

Connecting Members and Friends of the Reuben H. Fleet Science Center

# Creating Possibilities, Inspiring Tomorrow

**O**n June 2nd, the **Reuben H. Fleet Science Center** announced “Creating Possibilities, Inspiring Tomorrow,” a \$20 million capital campaign to advance its mission. This is the largest fundraising effort undertaken by the Fleet since its opening more than 35 years ago.

The campaign will fund extensive renovations and upgrades to the IMAX® Dome Theater, a digital video production studio, expanded education programs and facilities, new hands-on science exhibitions, and greater long-term financial security by strengthening the organization’s endowment.

The campaign is the result of a strategic plan unanimously approved by the Fleet Science Center’s board of trustees in November 2005. To date, more than \$11

million has been raised from approximately 50 donors.

“Creating Possibilities, Inspiring Tomorrow” will transform the world’s first IMAX Dome Theater into the most advanced facility of its kind. The Fleet will be the first to show films on a seamless “NanoSeam” screen, allowing for sharper colors and brighter, higher-contrast images. A new, specially-designed digital surround sound system, more comfortable seating, upgrades to the IMAX projection system and numerous other improvements will also be installed as part of the renovation slated to begin in early September this year. In mid to late 2009, a new full-dome digital projection system will augment the existing IMAX projector. In addition to planetarium shows, the new digital dome will allow the Science Center to

*Continued on page 3* ➔

# ◆ BOARD OF TRUSTEES 2007-2008

Chuck Wheatley, Ph.D.

*President*

Carol Chang

*First Vice President*

Lori Fleet-Martin

*Second Vice President*

Miyo Reff

*Secretary*

Dave MacVean

*Treasurer*

Olga Álvarez

Bill Carley, Ph.D.

Patricia Carter

Joe Cohen

James Earwicker

Victor Engleman, Ph.D.

Del Foit

Tei Iki

Eric Johnson

Sidney Karin, Ph.D.

Don Lyle

Paul Nierman

JoEllen Parsons

William Reed

Maurice Sabado

Brian Sagi

Frederick Walker, M.D.

Margie Warner

James Whitesell, Ph.D.

Jack Zimmerman

## Executive Staff

Jeffrey W. Kirsch, Ph.D.

*Executive Director*

Craig Blower

*Chief Operating Officer*

Lynne Kennedy

*Deputy Executive Director for  
Education and Exhibits*

Dan Vecchitto

*Deputy Executive Director for  
Development*

## ◆ TRUSTEES EMERITI

Jeffrey Chang, M.D.

Thomas A. Dillon, Ph.D.

Thomas A. Edwards

Thompson Fetter

Christine Fontana

Marcello Mastrocola

Mike Mazaika

James W. Mosteller

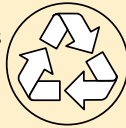
Steven J. Mueller

Zita Obregon

Martin K. Winkler

## It's Easy Being Green – We can all be “Greengineers!”

**Go “green!”** Help us save paper, printing, and postage costs – let us e-mail you the electronic versions of *Facets* and the monthly event schedule! E-mail us at [membership@rhfleet.org](mailto:membership@rhfleet.org) and tell us that we can sign you up!



**Privacy Policy.** Because we respect our members' privacy, we do not release members' phone numbers or e-mail addresses to other organizations. We occasionally send reciprocal mailings (information about other nonprofits) to our members. If you prefer not to receive reciprocal mailings or e-mail from us, please contact us at [membership@rhfleet.org](mailto:membership@rhfleet.org) or call 619-238-1233 ext. 819.

Membership in the Reuben H. Fleet Science Center helps support education programs that reach over 100,000 school children each year. Membership levels of \$150 and above are tax-deductible in part.

*Facets* is the quarterly newsletter for members and friends of the Fleet Science Center. Katie Boskoff, Editor. Advisory Committee: Debbie DeRoma, Lynne Kennedy, Jeffrey Kirsch, Jennifer Lee, Sonia Lopez, Jeremy Pyle, Jonathan Nagtalon, Paul Siboroski, Dan Vecchitto.

**IMAX** is a registered trademark of IMAX Corporation.



Major funding provided by the City of San Diego Commission for Arts and Culture, and the County of San Diego Community Enhancement Program.



Member, Association of Science Technology Centers.



Member, San Diego Museum Council.

Reuben H. Fleet Science Center  
P. O. Box 33303  
San Diego, CA 92163

[www.rhfleet.org](http://www.rhfleet.org)  
619-238-1233

Development Office: ext. 830  
Membership Office: ext. 819

Continued from page 1

present other high-definition multimedia video productions that explore scientific topics, music visualizations, children's programming, and much more. Following this phase of the project, a new digital production studio will be developed to create an array of shows. Local scientists, students, and artists will be invited to use the Fleet Science Center's digital projection technology.



The campaign will also fund new hands-on exhibits for the Fleet Science Center's permanent collection, major upgrades to the highly-popular **"Kid City"** gallery for preschool children, and new traveling exhibitions. In addition, the Fleet's education and outreach programs will also benefit from the campaign, with new resources devoted to the inquiry-based teacher training programs, outreach programs, and on-site



classrooms for visiting school groups. Also planned are renovations and technology upgrades to the Nierman Challenger Learning Center, an educational facility that simulates space missions.

"Creating Possibilities, Inspiring Tomorrow" will also fund general operations and provide greater financial security by strengthening the Fleet's endowment. The endowment provides a reliable source of income through periods of economic uncertainty, allowing the organization to continue to carry out its educational mission.

To find out more about "Creating Possibilities, Inspiring Tomorrow" and how you can participate, please contact the Development Office. Further information will be unfolding in *Facets*, e-Update, the monthly newsletter, and on our Web site. ◆

## Membership Opportunities During Renovation

While the IMAX® Dome Theater is dark for a few months this fall, we are offering our members additional ways to enjoy the Fleet Science Center.

- **Exciting Exhibitions** in the galleries, including **"Tinkering"** (opening June 21<sup>st</sup>), all about creativity and invention and **"Animal Grossology"** (opening in September), about the nasty, stinky, disgusting science of animals' bodies.
- **Cross Promotions** with other local museums, including The New Children's Museum, where your Fleet membership card will be honored for a specified time.
- **Exclusive members-only events:** special programs not open to the general public
- **Extension of IMAX vouchers** by four months (or through April 2009, whichever is later)

Look for more details in the monthly newsletter, e-Update, and on our Web site. If you have questions, please contact the Membership Office at [membership@rhfleet.org](mailto:membership@rhfleet.org) or ext. 819. Our members are very important to us and we appreciate your understanding as we look forward to the reopening of the transformed theater and an enhanced experience.

## Partnerships Provide Programs

**W**e are most fortunate to have generous community partners, whose support helps us offer educational events, exhibitions, and programs for all ages. We extend our gratitude to these participating corporate and foundation partners for their recent contributions:



**The Mandell Weiss Charitable Trust** for supporting the extension of the **“Strange Matter”** exhibition about materials science.

**Union Bank of California** for underwriting Green Day, a community day focused on renewable energy and conservation, and two “green” summer camps.

**Pfizer Incorporated** for supporting SciTech University, an outreach program for fourth to sixth grade girls from underserved communities in San Diego.

**QUALCOMM Incorporated** for their sponsorship of our upcoming **“Tinkering”** exhibition, with engaging hands-on exhibits and a Tinkering Studio; and the Fleet’s School Scholarship Program, providing free field trips to students from low-income schools in San Diego County.

**The Legler Benbough Foundation** for their sponsorship of the upcoming **“Animal Grossology”** exhibition, from the producers of the wildly popular exhibition, **“Grossology: the Impolite Science of the Human Body.”**



## Donor Support

Our heartfelt gratitude is extended to all supporters, including these leadership donors of gifts of \$1000 and above (gifts received between March 1 and May 31, 2008).

### \$100,000 and above

The Legler Benbough Foundation  
 Reuben H. Fleet Foundation Fund 🏛️  
 The Hervey Family Fund 🏛️  
 Joan and Irwin Jacobs

Don M. and Maryann  
 Lyle Foundation  
 QUALCOMM Incorporated

### \$10,000 to \$39,999

Joseph J. Cohen  
 and Martha P. Farish  
 JC Almy Harding Charitable Trust  
 Union Bank of California  
 Margie and John H. Warner, Jr.  
 Mandell Weiss Charitable Trust

### \$1,000 to \$9,999

Barbara and Norman Goldberg  
 Nancy Robertson  
 and Mark Cookingham  
 James Whitesell  
 and Marye Anne Fox

### \$40,000 to \$99,999

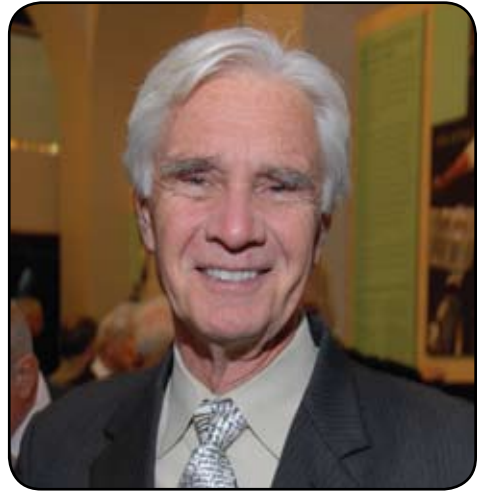
The Helen K. and James S. Copley  
 Foundation

🏛️ = San Diego Foundation

## We Seek Your Support!

**B**oard president **Chuck Wheatley** recently sent members and friends a letter, asking you to consider making a gift to support the Fleet Science Center. Revenues from memberships, admissions, store and café only partially cover our operations, so we depend on our friends to help.

Your generous contribution will support children's and adult programming, purchase education and exhibition materials, and help support all the multifaceted aspects of this busy, bustling facility so that we can continue to inspire lifelong learning for our members and visitors.



If you have made a gift already, THANK YOU! If you haven't done so yet, please send in your donation of whatever amount is comfortable for you.

### Additional ways to support the Fleet Science Center

- Do you work for an employer who offers matching gifts? If so, your gift to the Fleet can be doubled!
- Are you looking for a special way to honor someone? A donation to the Fleet in his or her name is a thoughtful tribute!
- Do you have someone on your gift list who is hard to shop for? Why not purchase a gift membership to the Fleet? That's a gift that gives pleasure all year!

**Contact the Development Office at 619-238-1233 ext. 830 for further information about these opportunities to show your support!**

### Wish List

Just like everyone these days, the Fleet Science Center is facing financial challenges, and budget limitations mean we have several items that fall into the realm of wishes. If you'd like to help us fund part or all of a specific item, your cash donations would be greatly appreciated.

- ◆ Our interactive demonstration area, the Exploration Bar, uses expendable supplies. A special Tinkering Studio will be part of the new exhibition. **Can you help?**

Science supplies (test tubes, magnets, funnels, etc.)	<b>\$300</b>
Art supplies (paper, markers, tape, etc.)	<b>\$500</b>
Electronic supplies (batteries, motors, LEDs, etc.)	<b>\$800</b>
- ◆ Our Multimedia Department, which handles graphics, signage, publications, and our Web site, has several needs. **Can you help?**

Stuffit software for four workstations	<b>\$200</b>
SLR digital camera	<b>\$800</b>
Memory update for Mac computers	<b>\$2,400</b>
- ◆ Our Education Department needs equipment for their programs. **Can you help?**

PicoCricket programmable robot kits	<b>\$250</b>
Digital microscope	<b>\$250</b>
Utility cart	<b>\$275</b>

**Can you help?** Please call Katie Boskoff at 619-685-5768 to let her know of your interest in helping us with any of these Wish List items. Thanks for helping make our wishes come true!

## Patricia Moore Carter



**L**ike a gardener, **Pat Carter** was one of the leaders who helped plant the seeds for the Reuben H. Fleet Science Center, nurtured its growth, and now enjoys admiring the fruits and flowers of her labor. Pat caught the enthusiasm for a local science center from the early beginnings in the late 1960s. With an interest in math and science, and married into the Rohr family aircraft business, she jumped at the opportunity to represent the Junior League on

committee that hired Executive Director Jeffrey Kirsch in 1983. She led the strategic planning efforts in the 1980s that resulted in the building expansion in 1998. She has served as a trustee for several terms, was board president for two years, and has also worked on several committees.

Also active in other community organizations (e.g., Junior League, San Diego Symphony, San Diego Opera, Bishops School, Charity Ball), Pat asserts the Fleet Science Center is her pet project. She has shown her support through generous financial contributions over the years, and has introduced many of her friends to the Fleet. To demonstrate her faith in the future she has also made a significant estate gift commitment to the Fleet, and is thus a charter member of the Infinity Society.

Dr. Kirsch extols Pat as “a remarkable person, generous not only of her resources and time, but of her spirit. Her vision has been for the Fleet to play a major role in science education and to be a place of inspiration for families with young children.”

Pat and her husband Hugh have eight children, seven grandchildren and three great grandchildren. Pat enjoys bringing her family and friends to the Fleet, and she is so pleased to see galleries filled with fascinating hands-on exhibits, making today’s experience much more varied, educational, and fun.

“The most important thing we do,” says Pat, “is to bring school kids here, to give them a chance to be introduced to the wonderful world of science through our educational classes and workshops.”

“**The most important thing we do is to bring school kids here, to give them a chance to be introduced to the wonderful world of science through our educational classes and workshops.**”

the planning board, and became a founding member of the San Diego Space and Science Foundation. At that time there were building plans and big dreams, but fundraising wasn’t completed until Major Fleet made the vision a reality.

The Reuben H. Fleet Space Theater and Science Center opened on March 10, 1973. Pat has played a major role in many aspects of the growth and development of the organization since then. She served on the search

With people like Pat Carter, whose vision, leadership, dedication, and generosity have helped nurture the Fleet Science Center over the past four decades, the organization has become the world-class institution it is today. Our humble and grateful appreciation goes to Pat for devoting her time, talent, and treasure to the Fleet. How much we have grown since the seeds were sown! ◆

## PLANNED GIVING

Charitable Gift Annuities allow you to give and get!

If you are considering a gift to the Fleet Science Center and would like to receive benefits in return, you might want to look into a charitable gift annuity (CGA). In exchange for a gift of cash, appreciated securities, or real estate, you receive a fixed income for the rest of your life. The Fleet inherits the remaining funds in the account after your death.

Regulated by the American Council on Gift Annuities, CGA interest rates are age-dependent, based on life expectancy. Hence, the older you are, the higher the interest rate. Currently, the rates range from 5.3% for a 55-year-old donor, to 7.6% for an 80-year-old, to 10.5% for a 90-year-old (as of July 1, 2008).

Because CGAs are part gift, participants are entitled to a

charitable income tax deduction for the year in which the contract is put into place. Also, a high percentage of the income may be tax-free. Through partnerships with the **San Diego Foundation** and the **Jewish Community Foundation**, the Fleet is able to offer this popular planned giving tool to our donors.

Individuals who let us know that the Fleet is included in their estate plans are honored by membership in the Infinity Society, providing inspiration for others to consider a legacy gift.

If you would like to know more about CGAs, other planned giving options, or the Infinity Society please contact **Katie Boskoff** at 619-685-5768 or [kboskoff@rhfleet.org](mailto:kboskoff@rhfleet.org).

## We gratefully recognize these current members of the Infinity Society:

Anonymous  
Patricia Moore Carter  
Carol and Jeffrey Chang  
Carol and Thomas Dillon  
Lynne and John Kennedy  
Jeffrey and Joy Kirsch  
Don M. and Maryann Lyle  
Foundation  
Tracy and Chuck Nichols  
Maurice and Joan Sabado  
Drs. Katherine L. Sheehan and  
Frederick D. Walker, Jr.  
Violeta and Jack Zimmerman



Joy and Jeffrey Kirsch

## DISCOVERY SOCIETY

We recognize and thank these new and renewing Discovery Society members (between March 1 and May 31, 2008), whose support helps us continue to carry out our mission.



Carol and Jeffrey Chang

### Innovator

Leslie and Nicholas Frazee  
Audrey S. Geisel  
Jean and Richard Vilmure  
Diane and Robert Zeps

### Pioneer

Carol and Jeffrey Chang  
Ruth F. Davis  
Margaret B. Diehl  
Peggy Elliott and Frank Pelot  
Lori Fleet-Martin and  
Michael Martin  
Jeanne and Ed Kintzele  
Kathleen Marosz and Jean Mayer  
Laura and Eric Michelsen  
Miyoi and Mitchell Reff

### Explorer

Anonymous  
Leonard B. Allen  
Max Buchmann  
Jane and Steve Dempsey  
Samuel L. Dolnick  
Cindy Bobin Foit and Del Foit  
Connie K. Golden  
Barbara and Leonard Gosink  
Rolf Haas and Carol Costarakis  
Jonathan Hayes and Zach Bearchell  
Janet and William Johnston  
Phil Konstantin  
Sandy and Jim Mosteller  
JoEllen and Lowell Parsons  
Pat and Allen Weckerly  
Stephanie and Stephen Williams

## UP, UP, AND AWAY!

**Patrons of the Prado** is an organization that raises funds to support eleven Balboa Park museums. Since its establishment in 1997, the Patrons have contributed more than a million dollars to these institutions. Each year, three museums are selected as beneficiaries, and the Reuben H. Fleet Science Center is among those that receive generous support from the Patrons of the Prado.

Funds are raised through an annual black tie event that includes entertainment, gourmet dining, and both live and silent auctions. This year's event, "Up, Up and Away," will be held on Saturday evening, July 12th, in the Spreckels Organ Pavilion. Additional information and tickets to the event are available at [www.patronsofthep Prado.org](http://www.patronsofthep Prado.org).

The Reuben H. Fleet Science Center, a nonprofit, 501(c)(3) organization, seeks to inspire lifelong learning by furthering the public understanding and enjoyment of science and technology. Innovative educational programs, interactive exhibitions, and inspiring IMAX films support this mission.



Grace Anderson is one of 85 active Fleet volunteers honored during National Volunteer Week in April.



A jar of slime brought a smile to this girl's face in our "**Strange Matter**" exhibition about materials science. Thanks to support from the Mandell Weiss Charitable Trust, this exhibition has been extended through September



Father and daughter enjoyed Green Day, sponsored by Union Bank of California.