

## **Report to the CASCA Board of Directors on IYA Activities December 2007—May 2008**

### ***Highlights***

- 1. Thanks to a generous donation to CASCA Trust of \$50K per year for 2008 and 2009 from the Trottier Family Foundation solicited by Jayanne English, Ms Kim Breland began working 30 hours/week on 1 May as Canadian IYA Programme Manager. She has been working under a small CASCA contract since last December, and brings much-needed energy, focus and fund raising experience to IYA implementation in Canada. Employment arrangements made through a CASCA-RASC agreement that vests the oversight of the position in the IYA Single Point of Contact advised by the executive team with its representation from CASCA, FAAQ and RASC. The arrangement represents a historic development for coordinated Education and Public Outreach (EPO) in Canada.*
- 2. The University of Calgary is providing teaching relief to Dr. Phil Langill from 1 May for the remainder of 2008 to focus on their IYA preparations. Phil also leads the Astronomy Kit national theme.*
- 3. The RASC has committed \$30K in 2008 and anticipates committing at least \$10K more in 2009 to support the implementation of five national projects selected through a competitive process in Q1 2008.*
- 4. The FAAQ is projecting a total commitment of order \$30K in support of their extensive outreach programmes, and has established a dynamic committee to implement IYA activities in Québec.*
- 5. The Canadian Space Agency (CSA) remains committed to launching in 2010 a DVD with the names of IYA participants registered by a tracking mechanism we are establishing, which makes heavy use of the RASC Astronomy Hockey Cards concept. In addition, astronaut Julie Payette has offered IYA 2009 the opportunity to provide one of the ten objects she is permitted to carry in her Official Flight Kit during her Shuttle mission scheduled for April, 2009. Community involvement in its development is planned.*
- 6. Canada Post will issue two IYA stamps during the 100 Hours of Astronomy IAU Cornerstone event 2-5 April 2009; the Cancellation Ceremony will occur in Saanich, B.C. and will feature Helen Sawyer Hogg on the special envelope.*

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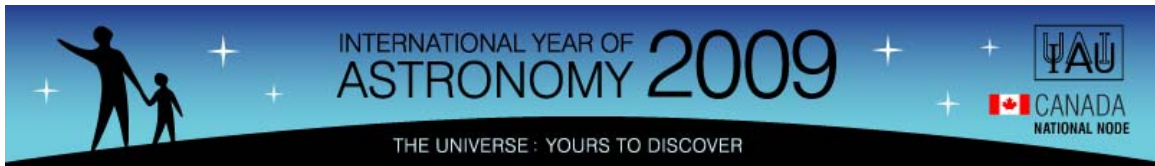
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## 1. First Fund Raising Steps Towards Implementing the Canadian IYA Vision

Based upon the support and activities described in this section, we anticipate that the first letters from our coordinated campaign will go out immediately following the May CASCA meeting. Estimating in-kind contributions has been an integral part of preparing for this campaign. The first estimate over the lifetime of IYA in Canada is ~\$2.1M, 70% of which reflects the volunteer hours for public events projected from FAAQ and RASC experience.

### 1.1. Trottier Family Foundation

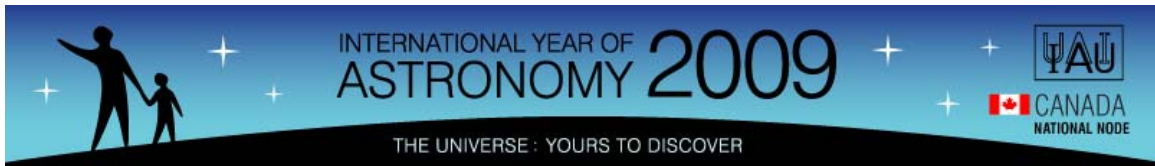
A pivotal event of this period was the Trottier Family Foundation donation to CASCA Trust of \$50K for FY08-09 and commitment for a further \$50K in FY 09-10 to enable CASCA to hire an experienced fund raiser/project manager. This donation was solicited by Jayanne English, to whom deep gratitude is due.

Considerable effort was expended by the IYA “Kitchen Cabinet”<sup>1</sup> (IYA KC) developing a detailed job description and exploring a contract approach because CASCA presently lacks mechanisms for hiring staff of this nature. Concerns about using a contract soon became evident. Following a suggestion from Andy Woodsworth, CASCA entered into discussion that led to an agreement with the RASC for them to hire the person. Time for IYA development is extremely tight. Following extensive discussion within the IYA KC (*sans* Kim Breland), consultation with the organizations represented thereon, and based upon the satisfactory experiences with Ms Kim Breland since December, 2007 and reference checks of her two immediate-past employers, the RASC made her an offer on behalf of CASCA. As of 1 May 2008 she became the IYA Programme Manager working 30 hours/week as an RASC employee with an option to increase the hours based upon a formula linked to fund raising success. Her immediate supervisor is the SPoC advised by the IYA KC, with its representation from RASC, FAAQ and RASC. In addition, the RASC and CASCA Board have each agreed to \$500 office expenses support per year, and CASCA and HIA are covering expenses for her participation in CASCA 2008.

The RASC Executive Committee and the CASCA Board implemented the financial arrangements in a remarkably expeditious manner, and by doing so have entered into a new era of partnership. Preparations were materially aided by IYA KC members, Jayanne English, Jeff Crelinsten, and especially, Dave Hanes, Dave Lane (RASC

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<sup>1</sup> Breland, Lacasse (FAAQ), Hay (RASC – since April), Hesser (CASCA), Lacasse (FAAQ), Lane (RASC), Woodsworth (Galaxy Consulting – since April), Young (RASC – resigned in April)



President from 1 April), and Gregg Wade for ensuring that the arrangements respect the Canada Revenue Agency's requirements for charitable organizations.

## 1.2. University of Calgary

As noted in 6.4, below, Jim (as SPoC) initiated creation of a network of IYA Liaisons within the research astronomy departments to increase awareness of, and participation in, IYA 2009. Russ Taylor, Chair of the University of Calgary Department of Physics and Astronomy, immediately offered teaching relief to Phil Langill, Director of the Rothney Astrophysical Observatory and departmental EPO leader. Phil will be able to dedicate that relief time for the months of May-December 2008 to preparing the Department for IYA 2009 activities, as well as in his role as leader of the national theme on *Astronomy Kits* and as a member of the IYA Canada Committee.

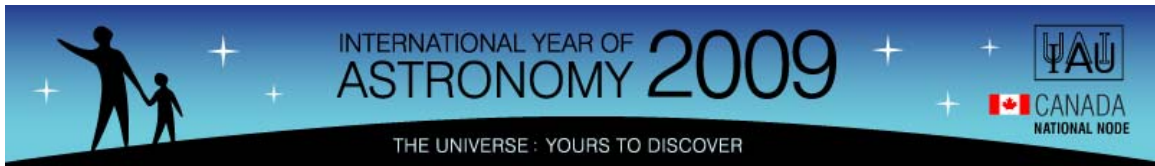
## 1.3. CASCA Internal Fund Raising Document

John Percy, working with material supplied by Dennis Crabtree, Jayanne English, Jim Hesser, and design student TBC developed a fund raising aid entitled, *Astronomy For All Canadians - New Initiatives in Canadian Astronomy Education and Outreach*. The text (but not the striking cover) is available at <http://astro.utoronto.ca/~percy/finalastrodoc.pdf>. A letter will shortly go to all CASCA members encouraging CASCA Trust donations in support of EPO, as will one go from the RASC to its members.

## 1.4. 'The Galileo Moment' – Test Bed for Canadian IYA Fund Raising

CASCA's small Dec.-April contracts with Kim Breland helped the IYA KC develop a fund raising vision through a focus on the central theme of offering an astronomical 'Wow!' discovery experience to Canadians. Many 'Galileo Moment' experiences will occur at traditional star parties, observatory open houses, science centres and planetaria, but the vision for 2009 is that such Galileo Moments occur abundantly in non-traditional venues, such as concerts, theatre presentations, art exhibitions, activities involving Aboriginal youth, and many more.

Since December the vision and rationale for the GM have been honed, and template fund raising letters and cost estimates developed for key elements, etc. Metrics to track and evaluate participation are key both to assessing programme effectiveness and to fund raising itself. We propose to use *Astronomy (Hockey) Cards*, one of the five approved RASC projects (4.1, below) as the principal tool, although others likely will be available for different venues. There will be six different, bilingual cards,



each indicating how the recipient may register to have her or his name launched into space in 2010 (6.1, below).

## 1.5. First Nation and Inuit Programmes

### 1.5.1. Cape Breton University

Through the leadership of Canada Research Chair for Integrative Science, Cheryl Bartlett, and her colleagues in the Mi'kmaq College Institute of Cape Breton University, Associate Dean Lindsay Marshall and Strategic Program and Planning Policy Advisor Mike Kelloway, funding is being sought to support three legacy projects:

- 1.5.1.1. Gathering and sharing of Aboriginal traditional knowledge alongside current astronomy understanding. One approach would be through three regional star camps that would bring Elders and youth together.
- 1.5.1.2. Promotion of dark sky preserves in First Nations communities.
- 1.5.1.3. Creation of visual pathways to help Aboriginal youth see and walk paths to careers in science and technology.

They have received many letters of support for their vision, including from Phil Fontaine, National Chief of the Assembly of First Nations.

### 1.5.2. The Cowichan 2008 North American Indigenous Games

HIA's public outreach facility, *The Centre of the Universe*, is partnering with the RASC Victoria Centre and the Cowichan Valley Star Finders in a proposal to offer astronomy programming to some of the ~9,000 Games participants; see <http://www.cowichan2008.com/>. HIA staff costs, including access to the CU, would be contributed in kind. As well, in partnership with CBU colleagues, Andy Woodsworth and Jim Hesser have submitted an abstract about IYA plans to the accompanying Educational Symposium. If these proposals bear fruit, they will present excellent opportunities to set in motion this major element of IYA 2009 in Canada. (Indeed, the person we are conversing with is active in preparation for Aboriginal participation in the 2010 Olympics, as well.)

## 2. Outreach Events and Tools

### 2.1. First Canadian IYA Press Release: UN General Assembly Proclamation

Our first press release was issued on 20 December 2007 to announce the UN General Assembly's proclamation of 2009 as the IYA. The unfortunate timing was set by the UN. General Assembly approval was a very important development internationally as it ensures UNESCO participation, which is critical to IAU Cornerstones addressing education worldwide during IYA 2009. (Once again we

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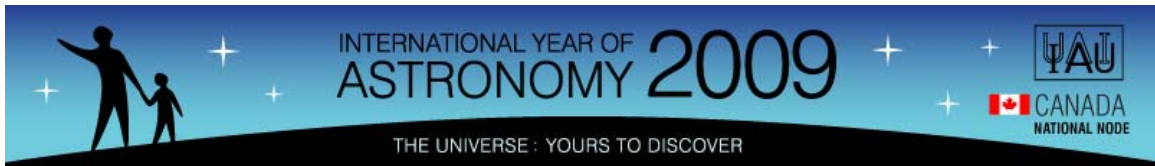
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record our gratitude to NRC's Office of International Relations for their help with the Canadian UN delegation.) The Canadian release was organized by our Communications Working Group<sup>2</sup> and its preparation proved to be a valuable exercise in learning how to work together. See <http://www.astro.umontreal.ca/~casca/PR/20122007.html> ou [http://www.astro.umontreal.ca/~casca/PR/20122007\\_fr.html](http://www.astro.umontreal.ca/~casca/PR/20122007_fr.html)

## 2.2. IAU IYA Outreach Tools

As a result of the modest contribution CASCA made last year, the Society emblem is listed among the Organizational Associates in materials produced by the IAU. **It is recommended that the CASCA Board make identical contributions in 2008 and 2009 as a direct acknowledgement of the IAU's efforts on our behalf.**

### 2.2.1. Video Trailer

A striking 2 min 30 sec video with music that may conveniently be viewed on YouTube: <http://www.youtube.com/watch?v=WVJmZmo6kzI> Rémi Lacasse provided the translation to enable the IAU to produce a version in French.

English version:

[http://www.astronomy2009.org/index.php/?option=com\\_content&view=article&id=378](http://www.astronomy2009.org/index.php/?option=com_content&view=article&id=378)

French version: TBC

### 2.2.2. Brochures

The IAU has produced a series of brochures which may be downloaded and used for IYA promotion: <http://www.astronomy2009.org/resources-mainmenu-47/public-brochures-mainmenu-96.html>

### 2.2.3. Power Point Presentations

#### 2.2.3.1. "What is Astronomy?" PowerPoint:

[http://www.astronomy2009.org/index.php/?option=com\\_content&view=article&id=316](http://www.astronomy2009.org/index.php/?option=com_content&view=article&id=316)

#### 2.2.3.2. "The International Year of Astronomy 2009" PowerPoint:

[http://www.astronomy2009.org/index.php/?option=com\\_content&view=article&id=316](http://www.astronomy2009.org/index.php/?option=com_content&view=article&id=316)

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<sup>2</sup> Hesser, Lacasse (FAAQ), Lamontagne (CASCA Press Officer), Young (RASC).

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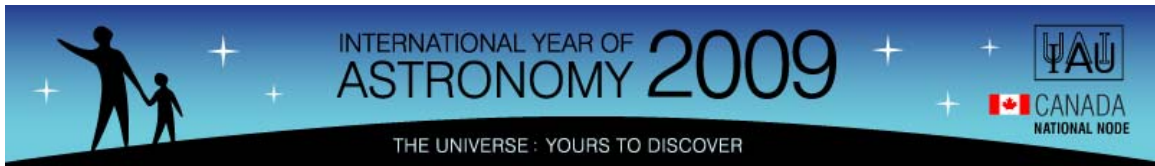
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#### 2.2.3.3. “Who Actually Invented The Telescope” PowerPoint:

[http://www.astronomy2009.org/index.php/?option=com\\_content&view=article&id=316](http://www.astronomy2009.org/index.php/?option=com_content&view=article&id=316)

#### 2.3. Canadian Web Site – Volunteer Help Needed!

Our website, <http://www.astronomy2009.ca/index.php> or [http://www.astronomy2009.ca/index.php?lang=fr\\_fr](http://www.astronomy2009.ca/index.php?lang=fr_fr), was created by Marc Jobin, Planétarium de Montréal, and is regularly updated by Andy Woodsworth. It is kindly hosted by Queen’s University, which also hosts CASCA’s website. More volunteers are needed to keep it fresh and informative; someone with Joomla! experience who could help maintain and upgrade it at the system level would be very welcome.

#### 2.4. Miscellaneous Communication Efforts

- 2.4.1. Dave Lane (RASC) created a series of list servers on the RASC web site for IYA use; to date these facilitate communication with the IYA Canada Committee, the IYA KC, the CASCA Liaisons, and with the >50 volunteers who’ve contacted us in the past year.
- 2.4.2. John Percy and Jim Hesser authored an article, *Communicating Canadian Astronomy on the Eve of the International Year of Astronomy 2009*, which appeared this month in the IAU’s e-journal; see <http://www.capjournal.org/issues/03/index.php>. Summaries of our IYA presentations at the 2007 ASP and IAU Communicating Astronomy with the Public meetings are appearing shortly.
- 2.4.3. As Single Point of Contact, Jim made a number of IYA presentations in Sydney, NS (including a CASCA Westar Lecture), Calgary and Lethbridge, AB (as part of Native Awareness Week at the University of Lethbridge), and Victoria, BC. Most of these provided opportunities for strengthening relationships with amateur groups or representatives of First Nations communities. Presentations of Canadian plans were also made at the January AAS meeting, and figure prominently in the May CASCA meeting. Upcoming 2008 opportunities planned include the June AAS+ASP meeting and the June RASC General Assembly meeting. Several Canadian EPO practitioners will attend each of these meetings, in part as a result of the network of liaisons established with astronomy departments in Canada (see 6.4, below).

### 3. Status of the National Themes

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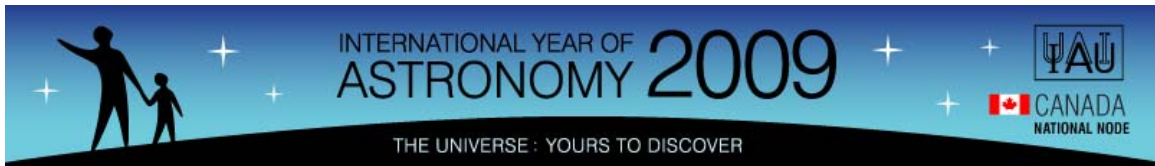
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In addition to the all-encompassing Galileo Moment theme, which can support and enrich all other elements, and the First Nations and Inuit theme, we are making progress on the other national themes adopted in Fall, 2007, as follows.

### 3.1. CASCA National Lecture Series

With origins in a subcommittee of the CASCA EPO Committee chaired by Ray Jayawardhana in Summer, 2007, a national speakers programme has been identified as one of the seven national themes for IYA 2009. Starting with the efforts of the previous team, a committee comprised of Bill Harris, Gretchen Harris and Stéphane Courteau developed a specific proposal that has been submitted to the Board for action at the May, 2008 meeting. Excerpts follow.

IYA2009 in Canada: A National Speakers Program

#### Background

A prestigious National Speakers Program can be one of the highlights of the extensive series of celebrations planned for IYA2009. Our proposal is to identify a group of Canadian professional astrophysicists who can bring the outstanding science being done within our country to the public everywhere in Canada in a direct and compelling way. This program can exemplify the support and engagement from CASCA for IYA2009 in our country.

Needless to say, every Local Organizing Committee (LOC) that takes on the task of creating the IYA2009 year-long events at its own locale might plan a whole series of events -- talks, star parties, "Galileo Moments", unique showcases for drama and art, connections with children and school groups, Earth Hour dark nights -- the list will be as long as each LOC's imagination. The National Speakers Program should be seen as only one small part of these events, though in the longer term, it might well be a "seed" for longer term public lecture series at many venues.

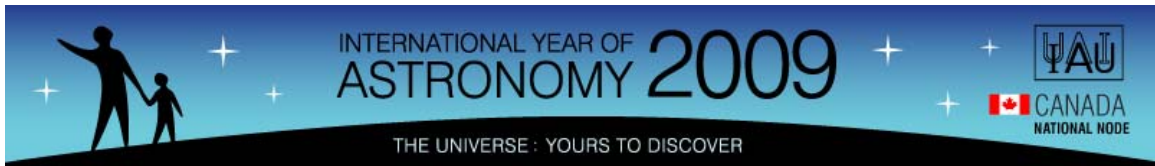
#### Vision Statement

Here is a draft "vision statement", with our suggested title for the Program, that could be used to advertise and promote it.

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"Galileo's Legacy: Discovering the Universe in the Twenty-First Century"

Four hundred years ago, Galileo's startling discoveries with the new telescope suddenly opened a new window to the universe. What he saw of the planets, the Sun, and the stars, strikingly confirmed the mathematical models of Copernicus and Kepler and finally demonstrated that we humans lived on just one small planet in a vastly bigger universe than anyone before had realized. Since that turning point in history, the pace of our discoveries about the universe has continued uninterrupted: Newton's laws of motion and the universal law of gravity; galaxies and the expanding universe; cosmology and the Big Bang; planets around other stars; dark matter and dark energy. The universe is a huge and constantly astonishing place.



It is exactly four hundred years since Galileo's discoveries. The International Year of Astronomy 2009 is officially marked out by the International Astronomical Union and UNESCO for the purpose of celebrating the first Golden Age of astronomy launched by Galileo. As one part of the IYA2009 special events, the Canadian Astronomical Society has defined a National Lecturers series that will run throughout the year. Universities, planetaria, and other science organizations across Canada are invited to take advantage of this program as one part of their own individual plans to mark IYA2009.

The IYA2009 National Lecturers are all Canadian astronomers and astrophysicists who are doing frontier research and are gifted public speakers. The complete slate of speakers, biographies, and brief summaries of their subjects can be seen at [weblink here]. To schedule a visit by one of these select Canadian scientists, please contact the [xxxxx committee] of the Canadian Astronomical Society directly [contact information here].

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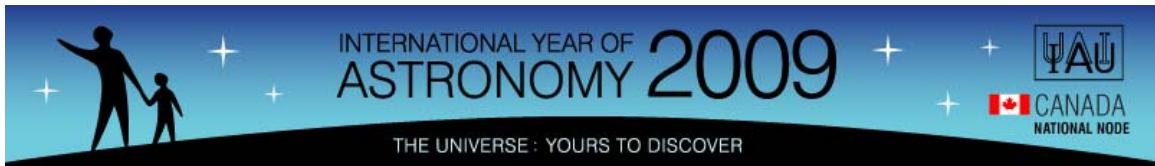
### Background and Criteria for Selection

Before giving the actual list of recommended names, we should first lay out the criteria and basic principles that we have used to identify possible speakers. Over several weeks of discussion, we have considered the suitability of prominent astronomers in Canada for a National Speaker's role.

Our single most important criterion for selection of potential speakers is the excellence in research; their particular field of astronomy is second. Once we passed that initial stage, however, their recognised quality as public speakers became the primary criterion for our selections.

Any National Speaker can expect to face a large and diverse mix of the general public who have come out to experience an inspiring talk by a great scientist. The auditorium will be large, the event will be heavily advertised, and the expectations will be high. Frankly, most astronomers have not had direct experience with such situations. Many of us give excellent lectures to university classes, but this is not enough by itself. Many of us can also give enjoyable talks to (say) RASC audiences or school groups, but this is also not enough by itself. Experience with TV or radio interviews is also valuable, but not in the same category. What we have in mind is the "next level" of public communication beyond any of these more common situations. In fact, we looked for a rather demanding set of criteria when we put it all together:

- Compelling science to share: Any of our speakers should be a credit to our professional community and have the ability to leave an uplifted audience who will take away the view that our work and realisations deserve their support.
- Ability to speak energetically and persuasively to audiences that are truly general, not necessarily scientifically literate: Will the audience actually learn anything? Can the speaker hold the rapt attention of an audience filling (say) a 500+ seat auditorium? Are the audience members going to be excited? bored? lukewarm? mystified? Will they want to tell their friends and neighbours eagerly the next day about the lecture they went to, and come back for more IYA2009 events?
- Ability to INTERACT and engage effectively with their audiences -- not just show up, give an impressive talk, and walk out: Will they put in the time to meet and visit before and after their Lecture? Connect with and stimulate people individually? How would they perform on a face-to-face basis?



- Ability to adapt their talk to their SPECIFIC audience: All audiences are equally important, but a venue at the University of Toronto will be a different mix from, say, one at Malaspina College. Can the speakers pitch their superb science to the right level and tone? This is all about communication skills, not the particular type of science. To first order, the audience is willing to be engaged in almost any type of astronomy, but only if it is well presented.

To put this into one sentence, our ideal National Speaker is one who will leave each member of their audience with the feeling that they have not just listened to, but interacted with, a "great mind". This level of inspiration is what will carry the impact of the Program beyond passively watching even the best TV show, movie, or webcast.

We have also paid considerable attention to the reasonable need for representation by geographical location, gender, and francophone/anglophone balance. Our final list of nominees fairly reflects the proportions of women and francophones in the CASCA membership in general. Geographically, it is obvious that our biggest centers of professional astronomers are the Victoria and Toronto areas, and the wealth of expertise there is so large that we could imagine supplying most of the list from those places alone. But for the sake of fair distribution across the country, we have felt it necessary to leave off some excellent candidates from those two major sites. Our proposed list already has seven names (half the total) from the Victoria and Toronto areas.

We should also emphasize what our recommended list of candidates is NOT:

- It is not just a list of the 15 top-ranked research scientists in our community. That would be a different list, put together for a different reason. We believe all of the Speakers to be excellent scientists, but more importantly, we also believe them to have the right communication skills for this job, and the right kind of material to present. A powerful piece of evidence in our planning was to hear that person X has already given talks to large public audiences and has done a terrific job -- combining inspiration, substance, engagement.

- It is not an attempt to cover every possible sub-field of astronomy that is pursued in our community. Any of us can spot gaps in this coverage. But a finely balanced list of fields is not one of our criteria, because it is not one that a given public audience would necessarily demand. The public wants to be excited and engaged; the particular type of astronomy is not critical.

- And our list is not intended to be "all things to all people". A National Speakers Program is going to be just one of many elements in the IYA2009 celebrations. A key factor here is to see our list of speakers in the proper context; for more on this point, see our additional recommendations below under "Implementation".

We see the IYA2009 National Speakers Program as roughly comparable in stature to the AAS Centennial Lecturers. Our Program will rank higher in profile and impact than, say, the Westar lectures. If successful, it may provide the springboard for future CASCA-sponsored lecture series in the next decade and beyond. In time, many others of our colleagues can take their turns at these national-scale lectureships, and the visible impact on our society will grow.

#### The National Lecturers

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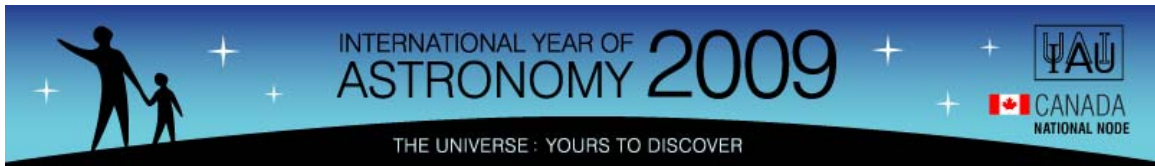
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[The CASCA President has the recommended names and will be inviting them to participate. – JEH]

### Implementation Issues

Because this will be a CASCA-sponsored program, we recommend that the coordination be headed up by one or two of the Board members (the 1st/2nd VP or two of the councillors?). This will give it the authority and centralized liaison that it requires. The coordinator(s) will be the first point of contact for any of the LOC's across the country who want to solicit a speaker. The coordinator(s) can also ensure that the speakers each get about the same amount of "work" and that the geographical spread will be equitable.

As we commented above, we believe it is crucially important to see the Program in context. It is not meant to bear the full weight and responsibility for IYA2009. The National Speaker program should be one of many options available to any LOC.

When viewed this way, then, any shortcomings in the Speakers Program can actually be self-correcting. Let us consider a strawman example. Suppose that Metro U decides to run, as part of its IYA celebrations, a series of three public talks. One of them can be an outside National Speaker, and the other two might involve two of its own people whom they would like to highlight. The list of National Speakers is of course not restrictive and any LOC can balance it up according to their own best judgement. Clearly, the local public at Metro U will not get a "balanced" view of modern astrophysics from just three professional speakers, however good. But our experience in this arena again suggests that the public prefers excitement and engagement to "balance". They want to go away having learned about something specific and manageable, and with the feeling that they've connected with a few outstanding scientists who are -- not incidentally -- Canadians. If they feel positive and excited by two or three things, \*regardless of area\*, it will carry over very nicely to positive attitudes about Canadian astronomy in general. This, most of all, is what we want.

### The Budget

How much will it cost to operate this program for one year?

This is still largely a matter of informed guesswork and we believe the Board could come up with a narrower estimate. We suggest planning for a total slate of ~10 speakers/30 talks and a budget of \$1000 per talk to cover travel expenses, for a fixed budget of \$30K. Many speakers might be drawn from geographically nearby locations, though many might not; we do not suggest that any given speaker should be restricted to his/her own area of the country. Each LOC should be free to request whoever they want, not just ones that happen to be nearby. It might be possible to economize on travel by putting together 'lecture tours' of two or three sites at once for the same speaker.

A National Speaker will not come cost-free to the local institution that he/she is visiting. We recommend that the LOC should cover the costs of hotel and per diem. This, however, should be well within the reach of most institutions in the country.

## 3.2. Astronomy Kit

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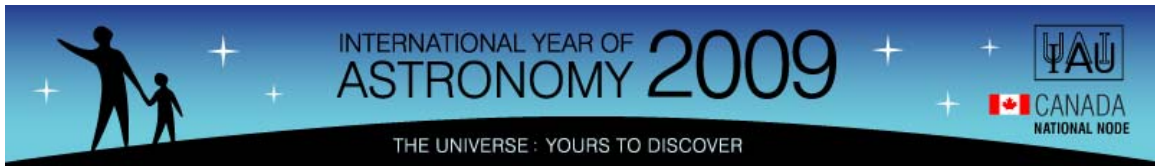
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Canada



Phil Langill agreed to lead a committee to develop the vision for a kit that could be distributed to children, schools, at star parties, etc. Committee members Julie Bolduc-Duval, Eric Chisholm, Kim Hay, Margaret Kennedy, Remi Lacasse, Dave Lane, Cathy Orlando, Scott Young, and Chris Weadick combine a wealth of experience from EPO within the FAAQ, RASC and science centres. All have worked on creating educational tools and activities. Phil is presenting a poster on their early accomplishments and vision at CASC 2008, as well as at the June ASP/AAS meeting.

### 3.3. Arts and Entertainment

In its broadest concept, collaborations with arts and entertainment organizations represent a particularly rich opportunities to broaden participation of Canadians in IYA events through non-traditional approaches to astronomy outreach. We hope many more persons will volunteer to pursue their personal interests thereby achieving high IYA visibility in their communities. Each event offers possibilities for interactions with amateurs for sky viewing and/or with professionals for explanations of the underlying astronomical themes.

The national volunteer leader for the component of this theme dealing with approaching the symphony orchestras across Canada for performances of classic music with connection to astronomical objects, especially Holst's *The Planets*, is finding it difficult to devote the time required to pursue creation of opportunities (which can be quite time consuming). At present, a few volunteers have enjoyed the success within their communities described below, and they are willing to share their experience with others who wish to make approaches in their communities.

#### 3.3.1. Victoria Symphony

As previously reported, Victoria Symphony Music Director Tania Miller is committed to producing a children's programme based upon Galileo and music with astronomy connections to be complemented by astronomy presentations, e.g., by members of the RASC Victoria Centre or the staff of the Centre of the Universe. About 8,000 school children will be reached in the 2008-2009 season through performances in Victoria and Duncan. During the 2009-2010 season it will be performed for Victoria families as part of a subscription series. She will also perform the concert in Toronto. Jim continues in discussion with Maestra Miller concerning the possibility of performing *The Planets* or other symphonic music with astronomical connections for which supporting visual material would enrich the audience's experience, thus qualifying as a 'Galileo Moment'.

#### 3.3.2. Taflemusik Baroque Orchestra and Chamber Choir

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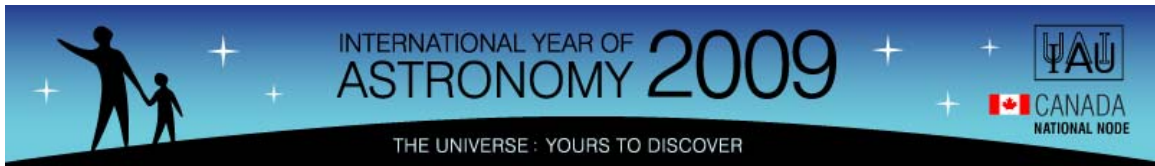
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*Taflemusik's* 2-11 January 2009 workshop at The Banff Centre under Music Director Jeanne Lamon will culminate with the world premiere performances of *The Galileo Project: Music of the Spheres*, an ambitious new multi-disciplinary programme created by Alison Mackay, inspired by the International Year of Astronomy and the 400th Anniversary of Galileo's first public demonstration of the telescope. In February and March the programme will be present throughout eastern Ontario. John Percy played pivotal roles in these developments and is also in conversations with the Toronto Symphony.

### 3.3.3. The Early Music Society of the Islands

The Early Music Society of the Islands (Victoria) has agreed that their 28 March 2009 concert by Italy's *Lucidarium*, which is devoted to Italian music of about 1600, could have a pre-concert talk on Galileo and music, as well as have telescopes on hand.

### 3.4. Dark Sky Preserves

The RASC's longstanding efforts are being re-energized by IYA 2009, with new emphases on Urban Sky Parks of diminished lighting. One of their five projects approved for national funding concerns this matter, as described in 4.3, below. Cathy Orlando Mathur (Laurentian U.) has renewed efforts to get Manitoulin Island declared a DSP following extended conversations with Jim, who pointed her to the RASC's activities.

### 3.5. *Galileo Live!* Planetarium Show

The five major planetaria are expecting word any day on the outcome of their Heritage Canada funding proposal aimed at developing a programme that would incorporate live actors that would be presented in all the major planetaria during 2009.

## 4. RASC Programmes

As noted in the High Lights, the RASC Council has committed \$40K in total to support national IYA projects created by their members. They conducted a national competition in Q1 2008, which was significantly oversubscribed. The proposers are now in the next phase of developing their ideas. The RASC Coordinator, Kim Hay, has recently joined the IYA KC to ensure full awareness of these projects, which have great potential for IYA throughout Canada. For convenience, accuracy and

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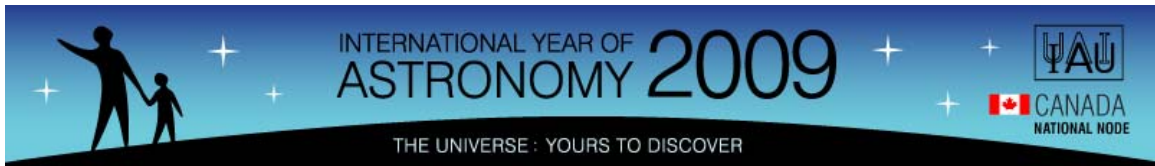
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completeness, the material below is quoted from the accepted proposals, with details subject to change during the development now underway; where available, IYA KC plans are mentioned at the end of each quote.

#### 4.1. Astronomy Hockey Cards

“Astronomy Hockey Cards: Getting people to actually put their eye to the eyepiece, will be central to the activities during the International Year of Astronomy and will comprise a very large fraction of the anticipated “Galileo Moments”. To support and build excitement around the public observing opportunities in 2009, we are proposing an astronomy “hockey card” program. PROJECT SUMMARY: We propose to produce a series of six cards, each featuring an astronomical object that will be most often observed during public events: The Moon, Jupiter, Saturn, The Andromeda Galaxy, M13, and The Sun. These cards will be very high quality and printed in full colour and be about the size of a typical hockey card They will feature a picture, as well as some interesting facts about the object. The cards will also include other information such as the URL where people can find a list of other IYA events. As such these cards will be educational and informational.”

Through IYA KC discussions it is agreed that the cards will be bilingual, and will contain the basic information needed to register to have your name launched into space. An initial printing of 1,000,000 cards is proposed.

#### 4.2. Mary Lou’s New Telescope

“Introduction: The booklet ‘Mary Lou’s New Telescope’ recounts the story of a young girl captivated by astronomy. Her interest is rewarded with a special birthday present of a new telescope to further her hobby. At first she is disappointed by difficulties encountered with street lights while trying to use her telescope in the city. However, once she sees the night sky at her grandparents’ rural farm, she is exhilarated. Mary Lou is motivated to social action in order to correct the light pollution problem in her city.

“Detailed description of the project: ‘Mary Lou’s New Telescope’ is for young people with an interest in astronomy. The target audience is 8-13 year olds. Despite its peripheral gender slant, it provides a positive message of discovery, exploration and empowerment in both boys and girls as well as an awakening awareness of light pollution. The need to abate light pollution is conveyed as paramount, and the use of social action to achieve this goal is shown as attainable. An individual’s voice really can make a difference. ‘Mary Lou’s New Telescope’ weaves a story rooted in the aims and objectives of at least four RASC committees: Education, Light Pollution

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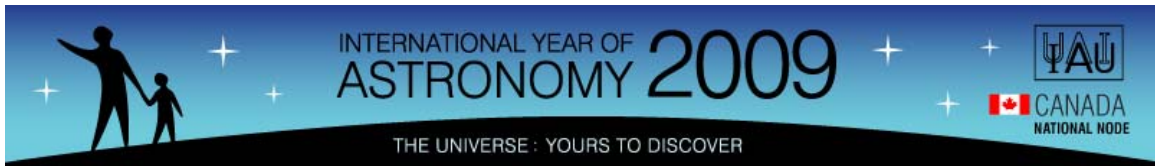
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Abatement, Observing and Publication. A comic book style booklet consisting of 2 sheets of newsprint folded to form 8 pages encased within a gloss cover will tell the story by means of picture boxes in 2 over 2 over 2 or 3 over 3 over 3 formatting. Picture boxes will contain dialogue balloons to convey a portion of the story. Other boxes will include text with dialogue and still other boxes will contain text only. It is possible one or more boxes will be colourless for the purpose of allowing younger readers to colour the box or boxes themselves. The inside cover, front and back, will contain astronomy trivia, anagrams, jokes, riddles and/or word jumbles as space allows. The outside back cover will contain RASC promotions for our RASC Calendar Skyways L'Explorons, The Beginner's Observing Guide or whatever may be deemed important by our RASC. ....”

The IYA KC has also agreed that this should be available in both official languages, and will work to ensure funding is available to print sufficient numbers.

#### 4.3. Light Pollution Abatement

“The RASC Light Pollution Abatement Committee has developed a Committee Plan for their contributions to the International Year of Astronomy (IYA) 2009. The goal of this Program is to reduce light pollution by:

1. Encouraging the formation of Centre-based LPA Groups.
2. Providing management and technical information to local LPA Groups
3. Increasing the public and institutional awareness of the problem of light pollution, and
4. Initiating on-going LPA programs in government, in business and in communities.

This proposed RASC IYA 2009 Program Plan includes initiatives proposed by the LPAC, Centre LPA Groups and individuals. Champions for each initiative have been identified. The Program takes advantage of the grass roots organization of Centres and the broader influence of the National Society and potential economy of developing national resources for local use.”

This RASC proposal is perfectly aligned with one of the Canadian national themes for IYA 2009, as well as with one of the three goals of the First Nations and Inuit theme (section 1.5, above).

#### 4.4. Sidewalk Astronomer Handbook

“The International Year of Astronomy presents the RASC with a unique opportunity to capture the imaginations of thousands of Canadians. The Sidewalk Astronomer Handbook will provide people whose interest in astronomy is piqued by IYA 2009 something “to do” with their new interest. By providing encouragement, the goal of

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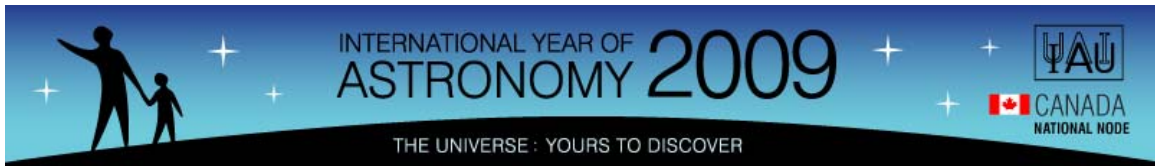
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getting their name on the RASC National website, and support, contact with a Centre near them, people will be more likely to have a lasting enthusiasm for astronomy than attending a public observing session alone. Participants will also be extremely likely to join the RASC.”

#### 4.5. Star Finder

“A **Star Finder** (simpler name than a planisphere) allows the user to see the pattern of the stars at any date and time. The proposed design consists of two parts printed on stiff paper:

- a) a circular star map with dates of the year around it
- b) a holder with times as well as a cutout oval shape.

When the user turns the star map so the date matches the time of observation, the area in the oval shows the stars above at that time. The edges of the oval are labelled "Northern horizon, Eastern horizon" etc. The stars overhead are at the centre of the oval. Users can identify various constellations, some stars, and find some Messier objects with binoculars. In addition, the Star Finder would let users find planets for the next few years. If funding is available, updated versions could be made in future years, or a link made to the RASC website to include the newer information. It's proposed to design it for latitude 49 degrees, the approximate median latitude of the Canadian population.”

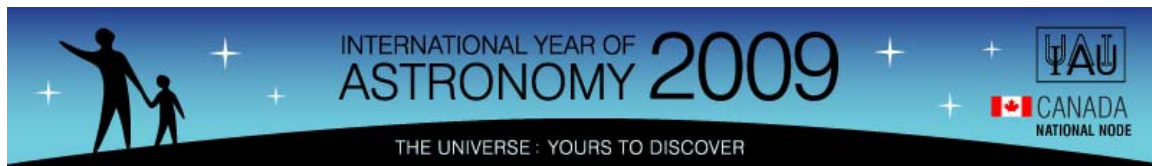
The design aims to improve upon the NRC Planisphere created by Margaret Kennedy, Stéphanie Côté and Jim Hesser in 1999 as part of the *Canadian Skies* poster project; <http://www.nrc-cnrc.gc.ca/eng/education/astronomy/constellations/index.html> Margaret Kennedy and NRC have offered to work with them.

#### 5. FAQ Programmes

In Q1 2008 Rémi Lacasse created a Québec-based team to implement IYA activities; he asked each person to submit their personal ideas and commitments to IYA. The results are so impressive that with permission I have quoted from Rémi's compilation.

##### 5.1. Laurent Drissen (Université Laval)

- \* Programme de conférenciers (chercheurs et étudiants) en partenariat avec la FAQ: établir une liste de conférenciers et de sujets potentiels.
- \* Liens avec l'Acadie: contacter Francis Leblanc (Moncton)



- \* Édition spéciale du calendrier OPIOMM? Collaboration avec une revue (Québec Science, Les Débrouillards?) pour augmenter le tirage.
- \* Liens avec les médias - En parler avec Robert Lamontagne, attaché de presse de la CASCA, et Olivier Hernandez, responsable du "outreach" pour le Centre de recherche OMM.
- \* Discussions avec Robert Lamontagne au sujet des visites du public au télescope les samedis soirs.
- \* Améliorer la visibilité de l'observatoire de St-Elzéar

## 5.2. Marthe Poirier (Coordonnatrice des Expo-sciences et du Défi génie inventif CDLS)

Programme le Club des Débrouillards – rejoint annuellement 50 000 jeunes

- Le thème de la journée nationale – premier samedi du mois de décembre 2009 – pourrait être l’astronomie (500 jeunes)
  - Lors des camps de jours (été ou semaine de relâche scolaire), certaines activités pourraient aborder le thème de l’astronomie
- Publications et bulletins
- Le CLS du Saguenay-Lac-St-Jean publiera sous peu un outil pédagogique « Terre et espace » pour le niveau primaire. Nous pourrions faire un lien avec l’AMA dans le cadre de la promotion de ce nouvel outil
  - Les bulletins électroniques des CLS et celui du CDLS pourraient en faire la promotion (les enseignants du niveau primaire et secondaire seraient rejoints)

Programme Expo-sciences (rejoint 18 000 jeunes à travers le Québec de 12 à 20 ans)

- Lors des finales régionales nous pourrions diffuser un outil promotionnel (ex; signet ou carte) aux visiteurs, aux exposants, aux juges bénévoles – 50 000 copies
- Site web des Expo-sciences : nous pourrions insérer des capsules et donner des explications sur les carrières reliées à l’astronomie
- Dans le cadre des activités scientifiques présentées lors de la finale québécoise, le CDLS pourrait offrir une visite reliée à la thématique. Lors de l’activité « Rencontres d’avenir » où des scientifiques échangent avec les jeunes exposants de 12 à 20 ans. Il pourrait y avoir des scientifiques (astronomes) lors de ce souper.

### Suivi

Le CDLS fera un suivi auprès des CLS afin de connaître le portrait des relations qui existent entre les CLS et les clubs en Astronomie. Le portrait sera par la suite acheminé au comité.

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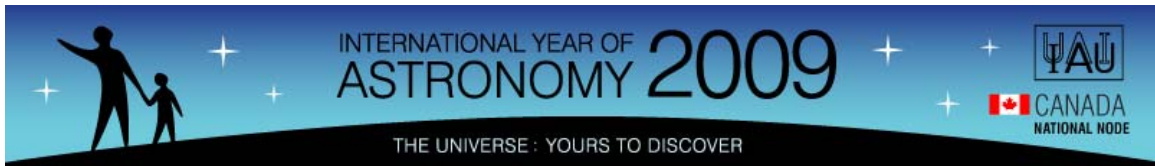
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### 5.3. Isabelle Vaillancourt (Le magazine Les Débrouillards)

#### 1) Le magazine Les Débrouillards

Produira un calendrier-poster sur l'astronomie pour l'année scolaire 2008-2009. Le calendrier pourra être distribué lors des activités touchant les jeunes sous réserve d'une entente avec l'éditeur des Débrouillards. Au bas du calendrier, on fera mention d'un site web où sera hébergée la liste des activités. Notre site web pourrait aussi servir de plate-forme où on répertoriera des activités adressées aux jeunes ou aux profs.

Publiera une expérience touchant l'astronomie durant l'année, accompagnée d'une fiche pédagogique disponible sur le site.

Publiera plus d'articles que d'habitude sur l'astronomie

Pourra organiser un concours pour les jeunes avec les partenaires intéressés.

Le magazine Les Explorateurs étudie très sérieusement la possibilité de lancer une chronique sur l'espace, l'astronomie et la conquête spatiale dès cet été. La chronique pourra contenir un bandeau qui renvoie les enfants vers un répertoire web d'activités adaptées à leur âge en rapport avec l'AMA 2009.

2) Obtenir une soumission pour l'impression de signet ou de cartes à remettre aux participants des activités.

Où j'en suis : La soumission a été demandée à l'imprimeur. En attente d'une réponse.

3) Faire connaître l'AMA 2009 aux médias de vulgarisation scientifique. Leur proposer la collaboration d'astronomes pour leurs reportages.

Où j'en suis : J'en parlerai lors de la réunion du printemps des OVIS (Organes de vulgarisation et d'informations scientifiques) J'enverrai des courriels à RDI junior + Découverte. J'irai rencontrer les membres du Conseil d'administration de l'ACS (ou par rencontre téléphonique) pour sonder leurs besoins en formation de leurs journalistes membres de l'association.

### 5.4. Julie Bolduc-Duval (Enseignante de physique, Cégep de Thetford)

Pour l'AMA, j'ai contacté l'APSQ qui est l'Association pour l'enseignement de la science et de la technologie du Québec. Cet organisme regroupe des gens de tous les niveaux (primaire à universitaire) mais environ 80% de leurs membres sont des professeurs du secondaire. Diane Poulin, qui en est la directrice générale, m'a téléphoné pour m'indiquer qu'elle était très intéressée à participer. Il y a différents

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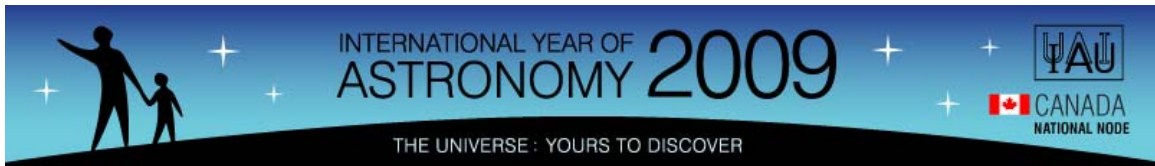
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niveaux d'implications possibles:

- écrire une série d'articles dans la revue Spectres, publiée 4 fois par année;
- tenir des ateliers au congrès annuel à l'automne 2009;
- participer, ou du moins annoncer des activités, au congrès annuel 2008 (en octobre).

Elle m'a dit qu'elle me mettrait en contact avec les gens responsables des congrès. Si je n'ai pas de nouvelles bientôt, je la relancerai sur le sujet. Pour les articles dans Spectres, elle mentionnait que les enseignants aimeraient bien avoir quelque chose de concret (activités...) qu'ils pourraient utiliser en classe. Je crois qu'il serait aussi intéressant de donner des ateliers au congrès avec la même optique. Comme tu l'as mentionné, la FAAQ avait déjà développé des trousseaux qui pourraient peut-être être utilisées à cette fin. Il serait intéressant de voir si nous pouvons utiliser quelque chose qui est déjà fait au lieu de tout réinventer.

Voici les contacts que j'ai pour l'instant:

APSQ: <http://www.apsq.org>

#### 5.5. Pierre Lacombe (Directeur du Planétarium de Montréal)

- le congrès de la Fédération des astronomes amateurs du Québec (FAAQ) aura lieu à Montréal en 2009, les 25-26-27 septembre. La Société d'astronomie du Planétarium de Montréal (SAPM) est responsable de l'organisation du congrès. Un volet public sera présent avec de l'observation du ciel les vendredi (au Planétarium) et samedi (Parc Maisonneuve) soirs.
- Le Planétarium de Montréal entend souligner l'AMA2009 avec deux représentations spéciales; l'une sur les télescopes (au printemps) et l'autre sur Galilée (avec présence de comédiens dans le théâtre des étoiles)(à l'automne). Un projet d'exposition est en discussion pour renouveler les espaces publics du Planétarium.
- Le directeur du Planétarium, Pierre Lacombe, présentera une conférence sur les activités de l'AMA2009 lors du congrès annuel de l'Association canadienne des centres de sciences (ACSC), à London en Ontario en juin prochain.
- Une lettre pour informer les organismes culturels et les inciter à participer à l'AMA2009 est en production. Le projet de lettre sera distribué pour information aux membres du comité de travail.

#### 5.6. Nadège Béguineau: Coordination Programme "Les Innovateurs" à l'école et à la bibliothèque Société pour la promotion de la science et de la technologie

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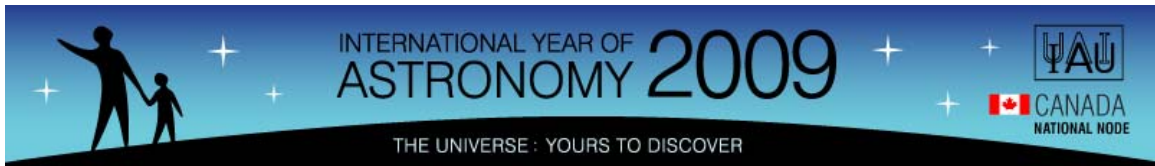
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Nadège a joint le groupe après notre rencontre.

Voici son message : Je suis très heureuse de faire partie du groupe de travail de l'AMA 2009 et j'espère contribuer avec vous au succès de cette année "astronomique".

#### 5.7. Rémi Lacasse (Coordonnateur du groupe Québécois de l'AMA2009; Membre du comité Canadien de l'AMA2009)

Faire le lien entre le comité québécois et le comité Canadien

Rencontrer le CA de la Fédération des astronomes amateurs du Québec (FAAQ) le 15 mars pour partager les actions planifiées.

Clarifier les rôles respectifs du CA de la FAAQ et du comité québécois. (CA du 15 mars)

Planifier un réseau de personnes responsables des activités reliées à l'AMA2009 pour chacun des clubs d'astronomie du Québec.

Présenter nos plans d'action lors de la réunion annuelle de la Société canadienne d'astronomie à Victoria en mai.

Contacteur André Cajolais pour déterminer son intérêt à participer au groupe comme responsable des communications avec les médias.

Contacteur Pierre Chastenay pour confirmer son intérêt à être le porte-parole francophone de l'AMA2009

Planifier notre prochaine rencontre pour le 6 mai à 10h00 au stade.

## 6. Special Project Developments

### 6.1. CSA Launches: 2009, 2010

The Canadian Space Agency's Ruth Ann Chicoine, with input from Denis Laurin, is supporting IYA 2009 very creatively. Recent developments include:

#### 6.1.1. 2009

Canadian astronaut Julie Payette has agreed that one of the ten objects she is permitted to carry in her Official Flight Kit for her Shuttle mission scheduled for April, 2009 will represent Canadian IYA 2009. A proposal list of four concepts (flags, decal, small medal or piece of jewelry, or a DVD with Canadian astronomy images) was submitted last week for consideration by the CSA. We are told a decision will be made promptly, and then we will have until September to design and implement the object, which must meet very strict guidelines. The IYA KC has outlined a conceptual process for obtaining a design from members

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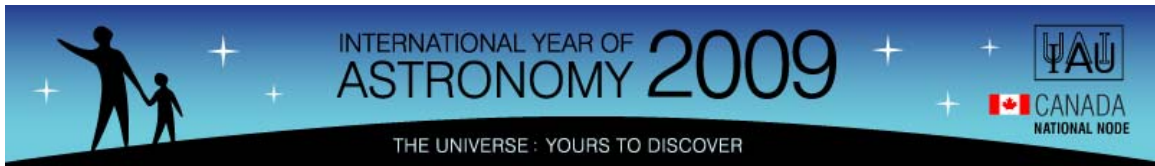
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of the community. Astronaut Robert Thirsk is also scheduled to fly on a long-duration ISS mission in 2009, and it is hoped he, too, will agree to represent IYA in some fashion TBD.

#### 6.1.2. 2010

Confirmation of their intention to launch in 2010 a DVD containing IYA participant names; it is the responsibility of the IYA CC and KC to devise and implement a sufficiently robust tracking system.

#### 6.2. Canada Post

The proposal prepared by John Percy with help from Jayanne English and Jim Hesser has been accepted by Canada Post, who will issue two IYA stamps during the IAU Cornerstone event, *100 Hours of Astronomy*. They have accepted the recommendation to hold the cancellation ceremony in Saanich, B.C., home of the historic Plaskett Telescope. The special envelope will feature Helen Sawyer Hogg, but it is not yet known exactly which (of the many example images provided) they will choose.

To date there is no news regarding the proposal for a commemorative coin submitted by the same group.

#### 6.3. Image Exhibits

Some unsolicited volunteer interest has been shown in the IAU Cornerstone project, *From the Earth to the Universe*, which provides ~100 superb astronomical images that can be used for public exhibits [see <http://www.fromearthtotheuniverse.org/>]. For instance, in Victoria two separate volunteers have been exploring different venues. One has secured access to the atrium of the Bay Centre for the month of February 2009 for an exhibit, for which local fund raising is being explored. Another is exploring exhibit space at the Victoria airport.

At the national level, Jayanne English inspired the creation of a curatorial team for Canadian astronomy images. Members of the team are: Michael Bietenholz, Chair; Jay Anderson, John Dubinski, Jonathan Dursi, Robin Kinsburgh, Matt Kostka and Rémi Lacasse. Their efforts will create a valuable tool for appreciation of Canadian astronomy results throughout 2009 and well beyond, with its obvious links to the LRP recommended national web site.

#### 6.4. CASCA Liaisons

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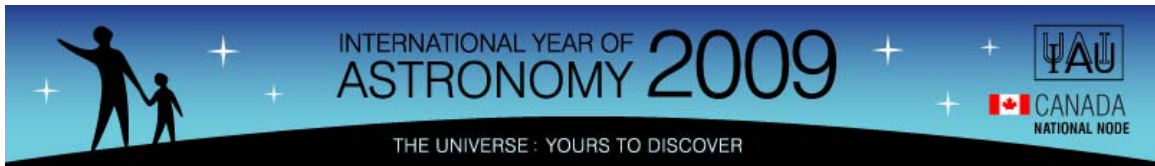
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Since late January I have been working on creating a team with one designated IYA Liaison from a list of Canadian universities supplied to me by René Racine (ACURA), to which I've added names from smaller colleges and universities known to me. One mailing went to the team in late March, and it is hoped to interact with those attending the CASCA meeting during the EPO session. The departmentally-designated Liaisons to date follow.

Alberta	Morsink	Queen's	Courteau
Bishop's	Nelson	RMC	Spekkens
Calgary	Langill	Selkirk	Joensen
Fanshawe	Jedicke	St Mary's	Thacker
Guelph	Thommes	Thompson Rivers	Rosvick
Laval	Drissen	Toronto	Percy
Lethbridge	Naylor	Trent	Patton
McGill	Kaspi	UVic	Elison
McMaster	Reid	UWO	Peeters
Moncton	Leblanc	Waterloo	Harris
Montréal	Lamontagne	York	Delaney

HIA has also established an Institute-wide team for IYA activity planning. These commitments from the professionals in our community represent a powerfully creative resource for IYA 2009 with whom we all look forward to working.

Jim Hesser  
18 May 2008

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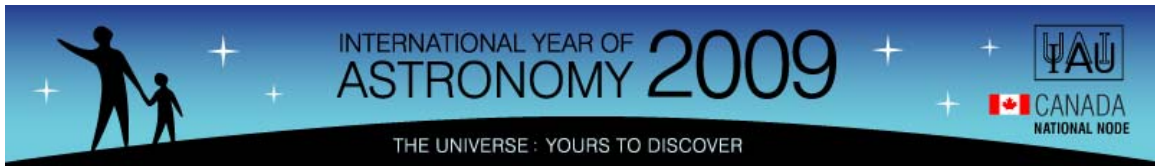
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