

Ann Arbor  
**HANDS-ON** Museum

**ANNUAL REPORT 2006**



## BOARD OF TRUSTEES 2006 - 2007 EXECUTIVE COMMITTEE

Lawrence Grace, *Chair*  
DJ Boehm, *Vice Chair*  
Barb Nanzig, *Treasurer*  
Mark Hildebrandt, *Secretary*  
Elaine Brock, *Member at Large*  
Perry Samson, *Member at Large*  
Michael Rein, *Immediate Past Chair*

Erik Bakker  
Cindy Cattran  
JPaul Dixon  
Donna Friedman  
Alec Gallimore  
Michael Madison  
Len Middleton  
Sonal Mithani  
Vinayak Nikam  
Jennifer Pinto  
Ellie Serras  
Helen Shi  
Rob Van der Voo  
Howard Weaver

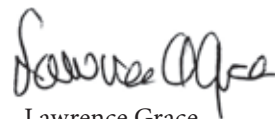
*Immediate Past Trustees*  
Patty Aldrich  
Kathleen Rhine  
Marc Ross

## REACHING A MILESTONE

An annual report is typically about accomplishments. In the museum environment, we list what we've done and how we did it, congratulating each other on another significant series of impressive programs, exhibits and operational success stories. We could easily do this again, since the year has been good for the Ann Arbor Hands-On Museum. The Museum has remained relatively immune to the troublesome southeastern Michigan economy yet again. Our attendance nearly topped last year's all-time record. We've continued to upgrade the building, improve our innovative exhibits while refining and growing our extraordinary educational programs. In addition, we launched an extensive internal planning process to define the roadmap for our future. We are proud of our work. We hope you share in our pride, since these accomplishments would not have occurred without you.

They say there is more to the story. This year, we couldn't agree more. As we begin to prepare for a most important birthday—our 25<sup>th</sup>, it is most appropriate to reflect upon our history. It is an impressive history, one filled with inspiration, creativity, passion, enthusiasm and determination. Looking back, some people thought our old firehouse might be “abandoned to fluttering pigeons.” It wasn't.

How does one thank the people that provided the financial, intellectual and community resources that made this Museum a reality? Beyond the obvious, we believe it is best accomplished through good stewardship, through constant innovation and through committing to making the impossible, possible. We all pledge to continue the tradition of excellence established by our founders while keeping our eyes clearly focused on the future.




Lawrence Grace  
*Chair, Board of Trustees*



Mel J. Drumm  
*Executive Director*

## ACCOLADES

Named “Best Museum” and “Best Place for Kids” by **Ann Arbor News** readers 

Recognized in the **Ann Arbor News**, **Ladies Home Journal**, **AAA Travel** magazine, the **Detroit Free Press** and the **Detroit News**

Voted Best Kids' Activity in **Current's** “Best of Ann Arbor”



# THE YEAR IN REVIEW

## EXHIBITS

### JOHN BOWDITCH, DIRECTOR

- Major exhibits; DTE Energy Foundation Light and Optics Gallery, Fuel Cell exhibit.
- New external exhibits including the Michigan Information and Technology exhibit opened in mid-November and will feature the Michigan Internet Hall of Fame. Trustee, Mark Hildebrandt was instrumental with the design of this exhibit.
- Eleven exhibits have been refurbished.
- New demonstration devices include the Tesla Coil and Newtonian Catch.

## EDUCATION

### NANCY BRYK, DIRECTOR

- New and enhanced education programs; Distance Learning programs; Outreach programming Sciencepalooza Street Fair weekends.
- Education partners; UM Nurses Association, MFit, the Society of Physics Students, Society of Women Engineers, St. Joseph Mercy Hospital, the City of Ann Arbor and many others.

## OPERATIONS

### CAROL KNAUSS, DIRECTOR

- Exterior improvements to the firehouse; new roof, gutters and painting, HVAC unit.
- Upgraded credit card processing services for guests.
- New colorful visitor benches.
- New environmentally-focused cleaning contractors.

## FINANCE

### SHARON KEYES, BUSINESS MANAGER

- Earned revenue including admissions, memberships and program fees exceeded the prior year by more than 3%.
- Costs for salaries, utilities and communications were closely monitored.
- Successful experiment to expand revenue through entrepreneurial activities resulted in the design and construction of interactive exhibits for two regional organizations.

## PUBLIC AFFAIRS AND MARKETING

### PAM SMITH, DIRECTOR

- Successful multi-tiered incentives to increase attendance and memberships.
- New billboards, advertisements increased brand awareness.
- Community partnerships and marketing partners; Borders, Briarwood Mall, Michigan Theater, Marriott, Sheraton, MESP/ TIAA-CREF, UMS, State of Michigan Travel and Tourism, Ann Arbor Area Convention and Visitors Bureau, Pfizer and the Ann Arbor News.

## DEVELOPMENT

### ANN NEUENSCHWANDER, DIRECTOR

- Gifts of support to the Museum remained strong despite a fluctuating economy, declining school resources and limited philanthropic funds from businesses.
- The annual fundraiser, *Creature Feature* was a great success.
- The endowment at AAACF doubled in size this year, and continues to be a priority.
- Capital funds have grown providing the resources to upgrade the firehouse and develop new galleries.
- Several new friends have joined the *Circle of Hands* and bricks in the walkway continue to appeal to donors.
- Grant submissions increase every year.



## GOALS & CHALLENGES

We speak of reaching a milestone as we approach our 25<sup>th</sup> birthday. Throughout the last year, your Hands-On team has focused on a strategic planning process designed to assure our sustainability for the next 25 years. With your support, we have the responsibility and the opportunity to secure our future – and in the process, improve the future of our community. We have set a series of challenging and important goals. Each goal is ambitious and they collectively will chart our course for years to come. Above all else, our overarching goal is to be recognized as a community-based, community-relevant and community-centered organization operating as an intrinsic and essential part of the community.

Our challenge in the future is to retain, expand and engage a broad base of people in our continuing adventure. With your support, guidance and personal involvement we will:

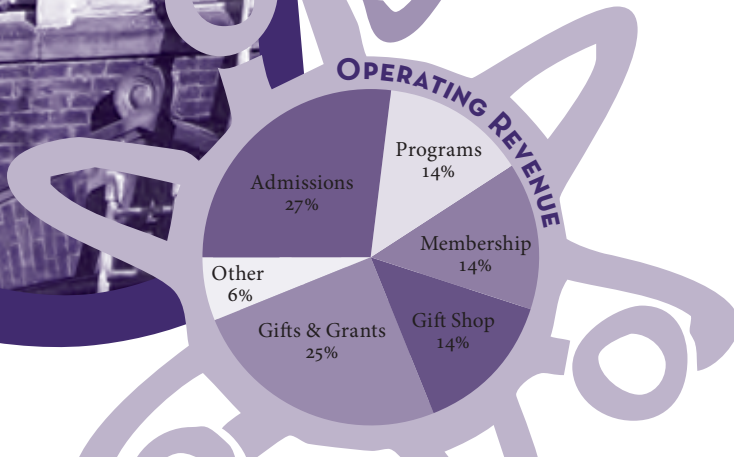
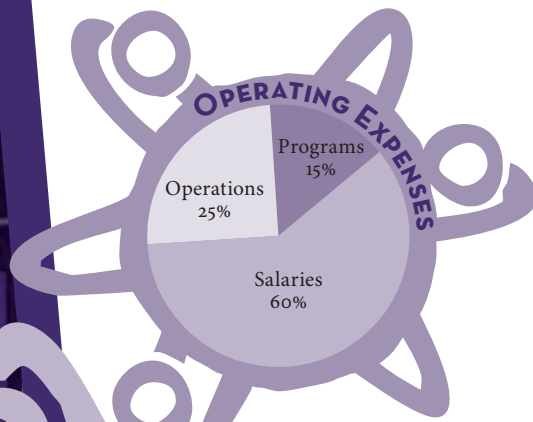
- attract, retain and inspire a creative and engaged staff, volunteers and trustees;
- provide an exceptional guest experience;
- produce content-rich, unique informal learning experiences;
- sustain our operations through constant innovation;
- operate within a balanced budget; and
- grow an endowment fund for future renewal, innovation and growth.

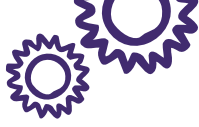
Join us in our challenge and we promise to you, our valued friends, collaborators and colleagues, an exceptional informal learning environment comprised of innovative learning experiences designed specifically for you, your family and generations yet to come.

## FINANCIAL OVERVIEW

This fiscal year (October 1, 2005 – September 30, 2006), the Ann Arbor Hands-On Museum's operating budget was \$1.85 million dollars. Earned revenue provides the basis of our budget, unlike many museums, and is generated from fees paid by 206,000 participants, through memberships from 3,600 families and gift shop sales. In addition, other revenue, including building rentals and exhibit projects, contributed to the budget.

Please note that endowment gifts (\$5,225) and new capital gifts (\$52,545) received are in addition to the gifts and grants identified in these charts.





## FUNDING SUSTAINABILITY

Everyone in our region is concerned about funding and sustainability. We are too. Our achievements are many; our success is proven, yet funding challenges during difficult times impact everyone—including us. Even with our good fortune, sustainable funding is a critical need of the Museum. There are many opportunities to help.

The Ann Arbor Area Community Foundation (AAACF) manages the funds for the Museum’s endowment. Each year, the endowment grows and eventually the earnings will help fund operations and special projects. Many people donate to a regional community foundation endowment for tax benefits. The AAACF’s website at [www.aaacf.org](http://www.aaacf.org) describes the current tax benefits for gifts to endowments, as each gift situation is unique.

There are several ways to make a significant gift to the Museum. Many people desire to provide the Museum with a legacy or family gift. Gifts of stock, real estate, life insurance and bequests should be discussed with your estate planning advisor for the best scenario to benefit both the donor and the Museum. A gift of this type is an investment in our future and provides the important resources necessary to sustain the Museum for years to come.

## SPECIAL GIFTS

We are pleased to announce a significant gift from the **Benard L. Maas Foundation**. Their commitment of \$75,000 will sponsor the Performance Science Series which will include programs and an on-the-floor performance/demonstration area. The Benard L. Maas Foundation also has committed to the sponsorship of a science themed, family event in honor of the Museum’s 25<sup>th</sup> anniversary in early 2008. The Benard L. Maas Foundation has been very generous to the Museum for many years and we are honored to have their continued support for this important project.

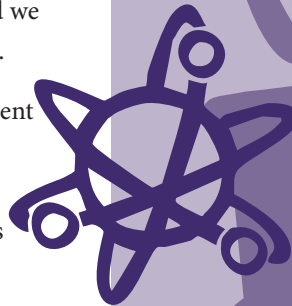
**Pfizer** has always been supportive of the Museum by providing consistent funding for content-rich educational experiences for a wide range of visitors. In nearly a decade of support, Pfizer has funded Brains Rule! for six years running, supported Professional Development Workshops for regional teachers and provided the traveling exhibit *Microbes*. This year, they have further invested in the Museum by providing \$20,000 to enhance public programs including the Sciencepalooza Street Fair, Super Science Shows, and on-the-floor Discovery Carts.

Each year, Cleary University awards the **Bob Lyons Community Leadership Award** to “an individual whose volunteer and charitable work has significantly impacted a not-for-profit organization”. This year, Karl Zinn, a longtime volunteer and special friend received this prestigious award for his service and dedication to the Ann Arbor Hands-On Museum. In addition to the Cleary award, Jan Lyons generously made a gift to the Museum in recognition of Karl. We are proud to have special friends like Jan and Karl.



## STATS TO PONDER (THIS FISCAL YEAR)

- 206,763** people visited or participated in programs at the Museum
- 25,804** people were involved in Outreach programs
- 5,863** people celebrated someone’s birthday at a Museum party
- 4,271** children attended Scout and Camp-In programs
- 200** teachers attended Professional Development Workshops
- 20** times the Museum was rented for a private event
- 18** full-time staff make it happen!



# 2005 - 2006 DONORS TO THE ANN ARBOR HANDS-ON MUSEUM (OCTOBER 1, 2005 THROUGH SEPTEMBER 30, 2006)

1<sup>st</sup> National Bank of Howell  
 ABM AMRO Mortgage Group  
 Rob & Patty Aldrich  
 Dominic & Jennifer Allam  
 David & Silvia Althoen  
 Phyllis & Manuel Alvarez  
 Herb & Carol Amster  
 John & Sallie Anderson  
 Robert & Lucy Anderson  
 Ann Arbor Commerce Bank  
 Anonymous  
 Milton Baker  
 Erik & Rebecca Bakker  
 Bank of Ann Arbor  
 BankOne  
 Jerald & Virginia Bachman  
 Robert James Barden  
 Gina Bernstein  
 Robert & Carolyon Beuhler  
 Big George's  
 Bivouac/Ed Davison  
 Herb & Chris Black  
 DJ Boehm  
 Martin & Alissa Bocks  
 Borders Group  
 George Borel  
 Ellen Boules  
 Bowers + Rein  
 John & Kay Bowditch  
 Wayne Brehob  
 Mary Lynn Bridge-Fosdick  
 Gary & Shelley Bruder  
 Letitia Byrd  
 Lloyd & Laurie Carr  
 Leo & Noreen Carrigan  
 Royal & Elizabeth Caswell  
 Liz Cavanaugh & Family  
 Jim & Angela Ceely  
 Daniel & Linda Chapman  
 Richard & Sue Chase  
 Chelsea  
 Community Foundation  
 David & Jean Chesney  
 Donald & Betts Chisholm  
 Reginald & Beverly Ciokajlo  
 Citizens Insurance  
 Clever Promotions Inc.  
 David & Patricia Clyde  
 Comerica  
 Brian Connelly  
 Dan & Muriel Converse  
 Steven Coon  
 Anne & Howard Cooper  
 Dr. H. Richard Crane  
 Merle & Mary Ann Crawford  
 Michelle & Stephen Culp  
 Gregory & Ammal Dalack  
 Kristine Daley  
 & Mathew Boesch  
 Martha Darling  
 & Gil Omenn

Linda & Laurence  
 Dengelsmith  
 Jean & Jack DeGuiseppe  
 Michael Dempsey  
 Dempsey, Inc.  
 Melvin R. Dickerson  
 Tom & Jean Dickinson  
 Gregory & Judith Distelrath  
 JPaul & Kerri Dixon  
 Bill & Molly Dobson Fund  
 Molly Dobson  
 Stephen & Judy Dobson  
 Mel & Elizabeth Drumm  
 DTE Energy Foundation  
 Rob & Cathy Durham  
 D.W. & Marilyn Edington  
 Judge & Mrs. S. J. Elden  
 Bruce & Cheryl Elliott  
 O. Herbert Ellis  
 David & Jill Esau  
 Ron & Pam Feldeisen  
 Thomas Finholt  
 & Stephanie Teasley  
 Joe & Beth Fitzsimmons  
 Mark & Terri Fisher  
 Marilyn Flint  
 Theresa Fraley  
 & Michael Schmidt  
 James & Mary Frenza  
 Randy & Donna Friedman  
 Richard & JoAnna Friedman  
 Jack & Julie Frost  
 Francelle Fulton  
 Sherman Funk  
 Michael & Elissa Gaies  
 Gretchen Gardner  
 & Keir Murray  
 Garris, Garris, Garris  
 & Garris PC  
 Roger Gatward  
 Laura Glick  
 Margo & Clement Gill  
 g.L.O.W. Fund  
 Suzanne Goodrich  
 William A Gosling  
 Larry & Sally Grace  
 Greater MI Plumbing  
 & Mechanical Contractors  
 Brian & Kirsten Hallstrom  
 Iltefat & Jabeen Hamzavi  
 Melissa & Richard Harris  
 Harvard Drug Group  
 K. Larry & Ruth Hastie  
 Jeff Hauptman  
 Oxford Company  
 Norman & Debbie Herbert  
 Robert & Elizabeth Herbst  
 Roger & Dawn Hertz  
 Mark & Lorna Hildebrandt  
 Doug Houseman  
 & Ann Marie O'Connell

Tom & Ann Hunt  
 JAC Products Inc.  
 Eric Jackson  
 Virginia & Elmer Johansen  
 Kent Joscelyn  
 JP Morgan Chase Foundation  
 David & Sally Kennedy  
 Margaret & Harrison  
 Kephart  
 Lance & Maureen Kesselring  
 KeyBank  
 Sharon & P. Landis Keyes  
 Kiwanis Club  
 of Downtown Ann Arbor  
 Eduardo & Celina Kleer  
 Arnold & Jean Kluge  
 Marcia Knapp  
 Carol Knauss  
 & Charles Stout  
 James A. & Faith Knight  
 Foundation  
 Joseph & Renee Kochanek  
 Korybalski Family  
 Foundation  
 Edward & Allison Kreske  
 & Family  
 Joel Krugel & Heidi Brode  
 Alice Landau  
 Alan & Donnamarie  
 Lapczynski  
 LaSalle Bank  
 Betty LeGros  
 Lou & Julie Leonard  
 Light Action Foundation  
 Richard & Ellen Lundy  
 Bob & Jan Lyons Family  
 Foundation  
 Benard L. Maas Foundation  
 Larry & Judy Macklem  
 Macy's  
 Michael D. & Terri Madison  
 Main Street Area Association  
 Marshall Field's  
 Larry & Rowena Matthews  
 Patrick & Beth McCarthy  
 Griff & Pat McDonald  
 Jill McDonough  
 & Greg Merriman  
 Bill & Ginny McKeachie  
 Chris & Linda McKenney  
 Tom & Debby McMullen  
 Pat & Carolyn McNamara  
 & Family  
 Larry & Charleen McPherson  
 MESP/TIAA-CREF  
 Karen Mhyre  
 Soni Mithani & Jeff Morenoff  
 Lynette & Christopher Mollo  
 David Moreland  
 Letitia Lee & William Moses  
 Roy & Sue Muir

Shilpar & Sameer Nadgir  
 Barb & Tom Nanzig  
 Sandra Navarro  
 Ann & Norm  
 Neuenschwander  
 Michael & Judy Nold  
 nsk Corporation  
 NuStep Inc.  
 Kelly O'Connor  
 & Susan Johnson  
 Paul Olson  
 Bob Onderdonk/A-1 Rentals  
 Mark & Susan Orringer  
 Todd & Beth Pascoe  
 John Griffiths Pedley  
 Pfizer Community Grants  
 Pfizer Foundation  
 Pfizer Global Research  
 & Development  
 Phoenix Contractors, Inc  
 Jens & Anja Pitterling  
 Brian & Carrie Pizzuti  
 Merrill Poliner  
 Thomas Plunkett/  
 Balance Technology  
 Juanita & Gregory Price  
 Print-Tech Inc.  
 Maxwell & Marjorie Reade  
 Michael & Jennifer Rein  
 Charles Reinhart Company,  
 Realtors  
 Kathryn Renken  
 Margaret Ressler  
 Kathleen & Douglas Rhine  
 Jay & Kristin Richards  
 Betty Richart  
 Maren & Nicholas Roush  
 Perry Samson  
 & Deborah Gibson  
 Saint Joseph Mercy  
 Health System  
 Saline CARES  
 Dick & Norma Sarns  
 Daniel & Barbara Schrauben  
 William & Laura Schlecte  
 Robert Segar  
 Erik & Carol Serr  
 Ellie & Dennis Serras  
 Cliff & Ingrid Sheldon  
 Michael & Beth Simon  
 Pam & Rick Smith  
 Richard & Susan Snyder  
 Kim Spieles  
 Dave & Lauren Stapp  
 Gloria Stapp  
 State & Venture LLC  
 State of Michigan DNR  
 Gari Stein & Ira Lax  
 Thomas & Ann Sterling  
 Rob & Cathy Stone  
 Kelly Stupple

John & Janet Talbot  
 Michael & Deborah Tirico  
 Toyota Technical Center  
 Thomas R Trautmann  
 Sarah Trinkaus  
 Jennifer & John Tunison  
 United Bank & Trust  
 Herbert & Anne Upton  
 Edward Vandenberg  
 Rob & Tanja Van der Voo  
 Richard & Laura Van House  
 Edgar & Jennifer Vasquez  
 Patrick & Ellen Vaughan  
 Nancy Villa Bryk  
 & Lawrence Bryk  
 Mike & Helen Vlasic  
 Weather Underground Inc.  
 Carol Weber  
 Michael & Debbie Weber  
 MaryLinda & Larry Webster  
 Milton & Janet Weidmayer  
 Mark & Jennifer Weintraub  
 Ronald & Eileen Weiser  
 Lyndon & Angela Welch  
 Richard P. Whitaker  
 Charitable Trust  
 Robert & Marina Whitman  
 Cynthia & Roy Wilbanks  
 Linda Williams  
 Whole Foods  
 Wolf-Kostin Family  
 Wright, Griffin,  
 Davis & Co PLLC  
 Don & Charlotte Wyche  
 Raghavendra Yarlagadda  
 Frank & Lauren Zinn  
 Karl & Ann Zinn



Thank you for your support of the Ann Arbor Hands-On Museum. We have strived to be as accurate as possible, however if there are any inaccuracies or omissions, please contact us at [development@aaom.org](mailto:development@aaom.org).