousands of scientists. A unique opportunity exists to house all the cutting-edge research of this vast region to our north, which is ongoing, in one location for public enjoyment and enlightenment. Canada is well positioned to lead the world in providing opportunities for students and the general public to learn about and understand the beauty and complexity of the Arctic. Edmonton and TELUS World of Science are ideally situated and poised to spearhead such a project which has the potential of becoming a national Arctic Science Centre.

As we strive to inspire and motivate the minds and leaders of tomorrow and look toward building the future, we must continue to concentrate our efforts on the Edmonton Space & Science Foundation's key strategic priorities:

**Engaging the Community.** We will continue to develop opportunities to engage Foundation Members in key initiatives. In 2007, we orchestrated special workshops to garner input on our program theme of Health Awareness for 2008. An animated session of varied viewpoints resulted in a plethora of ideas and suggestions for use by our Programming team. To extend our reach into our Community, we invited the City's NextGen group to attend a dinner event during the Digital Visualization Theatre Symposium and hear Jay Ingram speak. We were pleased to have played a role in enhancing this group's learning opportunities and providing exposure to international experts in science and technology.

**Building New Partnerships.** Each year, as we progress the business plan for the Digital Visualization Theatre (DVT), we form new partnerships and connect with people and organizations who, through their own expertise and amazing accomplishments, help us refine and articulate our vision, taking us to higher levels of excitement as we envisage our DVT coming to life in the near future. To capture much of this expertise, TELUS World of Science hosted a first ever international symposium on creative content development for the new digital visualization technology. Made possible through a grant from Alberta Lotteries, with additional support from our partner TELUS and our sister institution, TELUS World of Science - Calgary, this international symposium attracted thirty of the brightest and most accomplished people in this new and highly specialized field from all over the USA, Canada, Asia, South Pacific and Europe.

What is particularly exciting and gratifying for TELUS World of Science is that many of the new experiences to be shown in the full dome theatre will be based on data, produced at the University of Alberta, NAIT and other Alberta institutes of higher learning. One of the highlights of the symposium was the inaugural presentation of a 3-D stereo image, produced by Dr. Pierre Boulanger of the University of Alberta, taking the audience inside a 3-D carbon molecule for the first time ever.

**Enhancing Programs.** Energized by an ambitious program plan for 2007, our team laid the building blocks for a successful year. We opened our year launching the new IMAX film *Hurricane on the Bayou* and the popular LEGO® exhibit *Secrets of the Pharaohs*, leading to a new attendance record for Family Day weekend with more than 10,000 visitors passing through our doors. In the first six months of 2007, there were several expert speakers engaging our audiences, led by world-renowned Dr. Richard Leakey, a guest of our flagship speaker program *Brightest Minds*. By popular demand, we hosted the event at the Shaw Conference Centre where he spoke to a sold-out dinner audience of 1,000 people. The following morning, Dr. Leakey made a similar presentation to 2,500 school children; seeing their enthusiastic reactions was incredible affirmation of our efforts to make these opportunities available to our community.

In the latter part of the year, audiences to our science centre experienced several other respected and inspirational science and technology speakers: Dr. Philip Currie, widely regarded as one of the leading paleontologists in the world; Canadian Astronaut Julie Payette; and John Harlin, highly-respected American mountain climber featured in the IMAX film *The Alps*. In September, we explored the phenomenon of and the public's interest in UFOs by hosting a weekend UFO Conference. The aim was to present various viewpoints from a scientific perspective and to encourage people to employ critical thinking when they see something strange in the night or day sky. The event generated some of the highest-ever media attention for our organization.

**Financial Resources.** Our profile in the community continues to grow and support for our work follows as we enjoy a more visible and respected position locally, nationally and internationally. Growing our financial resources and once again balancing our financial position in 2007 continues to allow us to close the gap on similar museums and science centres around the

world. It also allows us to continue our commitment to reinvesting in the enhancement and renewal of our facility and programs. Still, we must continue to develop new and existing relationships with private and corporate supporters, and work to convince all levels of government to support our work.

#### **GOING FORWARD**

Early in 2008, we were thrilled to announce to our community that after a long period of pursuit, we had successfully concluded an agreement to bring the internationally-acclaimed traveling exhibition BODY WORLDS to TELUS World of Science - Edmonton for this exhibit's only scheduled visit to Canada's Prairie Provinces. Since its debut in 1995, the exhibit has been seen by more than 25 million visitors in over 40 cities around the world; it is now considered the most-visited traveling exhibition in the world. Much of our organization's focus for 2008 will be dedicated to hosting this special exhibit and we anticipate more than 250,000 visitors will join us to experience BODY WORLDS. Many other important projects will continue to require attention, not the least of which will be the planning for our 25th Anniversary in 2009.

In closing, as always, we thank the City of Edmonton for its continued support. The City's own ambitious plans to build a vibrant, dynamic city, with a reputation as a centre for learning, provides an excellent backdrop for TELUS World of Science to take its place among leading organizations. And, of course, we could not generate the successes we have without our people. Great programs, great events, great exhibits, great activities, -- these are all designed, planned, and executed by great people. Our staff and volunteers bring their energies, enthusiasm, knowledge, skills, and imagination to the science centre day after day with the hope of planting even just one seed of inspiration in the minds of our visitors. We could not be successful without them. We wish to extend a special thank you to our Senior Management team whose leadership, dedication, and commitment to our plans gives us the assurance that our goals are met. And lastly, we thank our volunteer Board of Directors for their guidance, leadership, involvement, and unwavering support.

This is an exceptional time to be part of TELUS World of Science as we stand on the cusp of providing something special and unique for our community to ensure we are able to inspire the minds of tomorrow!

**J.D. Hole**, Chair, Edmonton Space & Science Foundation  
**George Smith**, President & CEO, Edmonton Space & Science Foundation / TELUS World of Science - Edmonton

# Attendance & Awards

508,311

Total visitation in 2007.

177,000

More than 177,000 students participated through hands-on learning in our highly-valued and popular School Programs.

34,200

Our instructors from our Science in Motion Outreach Program inspired 34,200 students throughout rural Alberta with fun and engaging science programming that otherwise they would not have had.

4,000

Nearly 4,000 guests attended special speaker presentations, with topics ranging from the environment to dinosaurs to pests and Swiss mountains.

8,100

Birthday Party Paks increased by 30% in 2007, providing more than 8,100 Birthday Party revelers with the full-scope science centre experience!

11,100

TELUS World of Science continues to increase its profile in "Facility Rentals" as more and more companies choose the facility for special occasions. In 2007, more than 11,100 guests partook in private events, experiencing the facility in a new and different way.

20,000

Our Observatory continues to be a desired destination for seeing what's up in the night sky. In 2007, more than 20,000 Edmontonians trekked out to the Observatory to view the night sky through our powerful telescopes.

13,986

Our Annual Members, 13,986 strong by the end of the year, visited TELUS World of Science at a higher frequency throughout 2007, taking full advantage of their Member benefits.



The annual **Edmonton Corporate Challenge** event, which pits us against other Edmonton organizations in various sports and recreational activities, continues to rank high with TELUS World of Science staff and volunteers as they pull out all the stops to prove their outstanding team effort, sense of fun and ingenuity. Success came in 2007 by being awarded - for the 5th consecutive year - the **Spirit Award** by Corporate Challenge. In addition, our TELUS World of Science team captured first place in their assigned division. When inspired minds work in tandem with physical prowess, it is indeed a winning formula!



In 2007, TELUS World of Science volunteer **Cornelia Blunck** was honoured with the 2007 **Nate Ragosin Memorial Award** in recognition of her outstanding leadership and meritorious service.

Since becoming a volunteer in 2004, Cornelia has logged over 500 volunteer service hours, primarily in the Observatory where she shares her enthusiasm and knowledge on astronomy and telescopes. She also coordinates the scheduling and training in the Observatory and provides exemplary customer service during special events.

"I volunteer because I believe it is important to contribute to the community," says Cornelia. "Astronomy interests me and by volunteering in the Observatory, I can share or introduce others to my passion."

#### **NATE RAGOSIN MEMORIAL AWARD**

*The Nate Ragosin Memorial Award is in recognition of those who exemplify what Nate Ragosin (a former TELUS World of Science volunteer) did so well: inspiring others through his demonstrated leadership, making valued team contributions, mentoring new and younger volunteers, and approaching each new challenge with enthusiasm and dedication.*

# Corporate & Community Sponsors

We thank the following Corporate and Community Sponsors whose generous support made our suite of IMAX, Exhibit, and Special Event offerings possible for the general public and school students to enjoy and be inspired by.



#### **IMAX® PRESENTING SPONSORS:**

EPCOR for **Hurricane on the Bayou**; Horse Racing Alberta for **Dinosaurs Alive**; and Strategy Summit for **The Alps**.

#### **EXHIBIT SPONSORS:**

**LEGO® - Secrets of the Pharaohs.** *Supporting Sponsors:* APEGGA and UMA Engineering. *Contributing Sponsors:* Norden Autohaus and Quikcard.

**Lost Worlds.** *Sponsors:* Northlands; SERVUS Credit Union; and Canadian Geological Foundation.

#### **Close Encounters of the Science Kind.**

*Sponsor:* SERVUS Credit Union.

#### **SPECIAL EVENT SPONSORS:**

**Dr. Richard Leakey Brightest Minds event.** *Presenting Sponsor:* Enbridge Pipelines Inc. *Supporting Sponsor:* Alberta Lottery Fund - Community Initiatives Program. *Contributing Sponsors:* EPCOR, SUNCOR Energy Foundation, and Alberta Research Council.

**CASC Conference.** *Presenting Sponsors:* Alberta Lottery Fund - Community Initiatives Program; and TELUS.

**Digital Visualization Theatre Symposium.** *Sponsors:* Alberta Lottery Fund - Community Initiatives Program; TELUS; and TELUS World of Science - Calgary.

**Pests.** *Sponsors:* Alberta Forest Products Association; Alberta Sustainable Resource Development; and Syncrude.

Started in 1996, our highly successful Outreach Program **Science in Motion (SIM)** has grown into one of the most successful Outreach Programs in North America. We could not run this program without the generous support of the following sponsors: *Presenting Sponsor:* Suncor Energy Foundation. *Supporting Sponsors:* Alberta Lottery Fund; and CIBC. *Contributing Sponsors:* UMA Group Ltd; Natural Sciences and Engineering Research Council (NSERC); and APEGGA.

For the 6th year in a row, the Edmonton (Host) Lions Club funded the **Inner City School Program** which provides students at 11 Edmonton schools the opportunity to attend a day of Programming at TELUS World of Science.

An interest from the Edmonton Rotary Club to provide support to our organization created a perfect opportunity to present them with a proposal to fund an **Inner City Summer Camp** for 20 at-risk students who due to financial restraints might not otherwise have had the opportunity to attend one of our programs.





Young visitors take a break next to the 8-foot LEGO® sphinx.

The popular traveling exhibit **LEGO® - Secrets of the Pharaohs** opened on Family Day Weekend and helped to drive attendance to a record high. The exhibit sparked curiosity in children of all ages who are fascinated with ancient Egypt and the engineering marvels that this

ancient civilization was able to achieve. In addition to offering numerous interactive activities, TELUS World of Science invited Robin Sather, Canada's only "Brick Master", to build an 8-foot sphinx out of LEGO®. Visitors were enthralled!



Edmontonians were treated to a special evening as TELUS World of Science - Edmonton hosted world-renowned paleo-anthropologist and environmentalist **Dr. Richard Leakey** for his first-ever official speaking engagement in Canada. Dr. Leakey has been profiled on *60 Minutes* and was named one of Time Magazine's 100 Greatest Minds of the 20th Century. Dr. Leakey's talk *Global Challenges: The Environment and the Future* inspired and thrilled the sold-out dinner audience of 1,000 guests. The following morning, Dr. Leakey made a similar presentation to 2,500 exceptionally enthusiastic school students.

Dr. Leakey was invited by TELUS World of Science - Edmonton under the auspices of its *Brightest Minds* Program. The Program aims to bring the world's best and brightest individuals in science and technology to the Science Centre to provide Edmontonians the chance to meet, learn from, and to be inspired by these talented and highly-acclaimed individuals.



**TELUS World of Science played host to a significant international symposium on creative content development for the proposed new Digital Visualization Theatre (DVT). President & CEO George Smith opened the 3-day conference on May 8th, indicating that the Edmonton DVT would be the highest-quality, state-of-the-art facility --- capable of taking audiences from the microscopic world, through the wonders of the human body, out to the extremities of the known universe. The symposium firmly established Alberta's lead in the digital presentation industry and created a number of new partnerships and relationships based on mutual goals. Shown here is one of the awe-inspiring brilliant images to be seen as part of a future DVT program.**

Canada-France-Hawaii Telescope & Coelum / J.-C. Cuillandre & G. Anselmi



In June, we delighted our audiences with a presentation by one of the world's top five dinosaur experts, **Dr. Philip Currie**, Canada Research Chair at the University of Alberta in the Department of Biological Sciences and former Curator of Dinosaurs at the Royal Tyrrell Museum of Palaeontology in Drumheller, Alberta. In his presentation, *Hunting Dinosaurs in the Gobi*, Dr. Currie took knowledge-hungry wanna-be dinosaur hunters on a journey through the Gobi Desert uncovering dinosaur eggs and skeletons. Everyone's disbelief was suspended for about an hour as they pictured themselves digging for fossils with Phil Currie in the desert. It was a wonderful inspirational afternoon that surely produced some young paleontologists with big dreams.



Invited guest and famed mountaineer **John Harlin III** takes a few moments to sign his book for **Edmonton City Councillor, Jane Batty**. Harlin is the mountain climber featured in the IMAX film THE ALPS. He successfully reached the summit of the infamous Eiger North Face,

forty years after the same Swiss mountain claimed the life of his famous father, mountaineering legend John Harlin II. Following a special screening of the film for TELUS World of Science guests, Harlin fully engaged the audience with his informative, humorous, and emotional presentation.

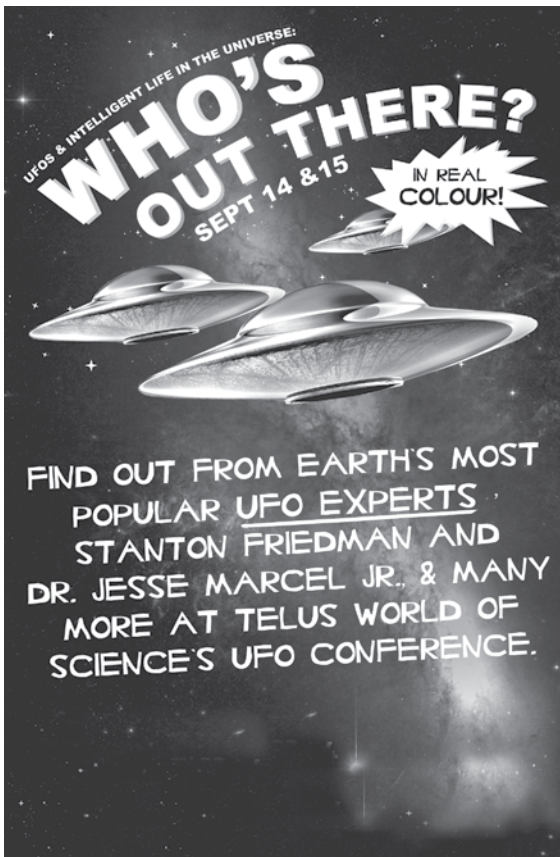


*Amy Nowakowsky, left, and her mother, Mary, show off their prize-winning bridge made from pasta. The mother-daughter team's win was the second time in a row since the competition's inception in 2006. Their structure supported 22.5 kg of pennies!*

Armed only with a bag of dry spaghetti, kids of all ages vied for the title of Pasta Bridge Champion at the **2nd annual Pasta Bridge Challenge**. Bridges were deftly

constructed on-site at TELUS World of Science on Saturday, October 20, 2007, to see if their bridge could stretch the span and survive the strength test.

Photo Credit: Chris Schwarz / Edmonton Journal



In September, we kicked off a new series of weekend events called *Science-on-the-Edge* with a UFO Conference entitled **UFOs and Intelligent Life in the Universe: Who's Out There?** Many people believe that the Earth may have been visited by UFOs. The purpose of the Conference was to provide a forum to discuss some of the evidence and to challenge some of the findings from a scientific perspective. The conference featured a number of the most popular UFO experts, including nuclear physicist Stanton Friedman.



Renowned meteorologist **Claire Martin** returned to Edmonton to participate as a presenter in our *Wacky Weather* series. Martin, who at one time was a fairly common fixture at TELUS World of Science – Edmonton, teamed up with veteran severe weather forecaster **Jamie Archibald** on a Saturday afternoon to enthrall

families with their presentation on climate change and personal experiences with Storm Chasing. In the evening, Claire made an additional presentation to a captive adult audience as she discussed her most recent work in light of the Al Gore documentary “An Inconvenient Truth” and her work with the World Meteorological Organization.

# Special Events and Speakers

In 2007, we presented a plethora of Community speakers and on-site events which gave our visitors an opportunity to directly interact with and learn from various experts as well as participate in hands-on activities. Here is a sampling of some of these events:



- ✦ In January and February, we focused our efforts on building awareness and understanding of weather and its effects on our lives, our environment and our planet. Severe weather, climate change, the marvel of snow and the disappearing wetlands were highlighted in the *Wacky Weather* series of demonstrations, activities and IMAX films.
- ✦ To help our visitors better understand weather impacts, we invited experts and specialists to explain a range of phenomenon from the seemingly ordinary snow to the impact of the disappearing wetlands. Experts included award winning writer/photographer and renowned authority on climate change in the Arctic, **Ed Struzik**; meteorologists **Claire Martin** (CBC), **Jamie Archibald** (Environment Canada); and **Ducks Unlimited** - the world leader in wetlands and waterfowl conservation.
- ✦ Award-winning writer/photographer guest speaker **Ed Struzik** presented an in-depth look at the fascinating past of the Arctic, titled *Arctic Climate: Past, Present and Future*. In his presentation, Struzik explained what the ancient world says about the Arctic today and what we can expect in the future now that the world is dramatically warming.

- ✦ **Greg Pohl**, Curator of the Northern Forestry Centre Insect Museum presented *A Bug's Eye View* in which he talked about which insects are pests and which are not, and the effect some insects have on the health of Alberta's forests.
- ✦ In a joint presentation between the University of Lethbridge and TELUS World of Science - Edmonton, entitled *Satellite Imaging of the Earth...Getting the Big Picture*, **Dr. Derek Peddle** discussed field and remote sensing research from tropical to polar regions, with an emphasis on Alberta's Rocky Mountain watersheds, northern boreal forests and semi-arid prairies.
- ✦ **Dr. Phil Currie**, one of the most highly-regarded paleontologists in the world, graced the stage of TELUS World of Science where he enchanted audiences, young and old, with his dinosaur-hunting adventures in the Gobi Desert.





Canadian astronaut Julie Payette is flanked by Sr. Vice-President & COO David Leverton, and Steve Baker, Director of Fund Development.



A Patricia Heights School student enjoys an upside down view as he participates in our "The Alps" wall climbing challenge.

✦ TELUS World of Science was honoured to welcome **Canadian astronaut Julie Payette** back to the science centre. From May 27 to June 6, 1999, Payette flew on Space Shuttle Discovery, as part of the crew of STS 96. Payette served as a mission specialist, responsible for the Station systems, and operated the Canadarm robotic arm. Payette became the first Canadian to participate in an International Space Station assembly mission and to board the Space Station. While at TELUS World of Science, Julie Payette made a presentation to school children about space travel, astronaut training and Canada's participation in space with the assembly of the International Space Station.

✦ As part of our *Science on the Edge* series, we hosted a weekend **UFO Conference**, entitled *UFOs and Intelligent Life in the Universe: Who's Out There?* Many people believe that the Earth may have been visited by UFOs. The purpose of the Conference was to provide a forum to discuss some of the evidence and to challenge some of the findings from a scientific perspective. The Conference featured a number of the most popular UFO experts, including nuclear physicist **Stanton Friedman**; University of British Columbia astro-physicist **Dr. Jaymie Matthews**; **Jeff Sainio**, Mutual UFO Network (MUFON) photo analyst; **Jim Moroney**, Alberta UFO Study Group member; **Chris Rutkowski**, UFO researcher and author; and **Martin Jasek**, UFO investigator. We achieved the most media coverage ever as a result of this Conference, including national media outlets.

✦ In October, the main star of the IMAX film *The Alps*, **John Harlin III**, enthralled audiences with his story of an amazing physically and emotionally challenging climb up the Swiss mountain, the Eiger. During his visit, Harlin made two presentations, to school children and to an adult audience, in addition to leading a team of staff, volunteers, school children, and media on a mock climbing expedition at an internal rock climbing gym in Edmonton. Inspiration was always within an arm's reach!

✦ During the annual **Science & Technology week**, we once again hosted the Rock and Fossil Clinic. The week culminated in the 2nd annual **Pasta Bridge Competition** which generated tremendous interest and enthusiasm by visitors and participants alike. Participants vied for the coveted Pasta Bridge Champion title by showing off their engineering know-how with spaghetti!



# Annual Donors and Sponsors

The Edmonton Space & Science Foundation gratefully acknowledges the support of the following individuals, foundations, corporations and public and private agencies that share our vision by supporting the Foundation and its programs.

Every effort has been made to ensure this listing of donors is accurate. Please accept our apologies if your name has been inadvertently omitted or listed incorrectly. Please notify the Edmonton Space & Science Foundation so that we may correct our records.

## **\$100,000+**

Alberta Lottery Fund  
Community Initiatives Program  
City of Edmonton  
Edmonton Journal  
Suncor Energy Foundation  
TELUS

## **\$50,000-\$99,999**

Edmonton Airports  
EPCOR  
Microsoft

## **\$25,000-\$49,000**

CIBC  
Horse Racing Alberta

## **\$10,000-\$24,999**

The Association of Professional Engineers, Geologists and Geophysicists of Alberta (APEGGA)  
Coca-Cola Bottling Company  
Crystal Glass Canada Ltd.  
Edmonton (Host) Lions Club  
Enbridge  
John and Barbara Poole & Family  
Servus Credit Union  
Strategy Summit Ltd.  
Suncor Energy Inc.  
Sutton-Premiere Real Estate  
UMA Engineering Ltd.  
Pat Whittaker

## **\$5,000-\$9,999**

Alberta Forest Products Association  
Alberta Sustainable Resource Development  
ATB Financial  
Canadian Geological Foundation  
J. D. Hole  
Natural Sciences and Engineering Research Council (NSERC)  
Bruce A. Saville  
Syn crude Canada Ltd.  
TELUS World of Science - Calgary

## **\$1,000-\$4,999**

Alberta Advanced Education and Technology  
Alberta Research Council  
Steve and Tina Baker & Family  
Big Top Tent Rentals  
Dr. Elmer Brooker  
Geoffrey and Ann Dawrant  
Kerry C. Day  
Diana de Sousa and Neil Burkard  
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Norden Autohaus  
Pyramid Corporation  
Quikcard Solutions  
The Rotary Club of Edmonton  
S. M. Blair Family Foundation  
Shell Canada  
George and Anne Smith & Family  
Rocky and Kathy Springer & Family  
John and Avery Stobbe  
Syme Family  
Neil and Merle Taylor  
Robert J. Turner

## **\$500-\$999**

Doug and Wendy Elkow  
Donald Kramer  
Avril O'Sullivan  
Postertech  
Max and Marjorie  
Scharfenberger & Family  
Dr. Linda and Lindsey Uniat

## **\$50-\$499**

Barbara Abday  
AFP Edmonton and Area Chapter  
Alberta Association of Fund Raising Executives  
John Burger  
Darren Chivers  
Brian Chu  
Donalda DaSilva Pelton  
Nicole Dawes  
Ardith Edwards  
Lynette Fong  
Marie Gebran  
William J. Hill  
Tracy Jacob  
Steven Jim  
Richard Klinger  
Franklin Kobie  
Andrea Kuhlmann  
Karen Leibovici  
James and Carol-Ann Lewis  
Charlie Littlewood  
Albertina Luchko  
Sandy Lyon  
McBain Camera Ltd.  
Alan McQuarrie  
Laura Milroy  
PwC Canada Foundation  
Carlee Serafinchon  
Tim Spelliscy  
Don and Sandra Sprague  
Jocelynn Stewart  
Carol A. Suddards  
Lori Vigfusson  
Paul Voyer  
Lorraine Wilgosh  
Jeanette Wozny  
Janine Zarb  
Zibbers Inc.

## **BE A STAR PROGRAM DONORS**

A unique fund-raising program where the public is invited to designate stars valued from \$50 to \$15,000 to support the programs and operations of TELUS World of Science.

**Stars Designated = 628**  
**Total Donations = \$69,612**

## **VEGA SCHOLARSHIP**

**Fund Value = \$91,150**  
The VEGA Scholarship Program was established in 1987 through the generous support of Helen Tkachenko. This fund sponsors elementary school-aged children to attend a summer science camp or computer camp. In 2007, 25 children received VEGA Scholarships to attend camps at TELUS World of Science.

## **FIELD FUND FOR SCIENCE EDUCATION**

**Fund Value = \$33,731**  
Established in 1995 through the generous support of Gig Field, this endowment fund is designed to support the long-range future of the Foundation. The Foundation encourages additional contributions to this fund.

## **LES YOUNG FUND FOR SCIENCE EDUCATION**

**Fund Value = \$24,990**  
In honour of Les Young's dedication and leadership of Edmonton's space and science centre, in 1999 the Edmonton Space & Science Foundation Board established the Les Young Fund for Science Education as a permanent legacy in his name. Interest earned on this Fund will provide for the development and presentation of unique and innovative programs to inspire, motivate and challenge students to advance their knowledge and understanding of science and technology.



# 224 Communities Served in 2007

## ALBERTA

Alberta Beach  
Alder Flats  
Andrew  
Anzac  
Ardossan  
Arrowwood  
Ashmont  
Athabasca  
Banff  
Barrhead  
Bashaw  
Bawlf  
Beaumont  
Beaverlodge  
Benalto  
Bentley  
Berwyn  
Blackfalds  
Blackie  
Bluffton  
Bon Accord  
Bonanza  
Bonneville  
Bonnyville  
Bow Island  
Boyle  
Bragg Creek  
Breton  
Brooks  
Bruderheim  
Buck Lake  
Burdett  
Busby  
Cadotte Lake  
Calgary  
Calmar  
Camrose  
Cardston  
Caroline  
Carvel  
Caslan  
Castor  
Cereal  
Chateh  
Cherry Grove  
Clyde  
Cold Lake  
Condor  
Consort  
Crooked Creek  
Dapp  
Daysland  
Delburne  
Delia  
Derwent

Desmarais  
Devon  
Dewberry  
Dewinton  
Drayton Valley  
Drumheller  
Duchess  
Duffield  
Eckville  
Edberg  
Edgerton  
Edmonton  
Edson  
Elk Point  
Enilda  
Enoch  
Evansburg  
Exshaw  
Fairview  
Falher  
Falun  
Fawcett  
Forestburg  
Fort Assiniboine  
Fort McMurray  
Fort Saskatchewan  
Fort Smith  
Fort Vermilion  
Fox Creek  
Frog Lake  
Gibbons  
Gift Lake  
Glendon  
Glenevis  
Glenwood  
Good Fish Lake  
Grande Centre  
Grande Prairie  
Grassland  
Grimshaw  
Hay Lakes  
High Level  
High Prairie  
Hinton  
Hobbema  
Holden  
Hughenden  
Innisfail  
Innisfree  
Irma  
Iron River  
Jasper  
John D'or Prairie  
Joussard  
Keg River  
Kehewin

Killam  
Kinuso  
Kitscoty  
La Crete  
La Glace  
Lac La Biche  
Lacombe  
Lamont  
Lancaster Park  
Leduc  
Legal  
Lethbridge  
Lloyminster  
Lougheed  
Manning  
Mannville  
Marwayne  
Mayerthorpe  
Meander River  
Medicine Hat  
Millet  
Mirror  
Monarch  
Morinville  
Mountain View  
Mundare  
Namao  
Nampa  
Neerlandia  
New Sarepta  
Newbrook  
Nordegg  
Ohaton  
Okotoks  
Olds  
Onoway  
Paddle Prairie  
Paradise Valley  
Peace River  
Peerless Lake  
Peers  
Picture Butte  
Plamondon  
Ponoka  
Provost  
Radway  
Red Deer  
Red Earth Creek  
Redwater  
Rimbey

Riviere Qui Barre  
Rocky Mountain House  
Rockyford  
Rolling Hills  
Rosalind  
Rosemary  
Rycroft  
Saddle Lake  
Sangudo  
Seba Beach  
Sedgewick  
Sexsmith  
Sherwood Park  
Slave Lake  
Smoky Lake  
Spirit River  
Spruce Grove  
Spruce View  
St Lina  
St. Albert  
St. Paul  
Stand Off  
Stettler  
Stony Plain  
Swan Hills  
Sylvan Lake  
Taber  
Thorhild  
Thorsby  
Tofield  
Tomahawk  
Trout Lake  
Two Hills  
Valleyview  
Vauxhall  
Vegreville  
Vermilion  
Veteran  
Viking  
Vilna  
Vulcan  
Wabasca  
Wabumun  
Wainwright  
Wandering River  
Warburg

Waskatenau  
Westerose  
Westlock  
Wetaskiwin  
Whitcourt  
Wildwood  
Woking

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Cochin  
Glaslyn  
Island Lake  
La Ronge  
Lashburn  
Loon Lake  
Maple Creek  
Melfort  
Onion Lake  
Paradise Hill  
Saskatoon  
Turner Lake  
Turtleford  
Unity  
Waterhen Lake

## NORTH DAKOTA

Makoti

## MONTANA

Whitefish





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Dr. Mohamed Ally  
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 Jane Batty  
 Dr. Owen B. Beattie  
 Vi Becker  
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 Stephen Rawlinson  
 Dr. Will Reese  
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 Rose Rosenberger  
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 Bill Saul  
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Edgar Schmidt  
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 Lily Simpson  
 Sandy Slator  
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 Neil Windsor P.Eng.



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\* City Appointee

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& Communications



## Auditor's report

**AUDITORS' REPORT ON SUMMARIZED FINANCIAL STATEMENTS  
To the Board of Directors of Edmonton Space & Science Foundation:**

February 29, 2008  
Edmonton, Alberta

The accompanying summarized statement of financial position and statement of operations are derived from the complete financial statements of the Edmonton Space & Science Foundation as at December 31, 2007 and for the year then ended on which we expressed an opinion without reservation in our report dated February 29, 2008. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the Foundation's financial position and results of operations reference should be made to the related complete financial statements.

**Kingston Ross Pasnak LLP**  
Chartered Accountants

# Summarized Financial Statements

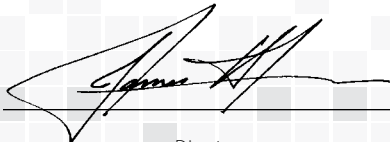
**FOR THE YEAR ENDED DECEMBER 31, 2007**  
**(\$-000's)**

RESULTS FROM OPERATIONS 2007		2007	2006
Revenues:	Admissions	\$ 3,639	\$ 2,878
	Operating grants	1,847	1,595
	Sponsorships and donations	1,256	1,170
	Amortization of deferred capital contributions	559	521
	Rentals, lease and other	285	238
	Gift Shop, net revenue	272	224
	Food Services, net revenue	160	172
	<b>Total Revenues</b>	<b>8,018</b>	<b>6,798</b>
Expenditures:	Salaries and benefits	3,302	2,997
	Operations	1,920	1,584
	Amortization	634	576
	Advertising and promotion	607	578
	Royalties, film leases	394	387
	Utilities	306	283
	Interest on long-term debt	85	94
	<b>Total Expenditures</b>	<b>7,248</b>	<b>6,499</b>
	<b>Excess of revenues over expenditures</b>	<b>\$ 770</b>	<b>\$ 299</b>

## FINANCIAL POSITION

Assets:	Current assets	\$ 1,313	\$ 825
	Property and equipment	6,921	7,385
	Investments	150	147
		<b>\$ 8,384</b>	<b>\$ 8,357</b>
Liabilities:	Accounts payable and accrued liabilities	\$ 445	\$ 523
	Deferred admissions, contributions	561	519
	Current portion of long-term debt	267	257
		1,273	1,299
	Long-term debt	1,675	1,943
	Deferred capital contributions	3,313	3,762
		6,261	7,004
Net Assets:	Investment in property and equipment	1,665	1,423
	Internally restricted	503	358
	Unrestricted	(45)	(428)
		2,123	1,353
		<b>\$ 8,384</b>	<b>\$ 8,357</b>

APPROVED BY THE BOARD



Director



Director

