A Letter from the President and CEO

I stepped into the role of President and CEO last year on July 1, and now more than ever in my fifteen-year tenure at The Franklin Institute, I marvel at the ways science and technology learning have the power to instill wonder, and to create new opportunities.

It’s hard to believe that the Nicholas and Athena Karabots Pavilion opened to the public almost one year ago. In that year, we have welcomed nearly 800,000 visitors to the Institute, many of whom learned about their changing brains in the Your Brain exhibition, and we hosted the exhibitions Circuit: Science Under the Big Top and Body Wonders: Animal Inside Out in the new climate-controlled gallery space. Organizations across the city have enjoyed the new conference center and thousands of students made the STEM classrooms come alive with hands-on activities.

In fact, the STEM classrooms enabled our popular Discovery Camp to reach a record attendance of 1,500 campers last year. This summer, we’re piloting an expansion of Discovery Camp to ten suburban campuses, including the Haverford School, Episcopal Academy in Newtown Square, and Norwood-Fontbonne Academy in Chestnut Hill, among others. This partnership with ESF Camps, a regional provider, enables students throughout the area to experience proven Franklin Institute camp programming without making the trip into the city every day.

This summer we’re also looking forward to celebrating the successes of our youth programs students. By the time this issue of Illuminations reaches you, high school seniors in our PACTS and STEM Scholars programs will have made their final college decisions, and I’m pleased to report that all of these remarkable young people were not only accepted to college—they were accepted to multiple schools, and struggled with the excellent problem of having to make a choice about where to attend. I couldn’t be more proud of these students, and of the opportunities we’ve been able to provide for them to think deeply about STEM careers, meet role models in STEM fields, and experience internships in actual research and practice environments.

This work, and much else, would not be possible without your generous support—thank you for everything you do to make these students’ dreams a reality, and to reach more than one million students, families, and adults throughout the greater Philadelphia region. And there is much more to come in 2015: look for an exciting announcement about the beginning of our new current science conversation series, where we’ll convene experts on a range of science and technology topics that affect our everyday lives. We hope you’ll join us for the opening of the Vatican Splendors: A Journey through Faith and Art exhibition in September. We’re looking forward to hosting this stunning collection of treasures from Italy.

As you enjoy the pictures of the 2015 Franklin Institute Awards Ceremony and Dinner, and the Philadelphia Science Festival that filled this issue, we are already thinking about how to make our next event better, how to engage our next visitor more deeply, and how to reach more people in their own neighborhoods, schools, and libraries with science and technology learning opportunities. Thank you for coming on this journey with us, and for helping us to make the Franklin Institute even better.

Larry Dubroff
President and CEO
New Conversation Series

A generous gift will fund a new conversation series to begin later this year. The new Franklin Institute current science event series will feature locally- and nationally-based renowned experts in discussions of current issues in science and technology that have important implications for everyday life and public policy, as well as to offer audiences access to leading scientists and thinkers in creative formats.

This new series follows the successful public conversations around neuroscience in 2014-15, which complemented the opening of the new Your Brain exhibit. Let’s Talk About Your Brain: Conversations about Neuroscience and Society produced six events that integrated the science, values, and societal impact of how issues such as violence and aging affect Philadelphia. Each month brought scientists and other brain experts together to explore how what we know and are learning about the brain affects our everyday lives. At “Born Bad? Violence, Punishment, and the Brain,” two neuroscientists and a pediatrician discussed not just the research showing a biological basis for violent behavior, but also how to develop meaningful social interventions for at-risk youth. Other conversation topics included “How We Decide: Impulse, Buy, and Emotional Ties,” “What’s My Child Thinking? The Brain from Childhood to Adolescence,” and “The Aging Brain and Alzheimer’s Disease.” Each presentation was moderated by Institute Chief Bioscientist, Dr. Jayati Das, and incorporated audience feedback, making room to explore these complex subjects with depth and nuance. Let’s Talk About Your Brain was made possible in part by the Dow-Tinger-Mahon Foundation.

The Franklin Institute Board of Trustees

The Franklin Institute’s Board of Trustees is comprised of nationally and internationally recognized leaders who come from a broad base of disciplines and industries and bring to the Institute a wealth of diverse experience and expertise.

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Support from William and Laura Buck Helps to Fund New Sport Exhibit

This October, a completely reimagined sports science exhibit will open to the public, made possible by the support of a group of generous donors. William and Laura Luckey, part-owners of the Philadelphia Phillies, made a $1 million gift in 2014, fulfilling the goal for the project. The Bucks’ interest in sports dates from childhood. Bill Bucks describes attending double-header baseball games as a boy, playing baseball in school and camp in the summer, and taking Laura to the ballpark when they first started dating. Throughout the years they enjoyed many sports, including tennis, golf, skiing, and squash, but baseball remains their passion. “Athletes can be great role models for young people,” Laura explains. “Phillies players visit children in the hospital, and kids identify with certain players.” Bill points out, “The same discipline and drive that you need to succeed in sports helps children to succeed in school and in other areas of their lives. So when kids get involved in sports, it’s a positive force for them.”

The Bucks have long supported a range of charitable causes, from the arts and music to museums and schools. Along with the entire Phillies organization, they support research into ALS, otherwise known as Lou Gehrig’s disease, to fund the search for a cure for this debilitating condition. Their support of the new sport exhibit at The Franklin Institute was in response to, “something that we saw was really needed,” Laura explains. “We visited the Institute and we were fortunate to be able to donate to it.” Sports Challenge is one of the Institute’s most popular core exhibits, and was last renovated in 2000. In that time, more than 10 million people passed through the exhibit, and the interactives, while very special featured runner: “He’s such a popular mascot, and no matter how many times you’ve seen him, he’s always fun to watch,” Bill adds. Ball is looking forward to the pitching interaction that analyzes the motion of your body to help you learn how your muscles work together to throw the perfect pitch. “This exhibit will be both educational and fun,” he says. “We brought our children to The Franklin Institute when they were young, and our grandchildren visit now. We like to make investments where they will benefit a lot of people, and this new exhibit will do that through the science of sport.”

The new sport exhibit will open to the public on October 24. The existing Sports Challenge closed for construction on April 13. The new sport exhibit, which will cost $3.1 million in total, is funded by Lead Supporters James J. Maguire, Jr., The Maguire Foundation, and Philadelphia Insurance Companies, and by Associate Supporters William and Laura Luckey, Ernest and Roberta Scheller, and the Dow Chemical Company.

Support from William and Laura Buck Helps to Fund New Sport Exhibit

“Both Educational and Fun”
The 191st Franklin Institute Awards Ceremony and Dinner took place on April 23, and honored ten laureates for their unparalleled achievements.

For the thirteenth year, the festivities were presented by Bank of America, and the sold-out crowd of more than 700 guests celebrated the presentation of medals in a stirring ceremony hosted once again by Bob Schieffer, moderator of CBS’s Face the Nation. During the Awards Week, the laureates presented lectures at area colleges, and demonstrated aspects of their research for local high school students and for students in the Institute’s youth education programs.

Awards Week is made possible thanks to the hard work of many volunteers and the generosity of TE Connectivity. Awards Co-Chairs Lisa Yakulis and Marvin Samson helped to make the event a great success. The Friends Committee and the Awards Corporate Committee helped to promote the event, which raised $500,000 to help forward the Institute’s mission to inspire a passion for learning about science and technology. The Committee on Science and the Arts selects the laureates, and meets throughout the year to do so—you can read more about their work in the soon-to-be-released 2014 Annual Report.

For more photos of The Franklin Institute Awards Ceremony and Dinner, visit www.fi.edu/support/news.

Above: Anna Gerrity, Bower Business Award Laureate Jon M. Huntsman, Sr., Karen Huntsman, Bower Business Award Selection Committee Chair Thomas Gerrity, Caitlin Gerrity.
Science of Wine

Guests at this year’s Science of Wine event enjoyed wine tastings, demonstrations by science educators, and a special auction of wines and wine-related experiences.

Trusted Michael Forman and his wife, Jennifer Rice, generously hosted Science of Wine at Franklin Square Capital Partners.

For information about upcoming events, visit www.fi.edu/calendar. Science After Hours is sponsored by AT&T.

Science After Hours IS THE HOTTEST TICKET IN TOWN

A

is the Institute’s program staff were planning the now yearly series Science After Hours, they thought it would attract some buzz. With events titles like “Science of the Circus: Fire-breathers & Funny Car” and “Superheroes: A Celebration of All Things Outlawed,” this evening program, geared toward the 21–40 crowd, takes a walk on the wild side of science and technology. When staff watched the lines grow at each event from 600 to 900 to 2,000+ attendees, however, they knew they had a hit on their hands. Each Science After Hours event since February has been sold out, and people have even sold the $15 tickets on social media for more than face value! The April 24 event served as a kick-off party for the Philadelphia Science Festival, and featured a range of hands-on activities that showcased the technology behind 8-bit video games like the original Pac Man, Frogger, Donkey Kong, and many more. With over 3,000 attendees, it was the biggest Science After Hours yet! There’s a Tuesday-night niche in Philadelphia for fun, educational programming you can enjoy with a beer or glass of wine in hand—and we’ve filled it. Enjoy the upcoming Science After Hours events, but be sure to plan ahead!

July 14
Camp Franklinana: Summer Camp

August 11
Science + Art

September 8
Green: From Eco-Friendly to Env()

October 13
Superheroes

For fall Science After Hours dates, visit the Event Calendar at www.fi.edu/calendar. Science After Hours is sponsored by AT&T.

New Think Music Exhibit IN DEVELOPMENT

Think Music is a 5,000-square-foot interactive exhibition that will engage a broad and diverse audience in learning about the connections between music and the human brain. The exhibition will debut at The Franklin Institute before travelling to other venues over the next several years. The exhibit’s numerous interactive features will help visitors use their brains to create and enjoy music, to discover how music influences emotional perception, and to explore the cognitive and therapeutic benefits of music.

Many schools have cut music education in recent years due to budget constraints. This is particularly unfortunate because research shows that children who learn to play a musical instrument or sing in a group have larger vocabularies and more advanced reading skills than their peers who do not, and are more likely to excel in all their studies, and to graduate from high school. Why is music so powerful? It can transport us to another time, push us to run that extra mile, and move us emotionally. As the Institute’s Exhibit Design Team develops Think Music, they will create and test many experiences that explore how our brains respond to and process music, and how music in turn changes the brain.

The Institute is producing Think Music as a member of the Science Museum Exhibit Collaborative, and the exhibit will tour partner institutions, including the Museum of Science in Boston, the California Science Center, the Science Museum of Minnesota, and the Oregon Museum of Science and Industry. To learn more about Think Music, including how you can support the exhibit, please contact Julie Appoloni March at jamarch@fi.edu or 215.448.1157.

Giant Heart Campaign

Since first opening at The Franklin Institute in 1953, The Giant Heart has become an iconic symbol of the museum and has won the—well, the hearts—of generations. This Valentine’s Day, a special Giant Heart Campaign launched with heart-related activities throughout the museum and to raise funds to help keep our beloved heart pumping. To jump-start the campaign, a devoted fan of The Giant Heart and dear friend of the Institute made a generous anonymous donation of $3,000 as a challenge grant. Thanks to many incredible supporters from the Philadelphia area and beyond, the campaign far exceeded its challenge and has raised $10,603 and counting. To support the Giant Heart Campaign, please contact Erin Zimmerman at ezimmerman@fi.edu or 215.448.1094.
Welcome, New Trustees!

The Franklin Institute is pleased to welcome two new Trustees to its Board, a distinguished group of 44 scientists, business professionals, and community leaders. Members of the Board of Trustees generously donate their time to oversee the Institute’s activities and advise how we can better accomplish our mission to inspire a passion for learning about science and technology.

Troy Carter

is the founder and CEO of Atom Factory, a media company and technology investment firm. A Philadelphia native, Mr. Carter began his career in the music industry working for companies such as Overbrook Entertainment and Bad Boy Records, eventually co-founding his own management company, Irving/Wonder. In 2007, he founded Coalition Media Group, and in 2010, founded its management division Atom Factory. Since then, Mr. Carter has established the careers of numerous recording artists, most notably that of multi-platinum Grammy Award-winning artists John Legend and Lady Gaga. Mr. Carter is an investor in Uber, Dropbox, Lyft, and Warby Parker. He was named a 2012 Henry Crown Fellow at the Aspen Institute, and is a member of the United Nations Global Entrepreneurs Council. Mr. Carter and his wife reside in California with their five children.

Tom Lynch

is the chairman and CEO of TE Connectivity, the world’s largest provider of connectivity and sensor solutions that are essential in today’s increasingly connected world. Prior to his current role, Mr. Lynch served as President of Tyco Engineered Products & Services, and then became CEO of the company, now called TE Connectivity. Mr. Lynch has also held executive positions with Motorola and General Instrument Corporation. He serves on the President’s National Security Telecommunications Advisory Committee and is a member of the Board of Directors of Thermo Fisher Scientific Inc. TE Connectivity is a supporter of The Franklin Institute Awards Ceremony and Dinner, and recently sponsored the traveling exhibit 101 Inventions That Changed the World when it appeared at the Institute. Mr. Lynch and his wife live in Newtown and have four children.

Philadelphia Science Festival

Celebrates Fifth Year

just last month Philadelphia’s annual community-wide showcase of science returned for a groundbreaking fifth year. Organized by The Franklin Institute, presented by the Dow Chemical Company, and endorsed with a Bright Lights Community Engagement Award from the Noyce Foundation, this year’s Philadelphia Science Festival attracted Philadelphians of all ages, reached neighborhoods throughout the region, and displayed tremendous growth in popularity. By the time over 175 exhibitors were packed up and departing from the Festival’s signature Science Carnival on the Parkway, more than 80,000 people had celebrated science and technology at more than 100 events, including a record-breaking 29 Astronomy Night locations, 19 Explorer Sunday experiences and Educator workshops, and 5 Discovery Day extravaganzas.

“I love science, and the Festival gives people of all ages and backgrounds an opportunity to see all of the different avenues, career paths, and great things about science. I wish I had something like this when I was a kid.”

—Thomas Jefferson University educator

While the Festival’s mission to encourage an exploration of science happening not just in labs but out in the community kept with tradition this year, countless events and programs were new to the nine-day line-up. The April 24 kick-off was in true Franklin Institute-style, featuring a crowd-pleasing Science After Dark at the Institute with host of You’ve the Expert Chris Duffy, and educators across the region participated in workshops like Putting the Play in STEAM and Paleontology in the Classroom, just a handful of more than double the amount of workshop offerings from years past.

The Institute is proud to serve as a convenor of our region’s STEM partners and is very fortunate to have more than 200 institutions involved and remarkable leadership and support from the Dow Chemical Company, Presenting Sponsor since the Festival’s debut in 2011. From civic, academic, scientific, and corporate core collaborators, to dedicated volunteers and supporters, this year’s Philadelphia Science Festival was truly a collective success. In alignment with the Institute’s mission to inspire a passion for science and technology learning, the Festival is just one example of our important role in generating partnerships that engage the community in informal STEM education.

Interested in learning more or getting involved? Contact Casey Anne Drummond at cdrummond@fi.edu, or 215.448.2378.

clockwise from top left: An explosive science demonstration at the Carnival on the Parkway; playing videogames on the dome in the Fels Planetarium; children of all ages engaged in hands-on science activities; events across the city welcomed adults.

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The Franklin Institute Awards

1. Michael Forman with guests of Franklin Square Capital Partners
2. Dick Webster, Ken Lawrence, Craig and April Adams, and Nicholas and Athena Karabots
3. Steve Anderson, Rebecca Segall, Leanne McMenamin, Ginger Frisca, Deb Dumont, Chris Dumont, Rob McMenamin
4. Jim and Kate Mayes with Debra Cole
5. Amy Shah, Roger Griffiths, Kari Janavitz
6. Debbie O’Brien, Alastair Borthwick, Amy Greenberg
7. Martyn Greenacre and Sandra Baldino
8. Jeffrey Green, Richard Green, Amy Klumpp, Pam Estadt, and Iris Lubert
9. Don Callaghan and Marsha Perelman
10. Jamie and Hollie Holt
11. Andrea Freundlich, Renee Booth, Tammy and Charles Howell
12. Tom and Patti Lynch
13. Pam Green and Brad Jameson
14. Lisa and Paul Yakulis
15. Lauren and Don Morel with Patsy and Ed Garno and guests of West Pharmaceuticals