

**Report on our Kalamazoo Section's National Chemistry Week (NCW) 2012 –**  
**“Nanotechnology: the smallest BIG idea in science”**

The Kalamazoo Section celebrated the theme with

- A **poster contest** for all children in grades K-12 in our Local Section; two teachers participated in 2 grade categories (6-8, 9-12) with posters submitted for National judging (see below) – **our entry for Gr. 9-12** (by Cassie Kiewiet at Heritage Christian Academy) was selected as a **National winning entry**; she received a certificate and a cheque for \$300 from the National ACS (to see **all winning entries** search the internet for “NCW Illustrated Poster Contest”).
- A live **TV interview** with two of our members on Monday, October 1 [<http://archive.org/details/MNLCelebratingChemistry10-01-12.mpg>] - highlighting the topic and informing the public of the free hands-on Chemistry activity at the Kalamazoo Valley Museum; it was broadcast at least 5 times during the following 2 weeks to a coverage area of 300,000 residents.
- Our flagship event for NCW was our **hands-on science event** at the Kalamazoo Valley Museum: **Fliers** of advertisement were distributed throughout the area, the event was publicized in our **online Section newsletter** and on our **Section website**, via **e-mail** to all K-12 schools, 1000 **placemats** (see copy below) were delivered and used at restaurants in corridor areas and **announcements and advertisements** were published in the *Three Rivers Commercial-News*, the *Kalamazoo Gazette*, *Excelsior*, and a Kalamazoo Valley Museum quarterly **magazine**, *Museon*. Local libraries distributed 400 copies of the Celebrating Chemistry publication along with fliers to their young patrons.

This, our 26<sup>th</sup> hands-on activity (we had 2 in 1988) was attended by 727 patrons during four hours on a rainy, cold Saturday afternoon; fifty-nine (59) volunteers were on hand to present 23 activities from nano-gold, to elephant toothpaste, to slime, to nano-sand, to the volcano; these tables were staffed by high school students, college students, graduate and undergraduate students, faculty, industrial chemists, retirees, and community members. It seemed like all three floors of the museum were a-buzz with joyful learners of all ages. One incentive was the promise of a “**prize**” to visitors who completed at least 10 activities – the youngsters loved that, and at least 150 availed themselves of the opportunity and claimed a **nano mole** as their prize.

Over the 25 years that our Section has co-hosted this event with the Kalamazoo Valley Museum many patrons have become loyal participants, returning to get ideas for their own use in their classrooms, their homes, their scout troops, etc. Some who came as children themselves are now bringing their own children to introduce them to activities that meant so much to them! [Look for a testimonial in the Comment by Cheryl Frech, chair of the ACS Committee on Public Relations and Communications, in the December 10, 2012, issue of *C&EN*]. Just **this year a lawyer who brought his son to the event took copies of our ACS-provided handouts and reported later that he spent considerable time doing activities at home with his son!**

Many educational materials, from both the current and prior years, were distributed. Though the survey software was not functional through the whole afternoon there was delight registered in

everyone's face during the event, and on the way out participants left with questions about the timing of our **next** activity! [The planned theme for NCW 2013 is "Energy: Now and Forever"]



Fun with Dry Ice – Bubbles (photo by Elena C. Hines)



Exploring Fabrication – Gummy Capsules (photo by Elena C. Hines)

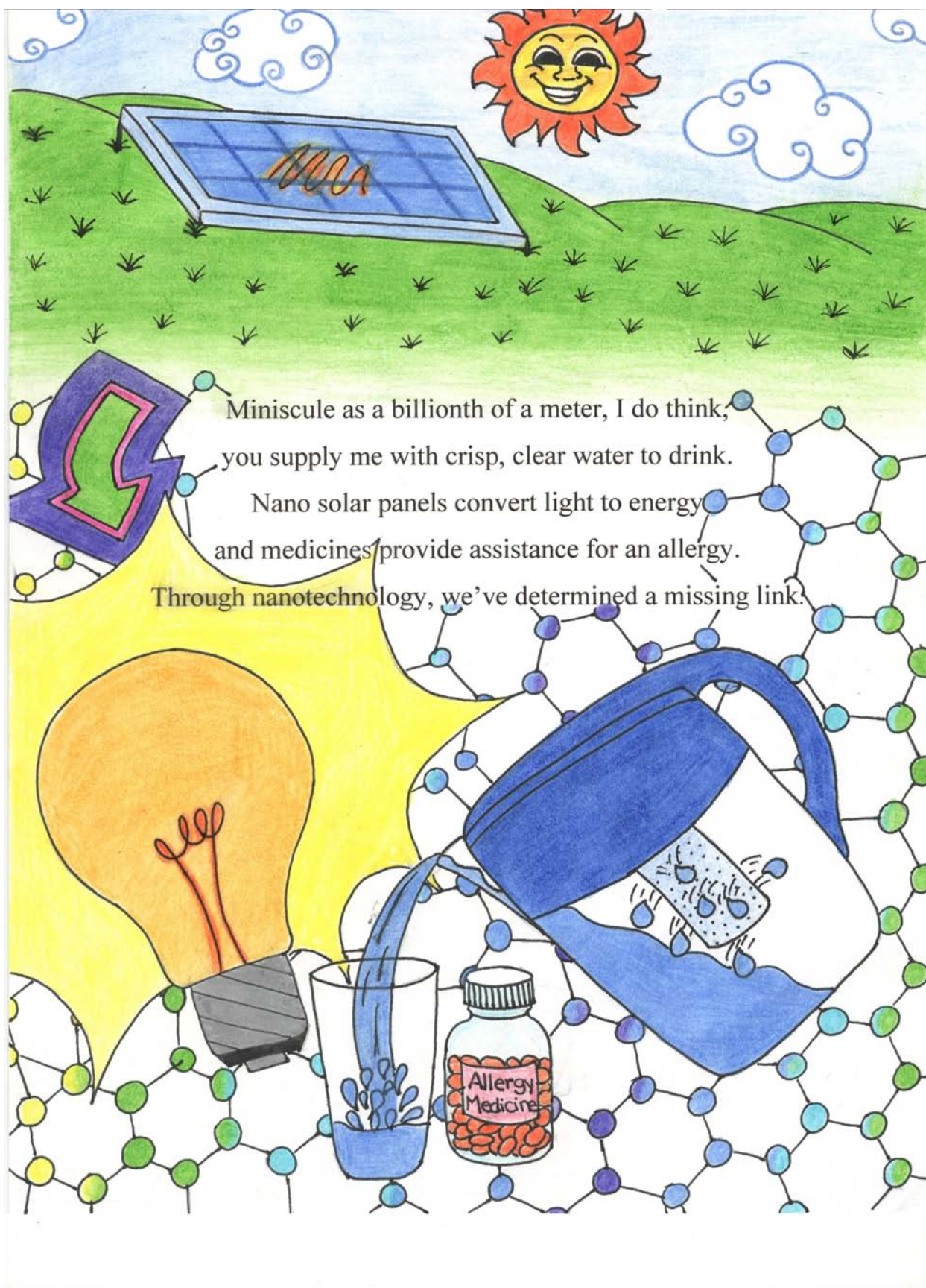
- Four members of the Chemistry Graduate Student Association from Western Michigan University assisted with refurbishing efforts at a historic home in the West Kalamazoo area as a **community outreach** to highlight the concept of "Making More with Less"

Lydia E. M. Hines  
NCW Coordinator – KACS



Shown second: Kalli Banks, Grade 8, Kazoo School, Janice Russo, teacher; Fred Banks, parent





Miniscule as a billionth of a meter, I do think,  
you supply me with crisp, clear water to drink.

Nano solar panels convert light to energy  
and medicines provide assistance for an allergy.

Through nanotechnology, we've determined a missing link.



Nanotechnology is very small

but to scientists it is the biggest of them all

Nanotechnology helps a lot of industries

Health, transportation, environment,  
and electricity

# Nanotechnology



## Hospital

