2011 Chemistry Day at the Kalamazoo Valley Museum (KVM) – a Retrospective

1. *Publicity* – we had announcements published in the Kalamazoo Gazette (4) and the Three Rivers Commercial-News (1) over the 2 weeks prior to the event.

2. *The Event* - On a windy Fall Saturday afternoon, October 15, from 12 noon to 4 p.m. the KVM was busily keeping 650 patrons warm with lots of chemistry-related educational activities. Twenty-three (23) KACS members, along with 32 students (Grades 11-16) and 11 museum volunteers were assigned to 21 displays throughout the first two floors of the KVM. Judging from the enthusiasm of the patrons as they exited the facility the event continued its past tradition of demonstrating the fun and relevance of chemistry **safely** to those who did the hands-on activities. From our exit survey we note that after having gone through the event respondents "think that

chemistry is interesting" and they "will let someone else know what they learned". This year we also had a more extensive collaboration with representatives of NOBCChE (National Organization of Black Chemists and Chemical Engineers). Though the number of teachers, home-schooling families and Cub Scout troop leaders and members was smaller than in prior years, our Chemistry Activity publications were happily taken for use at home. Patrons showed surprise and gratitude for these educational materials, all generously provided by ACS free of charge to the recipients.

The assistance of Annette Hoppenworth and other of the Museum staff was, as usual, invaluable.

Three bonus comments:
    • our event likely resulted in a new member
    • our event piqued the interest of a member employed at MPI
    • our outreach as a Section is fondly remembered by at least one retired teacher, Carol McCarthy of Mattawan, who brought her grandchild and really enjoyed the event

Penny in a Cup (below)

Cleaning pennies with Taco Sauce (above)

Volcano (below)