

ANNUAL REPORT 2017

YEAR IN REVIEW

Edmonton opened the Queen Elizabeth Planetarium, the first public planetarium in Canada, in 1960. The Margaret Zeidler Star Theatre, the largest, most advanced planetarium in the country, replaced the planetarium 24 years later and grew into the signature experience at the new Edmonton Space Sciences Centre! We commenced work in 2017 on the Zeidler Dome, a cutting-edge theatre to keep Edmonton as a world leader in dome projection and planetarium learning.

The Hon. Amarjeet Sohi, MP for Mill Woods, and Randy Boissonnault, MP for Edmonton Centre, visited TWOSE on May 25 to announce \$3.35 million in federal funding to support the Star Theatre and the Space Place Gallery renovation. That funding, along with support from the City of Edmonton, allowed the renovation to begin just after Labour Day.

This marked a signature moment in implementing the TWOSE's 2015-19 Strategic Plan and a great leap forward for the Aurora Project. This work was crucial to our strategic goal to **Build a standout facility for our community**. It also builds on almost 60 years of service with a public planetarium, longer than any other community in Canada.

What about the other three strategic goals? 2017 was a good year for **TWOSE to Lead the science conversation**.

We hosted the travelling exhibition, New Eyes on the Universe, in February in partnership with the University of Alberta and its astroparticle physics research group. This exhibition explored the science of neutrinos, research that resulted Canadian astrophysicist Dr. Art McDonald winning the 2015 Nobel Prize in Physics.

We were particularly proud to host the first Canadian showing of the travelling exhibition, The Science Behind Pixar Exhibition, which ran from the start of summer through the Christmas season. Our guests strongly approved of the exhibition, which was filled with science, technology and memories of great movie moments.

We acquired a Scanning Electron Microscope (SEM) in partnership with the National Research Council and NSERC as part of the overall upgrade of quality scientific tools for our audience. We continued our Research Zone program, which trains researchers in science communication. The researchers develop skills and build table-top exhibits through six weeks of workshops to use in interacting with guests. Each researcher in the program commits to returning to the science centre to do outreach at least three times a year.

We began our first Lab Quest program in May. This program invites researchers who study human subjects to do their work at TWOSE. By participating as subjects in the studies, our guests become familiar with the research process. It's a win-win situation.

A huge part of TWOSE's success is connecting with its key audience and developing new ones, as we **Engage and inspire our audience**.

Schools and young people are an important part of our audience. We continued to work closely with school districts, attracting 75,668 students to curriculum-ready programs. Students also participated in after-school activities such as the FIRST Tech Robotics Challenge. Our staff and a team of volunteer experts coached students in this rigorous competition.

Dark Matters adult nights continued to thrive with events attracting close to 1,000 guests. In 2017 new programming opportunities for adults grew with the increased involvement of volunteers from The Edmonton Space & Science Foundation. The Foundation's science program committee held its first event, Science on Tap, in August. It dealt with artificial intelligence and featured Dr. Randy Goebel of the U. of A. The Foundation also selected its first science fellow, Dr. Greg Sivakoff, recognizing an outstanding young scientist working in Northern Alberta.

Six TWOSE staff completed the acclaimed University of British Columbia course Reconciliation through Indigenous Education. This online course helped us to understand how to relay Indigenous histories, perspectives, worldviews, and approaches to learning in ways that are thoughtful and respectful for our Indigenous community.

Our viability depends on how we manage our business, which underpins strategic goal, *Practice sustainable financial operations*.

We devoted a lot of attention in 2017 to analyzing and understanding the performance of our various businesses. Our new Purple Pear restaurant successfully grew into its expanded space and menu. It built a reputation for quality. Our IMAX giant-screen theatre had a great year, delivering a memorable film experience. Audiences loved Mysteries of China, Dream Big, Extreme Weather, and Incredible Predators. We also started a relationship with the Edmonton Movie Club and showed a broad range of South Asian cinema, including the IMAX-ready blockbuster, Baahubali 2.

We dramatically revamped the structure of the Foundation, eliminating the non-voting membership category and separating the Board of Directors from membership in the Foundation. This initiative injected new life and direction into the Foundation, and it is already paying dividends.

We decided to go stratospheric to mark International Science Centre and Science Museum Day on November 10! Staff connected instruments to a helium-filled weather balloon that rose 20,000 metres into the stratosphere, collecting video, pressure and temperature data. The balloon finally popped at that altitude and the instruments were recovered in a farmer's field near Viking, about 150 kilometres East of Edmonton. At TWOSE, we're always reaching for the stars, but the stratosphere is pretty good, too.

We would like to thank the hard-working TWOSE staff, the 259 volunteers who contributed 14,264 hours during 2017, and the dedication of the volunteer members of the Edmonton Space & Science Foundation and the Board of Directors. This team makes the science centre a success!



Alan Nursall President and CEO TELUS World of Science – Edmonton Edmonton Space & Science Foundation



Kara Flynn Chair Edmonton Space & Science Foundation

OUR PRIORITIES

To make opportunities to learn about science and technology accessible to everyone.

To inspire people to embrace science and technology as a vital component of their education and personal development.

To be a catalyst for partnerships and alliances that promotes science and technology in our community.

To position The Edmonton Space & Science Foundation and TELUS World of Science – Edmonton as the primary external science and technology resource to the formal education systems

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OUR VISION

To inspire voyages of life-long discovery.

OUR MISSION

To create a positive science and technology culture in our region that inspires and motivates people to learn about, and contribute to, science and technology advances that strengthen themselves, their families, and their community.



NUMBER OF STUDENTS

75,668

BY THE NUMBERS

5,274

MEMBER HOUSEHOLDS

18,555

ANNUAL MEMBERS

426,659

ANNUAL ATTENDANCE



INSTAGRAM FOLLOWERS

FACEBOOK LIKES 28,208 8,098

TWITTER FOLLOWERS

259

NUMBER OF VOLUNTEERS

70

RURAL COMMUNITIES SERVED IN ALBERTA

32,452

NUMBER OF OUTREACH PROGRAM PARTICIPANTS

NUMBER OF EDUCATIONAL PROGRAM PARTICIPANTS 185,506



LEAD THE SCIENCE CONVERSATION

Many new initiatives were launched in 2017, which in addition to our existing programs, conspired to make TELUS World of Science -Edmonton the nexus where the public engages with science and local researchers to further science learning and conversation.



August 21 thousands of Edmontonians are at the science centre to view the partial eclipse



The Science Behind Pixar Exhibition launch with Elyse Klaidman, Director of Exhibitions from Pixar Animation Studios



Extreme Weather launch in our IMAX theatre on June 2, 2017



Fun for all ages, including Education Minister Dave Eggen



Special tribute for Franklin Loehde - one of the original members of The Edmonton Space & Science Foundation. Photo left to right: Ian McLennan, Alan Nursall, Franklin Loehde, Dr. Sharon Morsink, Dr. Doug Hube



Brightest Minds speaker Mark Pollock speaks with hundreds of students



Great learning and guest experience moments for over 5,000 Member households



Children from Dovercourt School performing a traditional Chinese dance at the launch of the Mysteries of China IMAX Film



May 20, 2017 Prime Minister Justin Trudeau and MP for Edmonton Centre, Randy Boissonnault visit the science centre and meet "ROGER" the robot

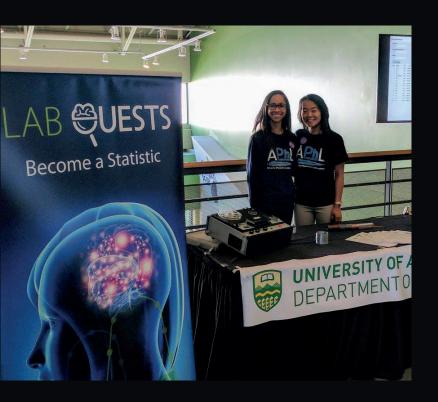
WEATHER BALLOON LAUNCH FOR INTERNATIONAL SCIENCE CENTRE AND SCIENCE MUSEUM DAY

Members and guests at the science centre wrote their names on streamers, that were then attached to the balloon's payload. The balloon reached the stratosphere with an altitude of over 20,000 meters and travelled approximately 150 kilometers. The balloon burst after 2 hours and 52 minutes and was retrieved just East of Viking, AB.

RESEARCH ZONE

This science communication program for local researchers continues to be a success. Researchers or science professionals are given communication training and opportunities to engage with science centre visitors. They also develop hands-on, educational activities that can be used in a variety of educational settings. These researchers are then invited to return to the science centre to share their work with our guests a minimum of three times in the year.





LAB QUESTS

This is a new program that invites researchers to compile research on people by recruiting participants from within the science centre. Our participating guests have the opportunity to learn even more information about the study. One group used mathematical games to study how parents assist their children in learning mathematics. Another group, this one from the Speech Pathology Department at the University of Alberta, completed a longer one month project.



NEW EYES ON THE UNIVERSE EXHIBIT

We were pleased to host this travelling exhibit which features information about the Sudbury Neutrino Observatory (SNO) and SNOLAB. This exhibit showcases the work of Canadian scientist and Nobel Prize winner, Arthur MacDonald.

GRANT PROGRAMS

In 2017, we were the recipient of two NSERC PromoScience grants. One allowed The Science Garage to purchase a laser cutter and a 3D printer. The grant also funded 20 teenagers who worked in the maker space to create projects showcased to our guests in December. Another PromoScience grant allowed us to rent a portable Scanning Electron Microscope (SEM). We made extensive use of this tool, showcasing it in drop-in programs and developing high school programs as well as Science in Motion school programs. Thus, allowing us to bring this authentic research tool to remote communities.

Also in November, we received \$240,000 through a creative sentencing order of the Provincial Court of Alberta to develop an Air Quality Program. Our proposal is to develop a 10-hour curriculum unit for students, as well as a series of professional development opportunities for science teachers located in remote communities. This program will use Science in Motion to deliver the message throughout the province, and will be free of charge to teachers. It will reach over 245 teachers and more than 7,350 students and their families in three years. At the sentence hearing, the judge called the proposal to reach out to remote teachers "superb."



ENGAGE AND INSPIRE OUR AUDIENCE

Here at the science centre our goal is always to ignite curiosity and inspire discovery. In 2017, we were able to do that for almost a half a million guests. It is a privilege to know that we make that kind of difference in so many people's lives.

Guests were treated to fantastic feature exhibitions with giant sling shots and physics fun in Angry Birds Universe Exhibition. We then dove into the math and science in computer animation with The Science Behind Pixar Exhibition. In our IMAX® Theatre, we invited visitors to behold the secrets of a forgotten time with Mysteries of China and travel to the edge of a 300 foot tall glacier, and in the path of a deadly tornado in Extreme Weather.

We also developed some fantastic new educational programs and initiatives like TWOSE Tots for parents to experience the science centre in a unique, new way with their younger children. And The Science Garage Maker Club for teenagers to explore the world of Science, Technology, Engineering, Art and Math through creating electronics and rocketry.

Our Education Department saw more than 75,000 students come through our doors to experience

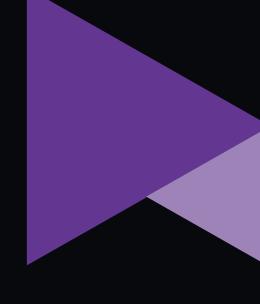
our galleries and participate in our programs. We welcomed nine schools for our Science School, Inquiring Minds program, now well into its second year. 2017 also marked our inaugural Coding Day, a day dedicated to computational thinking, coding, and digital literacy.

Plus, our award winning Science in Motion outreach team had another year full to the brim with trips all over Alberta, bringing science education to rural and remote places that don't have the opportunity to visit us. One of the highlights of our year was the chance to develop a microscopy program with a Scanning Electron Microscope provided by NSERC. In 2017, we took a total of 94 trips, travelling approximately 35,862 kilometers.

Our Membership numbers continued to be strong in 2017. We saw the science centre's largest ever one day ticket sales on Canada's 150 birthday with 70 new Member households and 144 renewed Memberships. Plus, Members continued to enjoy unique events and programs like a special "Cardboard Challenge", a Halloween trick or treat celebration and Christmas ornament festivities.

PRACTICE SUSTAINABLE FINANCIAL OPERATIONS

Revenue/Expenditures Auditor's Report



191.18

3.390.73

Steller Steller

6.630.40

23 390 13

The Edmonton Space & Science Foundation Summary Statements December 31, 2017



Independent Auditor's Report on the Summary Financial Statements

Grant Thornton LLP 1701 Scotia Place 2 10060 Jasper Avenue NW Edmonton, AB T5J 3R8

T +1 780 422 7114 F +1 780 426 3208

To the Members of The Edmonton Space & Science Foundation:

The accompanying financial statements, which comprise the summary statement of financial position as at December 31, 2017, and the summary statement of operations for the year then ended, are derived from the audited financial statements of The Edmonton Space & Science Foundation for the year ended December 31, 2017. We expressed an unmodified audit opinion on those financial statements in our report dated April 30, 2018. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of The Edmonton Space & Science Foundation.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which are conducted in accordance with Canadian Auditing Standards (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of The Edmonton Space & Science Foundation for the year ended December 31, 2017 are consistent, in all material respects, with a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

Edmonton, Canada

Grant Thornton LLP

April 30, 2018

Chartered Professional Accountants

The Edmonton Space & Science Foundation Summary Statement of Financial Position

As at December 31

Assets	<u>2017</u>	<u>2016</u>
Current Cash Accounts receivable Inventory Prepaid expenses and deposits	\$ 6,096,373 198,999 129,931 <u>388,162</u> 6,813,465	\$ 3,134,822 119,036 125,666 <u>265,127</u> 3,644,651
Investments Capital assets Intangible assets	121,294 19,055,304 <u>5,043</u>	119,136 16,787,436 770
	<u>\$25,995,106</u>	<u>\$ 20,551,993</u>
Liabilities		
Current Accounts payable and accrued liabilities Deferred contributions Deferred admissions Deferred revenue	\$ 1,348,658 535,419 752,744 <u>250,000</u> 2,886,821	\$ 875,184 262,942 690,401 <u>300,000</u> 2,128,527
Deferred capital contributions	<u>18,945,282</u> 21,832,103	<u>13,131,477</u> <u>15,260,004</u>
Net Assets		
Unrestricted Internally restricted	2,864,949 <u>1,298,054</u> <u>4,163,003</u>	4,033,742 <u>1,258,247</u> <u>5,291,989</u>
	<u>\$ 25,995,106</u>	<u>\$ 20,551,993</u>

Approved on behalf of the Board

signed "Kara Flynn"

Director

signed "Sharilee Fossum"

Director

The Edmonton Space & Science Foundation Summary Statement of Operations

For the year ended December 31

Revenues	<u>2017</u>	<u>2016</u>
Admissions Operating grants Retail operations Sponsorship and donations Rentals, leases and other	\$ 6,081,364 2,208,070 1,808,476 1,070,092 <u>433,001</u> 11,601,003	\$ 5,921,784 2,037,921 1,577,900 1,134,053 <u>254,331</u> 10,925,989
Expenditures		
Salaries and benefits Operations Royalties and film leases Advertising and promotion Retail operations Utilities	6,293,579 2,094,248 992,485 923,516 846,351 449,684 11,599,863	6,276,919 2,300,380 1,081,028 877,128 752,723 <u>407,804</u> 11,695,982
Excess (deficiency) of revenues over expenses before Aurora Campaign and amortization	1,140	(769,993)
Aurora Campaign		
Revenues Expenditures	191,821 <u>(532,253)</u> (340,432)	245,115 <u>(205,864)</u> <u>39,251</u>
Amortization		
Amortization of deferred capital contributions Amortization of capital assets and intangible assets	1,153,284 <u>(1,942,978)</u> <u>(789,694)</u>	1,066,464 (1,804,091) (737,627)
Deficiency of revenues over expenditures	<u>\$ (1,128,986</u>)	\$ (1,468,369)

Note 1

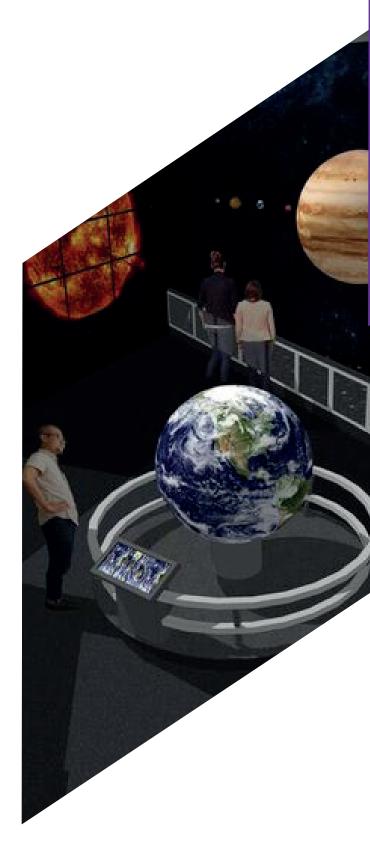
Management is responsible for the preparation of the summary financial statements. The summary financial statements are comprised of the summary statement of financial position and the summary statement of operations, and do not include any other schedules, a summary of significant accounting policies or the notes to the financial statements. The summary statement of financial position and the summary statement of operations are presented with the same figures as the audited financial statements, but all the note references have been removed.

Note 2

The audited financial statements can be requested by contacting the President and CEO of The Edmonton Space & Science Foundation.

BUILD A STANDOUT FACILITY FOR OUR COMMUNITY

The Aurora Project is a \$40 million multi-phased expansion and renovation of TELUS World of Science - Edmonton that will see the facility transform almost every square meter of the public areas. Funding provided by the City of Edmonton and the Government of Canada through the Canadian Heritage Cultural Spaces Fund, will fund the \$7.5 million phase 2 transformation of the Space Place Gallery and Margaret Zeidler Star Theatre. Demolition of both areas commenced in early September 2017 and construction and installation of new exhibits and technology followed and will continue to the opening of both areas in the summer of 2018. The entirely new S.P.A.C.E. (Stars, Planets, Astronauts, Comets, Etc) gallery will feature all new exhibits including an extraordinary and immersive journey telling the story of the moon rock. The Zeidler Dome will transform into the most highly technologically advanced Dome theatre in the world and will offer 10K resolution. The entire guest experience will be upgraded including new seating, and interactive queuing area, an enhanced theatre entrance and new immersive shows and programming.



FUNDS & ENDOWMENTS

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 = 302 Total Donations = \$36,745

VEGA SCHOLARSHIP

Fund Value = \$94,629

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.

In 2017, 14 children received funds to attend camps.

LES YOUNG FUND FOR SCIENCE EDUCATION

Fund Value = \$26,665

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In 1999 The Edmonton Space & Science Foundation established the Les Young Fund for Science Education. It was dedicated as a permanent fund legacy in memory of his outstanding dedication and leadership. The fund provides opportunities for the development of unique and innovative programs to inspire, motivate and challenge students.



SEEDS OF SCIENCE ENDOWMENT FUND

Fund Value = \$11,731

This fund was established in 2015 by John and Avery Stobbe. The revenues will be used in the ongoing operations and programming at TELUS World of Science.

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.

\$100,000+



D Bank Financial Group



TELUS®

\$50,000-\$99,999







\$25,000-\$49,999

Boardwalk Rental Communities Edmonton (Host) Lions Club EPCOR Natural Sciences and Engineering Research Council (NSERC) The Co-operators

\$10,000-\$24,999

Canadian Association of Science Centres Chandos Construction Ltd. Coca-Cola Refreshments Canada Edmonton Airports Edmonton Economic Development Corporation Servus Credit Union Drs. Marilyn & Robert Westbury Pat Whittaker

PLEASE NOTE – 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.

\$5,000-\$9,999

Brookfield Residential Civic Service Union 52 Consulting Engineers of Alberta Urban Systems Ltd. The Valley Zoo Development Society

\$500-\$999

Mal Carroll Keir Pearson Rock Jungle Fitness Dr. Linda Uniat Darcia Wasarab-Rolland Anonymous

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Annie Prud'homme-Généreux Larry & Darlene Schindel Carl H. Shields Table Top Cafe The Traveling Tickle Trunk United Cycle Dr. Terence Vankka Western Pacific Enterprises Pat Whittaker & Jo-Ann Pethybridge Daryl & Julie Zelinski Anonymous x 2

Loren Rolheiser Royal Bank of Canada David Salloum Constance & Michael Scarlett **Pauline Schaaf Rebecca Small** James Song Ryan Sonnenberg The Syme Family In Memory of James Tangjerd Merle & Neil Taylor Vantix Systems Inc. Paul Voyer Peter Wardell Andrew Weaver Valeen Zureski Anonymous x 9

AURORA PROJECT

Just as the Aurora Project focuses on scientific innovation from a Northern perspective, our donor circles reflect the astonishing sights visible in the Northern night sky.

The following donors pledged their support to the project in 2017.

AURORA BOREALIS (\$1,000,000+)





Government of Canada

Gouvernement du Canada



Allard Foundation

A LEGACY OF CARING

POLARIS (\$500,000-\$999,999)

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Alan Nursall & Jennifer Pink Jackson & Tracy von der Ohe The Family of Carole and Bart West

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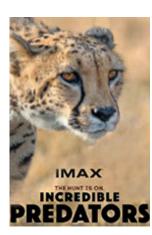
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FIRST TECH CHALLENGE ROBOTICS TEAM TELUS

BRIGHTEST MINDS: MARK POLLOCK Civic Service Union 52 Baytek Interiors Inc. Empire Mechanical Contractors Inc. Ferguson Corporation Western Pacific Enterprises



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AURORA PROJECT COMMITTEE

Frank Mannrino, Chair Kara Flynn, Ex-Officio Jonathan Schaeffer Keith Shillington Wanda Whitford

THE BOARD OF DIRECTORS

The Board of Directors would like to recognize the following 2017 retiring board members

Geoff de Bruijn Mark Flint Darin Rayburn



Edmonton Space & Science Foundation

2017 EDMONTON SPACE & SCIENCE FOUNDATION

Lynn Adams Mohamed Ally Jane Batty Ken Bautista Sue Bohaichuk **Tim Boston Rick Brommeland** William Byrne **Michael Carew** Joan Carr Josh Classen Joan Cowling **Emerson Csorba** Kerry Day Robert de Guzman Karyn Decore Andrew Ference Frank Gibson Luther Haave Greg Hadubiak **Ryan Heit Denise Hemmings** Ben Hochhausen J. D. Hole **Douglas Hube Christian Idicula Barry James** Khushaal Kalra Kevin Keough **Donald Kramer** Franklin Loehde **Rod Mc Connell**

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