

**2007
Annual Report
INSIDE**

GUARANTEED FUN
NO EXPIRATION DATE

The Original

Betty Brinn Children's Museum

**SERVING "PEANUTS"
SINCE 1995**



© D

NET WT. 1 OZ. (28.3g)

www.bbcmkids.org

Peanuts may have settled to bottom during shipping & handling.

Questions or comments?
414-390-KIDS (5437)
Weekdays 9 to 5
Central Time

Nutrition Facts

Serving Size 1 visit
Servings per Museum 165,000

Amount Per Serving

Fun Unlimited	% Daily Value*
Literacy Skills	100%
Concepts	100%
Math	100%
Science	100%
Planning	100%
Problem Solving	100%
Cooperation	100%
Self-Discipline	100%
Physical Coordination	100%

INGREDIENTS:
EXHIBITS, PROGRAMS, WORKSHOPS,
EVENTS, PERFORMANCES AND LOTS
MORE TO HELP KIDS LEARN AND GROW!



betty brinn children's MUSEUM

MANUFACTURED FOR:
BETTY BRINN CHILDREN'S MUSEUM
929 E. WISCONSIN AVE.
MILWAUKEE, WI 53202
© BETTY BRINN CHILDREN'S MUSEUM



It was a crackerjack year

...full of fun and learning for 165,000 children and adults who benefited from our commitment to school readiness, a local and national priority. In addition to helping children learn, we educated adults about the influence of early experiences on a child's success in school — and for a lifetime. And, we ensured that *all* children and families had access to our facility by providing outreach programs that served more than 33,000 participants.



Research confirms that early experiences can enhance a child's ability to learn, shape their values and establish their life-long capacity for imagination and creativity. We are proud to be recognized as one of the nation's best children's museums and as one of our community's most respected educational resources. We are deeply grateful to those who support and value our mission, and we are pleased to present this report on our accomplishments during 2007.

Honor Roll

We gratefully acknowledge our Annual Campaign donors of \$100 or more and the Museum's 2007 Gala sponsors and guarantors.

- \$50,000 and above**
Greater Milwaukee Foundation
Community Grant Fund
Franz and Virginia Bidingler Fund
Halbert and Alice Kadish Fund
Northwestern Mutual Foundation
Sendik's Food Market
Wauwatosa Savings Bank
- \$25,000-\$49,999**
Elizabeth A. Brinn Foundation
Richard and Ethel Herzfeld Foundation
- \$10,000-\$24,999**
Breadsmith®
GG Golden Guernsey Dairy®
Greater Milwaukee Foundation
Mary L. Nohl Fund
Harley-Davidson Foundation
Tia and Colin Lancaster
Malhaugen Foundation
Nicholas Family Foundation
Sargento Foods Inc.
Anna and Richard Teerlink
Usinger's Famous Sausage
Carlene and Andrew Ziegler
- \$5,000-\$9,999**
Alterra Coffee Roasters
Argosy Foundation
Center for Creative Play Children's Museum
City of Milwaukee Arts Board
Karen and Robert Dishner
Denise and Gary Elfe
Garden Room
GE Healthcare
Karen and Steve Guy
Hilton Milwaukee City Center and Paradise
Landing Waterpark
Dorothy Inbusch Foundation
Johnson Controls Foundation
Joy Global Foundation
Keyes Charitable Trust
Koss Stereophones
M&I Bank
Michels Corporation
- \$1,000-\$4,999**
14 West
Apple Family Foundation
Artisan Partners LP
Barbara and Gary Baade
Badger Meter Foundation
Robert W. Baird & Company
Robert Barnard and Heidi Marcelle
Betsie and Bill Berrien
Joanne and Robert Bischmann
Briggs & Stratton Corporation Foundation
Children's Hospital and Health System, Inc.
Robert and Virginia Cornog Family Foundation
Dean Foods Company
Deloitte & Touche LLP
Deutsche Bank Americas Foundation
Albert J. and Flora H. Ellinger Foundation
Eppstein Uhen Architects
James Ericson and Patricia Platten Ericson
Charitable Gift Fund
Fleck Foundation
Molly and Patrick Gallagher
Godfrey & Kahn S.C.
Granite Microsystems
Grant Thornton LLP
Greater Milwaukee Foundation
Forbes/Berend Family Fund
Judith A. Keyes Family Fund
Harley-Davidson Motor Company
John T. and Suzanne S. Jacobus Family
Foundation
Johnson Controls
Journal Sentinel, Inc.
Kellogg's
Andrea and Kevin Kenealey
Pamela and Jeffrey Lueken
Marcus Corporation Foundation
Grace Matthews, Inc.
Melissa and Eric Nelsen
Deb and Tim Nustad
Ocean Spray Cranberries, Inc.
Ogden Real Estate
Payne & Dolan
Peck Foundation, Milwaukee LTD
Sheri and Tom Price
RBC Dain Rauscher Foundation
Reinhart Boerner Van Deuren s.c.
Sheila Reynolds and Robert Chang
RFP Commercial
Julie and Michael Schneider
Onnie Leach Smith
Time Warner Cable
Vilter Foundation, Inc.
We Energies
Westridge Builders
Wicks Wood Floors, Inc.
- \$100-\$999**
Anonymous
Associated Bank

- Mortenson Construction
Palermo's® Pizza
Quad/Graphics Inc.
Quarles & Brady LLP
Rockwell Automation Charitable Corporation
Jon Schlagenhaft Design
A.O. Smith Foundation, Inc.
Stackner Family Foundation
Stark Investments
U.S. Bancorp Foundation
US Bank
Barbara and Richard Wiederhold
- \$1,000-\$4,999**
14 West
Apple Family Foundation
Artisan Partners LP
Barbara and Gary Baade
Badger Meter Foundation
Robert W. Baird & Company
Robert Barnard and Heidi Marcelle
Betsie and Bill Berrien
Joanne and Robert Bischmann
Briggs & Stratton Corporation Foundation
Children's Hospital and Health System, Inc.
Robert and Virginia Cornog Family Foundation
Dean Foods Company
Deloitte & Touche LLP
Deutsche Bank Americas Foundation
Albert J. and Flora H. Ellinger Foundation
Eppstein Uhen Architects
James Ericson and Patricia Platten Ericson
Charitable Gift Fund
Fleck Foundation
Molly and Patrick Gallagher
Godfrey & Kahn S.C.
Granite Microsystems
Grant Thornton LLP
Greater Milwaukee Foundation
Forbes/Berend Family Fund
Judith A. Keyes Family Fund
Harley-Davidson Motor Company
John T. and Suzanne S. Jacobus Family
Foundation
Johnson Controls
Journal Sentinel, Inc.
Kellogg's
Andrea and Kevin Kenealey
Pamela and Jeffrey Lueken
Marcus Corporation Foundation
Grace Matthews, Inc.
Melissa and Eric Nelsen
Deb and Tim Nustad
Ocean Spray Cranberries, Inc.
Ogden Real Estate
Payne & Dolan
Peck Foundation, Milwaukee LTD
Sheri and Tom Price
RBC Dain Rauscher Foundation
Reinhart Boerner Van Deuren s.c.
Sheila Reynolds and Robert Chang
RFP Commercial
Julie and Michael Schneider
Onnie Leach Smith
Time Warner Cable
Vilter Foundation, Inc.
We Energies
Westridge Builders
Wicks Wood Floors, Inc.
- \$100-\$999**
Anonymous
Associated Bank

- Robert W. Baird & Company Foundation, Inc.
Gamiel Balady
Lisa Bangert-Balistreri and Theodore
Balistreri
Charlotte and Ray Brinn
Gisella and Ralph Bronner
CB Richard Ellis
Centene Management Company
The Cherry Corporation
Anneliese and Max Dickman
Melissa and Eric Dresselhuys
Jan and Ken Dunlap
Alicia Smith Dupies and Patrick Dupies
Patricia and James Ericson
Chase Ferrer
Celeste and Michael Flynn
James A. Foreman
Greater Milwaukee Foundation
JayKay Foundation Fund
J. Michael and Virginia McBride Fund
Susan and Robert Gruenberg
Patricia and William Hagenah
Jill and Tim Hoven
Colleen and Colin Hutt
IBM International Foundation
Raymond Juneau
Pamela Lager and Charles Phillips
Landmark Credit Union
Paul Modica
Park Bank Foundation, Inc.
Candy and Bruce Pindyck
ProcessWorks, Inc.
Scott and Peggy Sampson Charitable Fund
Lynn and Michael Short
Mowry Smith
Margaret and Daniel Tackes
Jean and Rich Tennesen
Terra Nova, Inc.
Doris and Jerry Vite
Bridget and Thomas Watson
Carrie and John Wettstein
Wisconsin Energy Corporation Foundation
- In-Kind Contributions**
94.5 WKTI
96.5 WKHL
After Hours Formalwear
Alterra Coffee Roasters
Anonymous
Appleton Coated
Big Lots
Breadsmith®
Ray Brinn
Brownberry Bread
BuyCostumes.com
Clear Channel Outdoor
Coca-Cola
Concours Motors Saab
Converting, Inc.
Culver Advertising/Design
Dean Foods Company
DigitCOPy
Discount School Supply
Family Dollar
Folkmanis, Inc.
The Harry F. and Mary Franke Idea Fund
Frito-Lay
F.W. Boelter
GG Golden Guernsey Dairy®
Granite Microsystems
Harry W. Schwartz Bookshops
Richard and Ethel Herzfeld Foundation
Jelly Belly Candy Company
Jewel-Osco



- Joanne and John Fowler
Journal Sentinel, Inc.
Kellogg's Snacks
Kelly and Joe Jones
Keiding Inc.
Kohl's Department Stores
Kraft Foods
Lakeside Bus Company
Metroparent
Miller Brewing Company
Milwaukee Association for the Education of
Young Children
Milwaukee Ballet
Milwaukee Bucks
Milwaukee Public Television
Mortenson Construction
NASCOS
Ocean Spray Cranberries, Inc.
Oconomowoc Landscape Supply &
Garden Center
OfficeMax
Orv's Pizza
Pandl's Catering Complete
Salesforce.com Foundation
Sargento Foods Inc.
Sendik's Food Market
Simma's Bakery
Target
Time Warner Cable
US Bank
Usinger's Famous Sausage
UW Extension Master Gardeners Program
VIP Visual Image Photography, Inc
Walgreen Co.
Patricia Walloch
Wal-Mart
Westridge Builders
WITI-TV FOX 6
- We are pleased to acknowledge Museum donors who have made payments on gifts pledged in previous years.
Elizabeth A. Brinn Foundation
City of Milwaukee Arts Board
Concours Motors Saab
GE Foundation
Karen and Steve Guy
Koss Stereophones
Sharon and Chuck Robinson
Time Warner Cable
We Energies
- Corporate Members**
Community Leader
Quad/Graphics

- CEO Circle**
Stark Investments
- VIP Circle**
CG Schmidt, Inc.
Children's Hospital & Health System, Inc.
GE Healthcare
Northwestern Mutual
Sendik's Food Market
- Partner Circle**
Koss Stereophones
- BBCM Foundation Board**
Tom Schmid, President and Treasurer
Colin Lancaster, Vice President and Secretary
Anne Curley
Matt D'Attilio
Rob Dishner
Peter Hammond
Nathan Johnson
Jeffrey Lueken
Melissa Nelsen
Mike Schneider
- BBCM Board of Directors**
Melissa Nelsen, President
- Board Officers**
Molly Gallagher, Vice President, Education and Exhibits
Karen Guy, Vice President, Development/Strategic Planning
Colin Lancaster, Vice President, Administration
Elizabeth Matkom, Vice President, Friends
Joan Phillips, Vice President, Finance
Michael Short, Vice President, Marketing
Jerry Vite, Vice President, Nominating
- Board Members**
Barbara Baade
Bill Berrien
Joanne Bischmann
James Brent
Robert Dishner
Alicia Dupies
Celeste Flynn
John Hiller
Kevin Kenealey
Hon. Kevin E. Martens
Deborah Nustad
Sheila Reynolds
Chuck Robinson
Anthony Smith
Margaret Tackes
Rich Tennesen
Joseph Ullrich
Thomas Watson
- Honorary Board Members**
Debra Altshul-Stark
Therese Binder, Founder and President Emeritus
Sue Row, Founder
Greg Marcus
Julie Sattler Rosene, Founder
Onnie Leach Smith
Mary Ellen Stanek
Brian Stark
W. Ward White
Barbara Wiederhold
Richard Wiederhold

- Volunteers**
Teddy Aiello, Programs
Teresa Allen, Programs
Debra Altshul-Stark, Exhibits and Education
Kelly Barthel, Finance
Karen Beall, Programs
Bob Bell, Finance
Gina Borsari, Programs
Jeff Bradford, Finance
Betty Brauer, Programs
Ray Brinn, Finance
Adrian Briseno, Programs
Mary Ann Campbell, Marketing
Kaleise Canser, Programs
Sally Cooper, Gala
Matt D'Attilio, Finance
Jazmone Davis, Programs
Jerrica Davis, Programs
Melissa Dresselhuys, Marketing
Patrick Dupies, Gala
Ruth Eisen, Programs
Jamie Esser, Education Intern
Libby Fredman, Gala
Mary Ford, Programs
Lydia Gatzow, Programs
Susie Gruenberg, Exhibits and Education
Lisa Harris, Gala
Jessica Hearst, Gala
Terri Isabell, Gala
Elizabeth Jazwiecki, Programs
Jessica Jere, Education Intern
Kathy Johnson, Gala
Walter Kartman, Programs
Andrea & Kevin Kenealey, Little Sweetheart
Dinner Dance
Courtney Kiefer, Programs
Rachael LaRosa, Programs
Kindra Loferski, Gala
Christina Malliet, Programs
Kim & Marc Marotta, Gala
Marquette University Students, Special Events
Kaitlyn Martin, Programs
Tom Miller, Finance
New School for Community Service, Programs
Lauren Norman, Programs
Cindy Pawelski, Programs
Plus XI High School, Programs, Special Events
Mykella Putman, Programs
Brigid Rau, Programs
Riverside University High School, Programs, Special Events
Julie Sattler Rosene, Exhibits and Education
Sue Rowe, Gala
Taylor Roy-Johnson, Programs
Rufus King High School, Programs
Tracey Scharnek, Gala
Kirsten Schmitt, Programs
Judy Schwerm, Marketing
Service Club of Milwaukee, Programs
Patrick Sheehy, Marketing
Jocelyn Slocum, Programs
Marianne Szymanski, Marketing
Brandon Taylor, Programs
Mike Thiel, Administration
Tria Thomas, Gala
Kimberly Tomich, Gala
Brittany Trimble, Programs
Kelly Twigger, Gala
University School, Programs
Jainessa Ware-Burrell, Programs
Jasmine Webb, Programs
Peggy Weber, Marketing
Whitefish Bay High School, Programs

- Amy Wichert, Gala
Barbara Wiederhold, Exhibits and Education, Gala
Laurie Wolf, Gala
- Museum Staff**
Fern Shupeck, Executive Director
Kristen Adams, Director of Communications
Amous Addison, Cleaning Specialist
Lisa Balster, Associate Director of Community Education
Joel Cenclus, Visitor Services Manager
Jim Collopy, Exhibit Technician
Sherri Conway, Exhibit Development & Marketing Manager
Michael Cook, Exhibit Developer
Oma Cook, Director of Finance and Administration
Ramona Cordova, Cleaning Specialist
Anna Depies, Program and Performance Specialist
Michele Duranso, Communications Coordinator
Katie Gensrick, Program and Community Education Specialist
Suzanne Gierke, VS Assistant Manager
Emily Griesser, Member Services and Development Coordinator
Sandy Hughes, Event Coordinator
Laurie Inman, Accountant
Emily Kotjarvi, VS Assistant Manager
Dan Resch, Exhibit Manager
Carolyn Rydlewicz, Associate Director of Educational Programs
Lindsey Sanders, VS Assistant Manager
Jennifer Sarnowski, Exhibit Rental & Sales Manager
Jim Toth, Director of Exhibits
Kathy Vajda, Development Associate
Rose Visser, Administrative Manager
Anna Warren, Exhibit Floor Manager
Keia Wegner, VS Assistant Manager
Amanda Ziemianski, Group Programs Coordinator
- Visitor Assistants**
Erida Borici
Jessica Doome
Andrew Elfe
Bridget Hirthe
Risa Johnson
Kejavee Lee
Alice Muehbauer
Brent Wray
- Our apologies to any individual or organization who was inadvertently omitted from this list, or incorrectly listed.*





Programs

More than 68,000 visitors participated in our educational programs, including enduring favorites like *Tot Time*, and new activities like *Money Minders*, a financial literacy program sponsored by Wauwatosa Savings Bank. Visitors also enjoyed a variety of arts-themed workshops, including *Art Smart!* and *Betty's Broadway*, thanks to support from the Greater Milwaukee Foundation's Mary L. Nohl Fund, Maihaugen Foundation, Stackner Family Foundation, City of Milwaukee Arts Board and the Wisconsin Arts Board. In addition to activities developed by the Museum, we offered arts programs created in collaboration with local artists and arts organizations, including the Milwaukee Ballet and Modjeska Youth Theater Company. These partnerships produced extraordinary learning opportunities for visitors while highlighting the positive influence of the arts on a young child's development.

All of the Museum's programs are created to reflect state academic standards, as well as developmental milestones recognized by the National Association for the Education of Young Children. More than 26,000 children and adults visited the Museum in 2007 as part of a field trip coordinated through their school, daycare or community organization; almost half were disadvantaged participants who received free or subsidized admission. Thanks to support from We Energies, our field trip options included *Renewable Energy Works*, an opportunity for children to learn how electricity is produced using wind, sun, water and biomass. And, it was another record year for our partnership with the Girl Scouts, with almost 1,500 girls and troop leaders participating in our overnight program and new daytime activities.

Events

Our talented and dedicated volunteers created a spectacular evening for guests who attended the Museum's annual Gala in October, our most important and visible fundraiser. This popular event for adults included a magnificent dinner, dazzling ambiance, an extraordinary auction and plenty of fun on the dance floor — all planned by volunteers to reflect the 2007 theme: *Get Wicked!* Thanks to the generosity of the event's Patron sponsor, the Northwestern Mutual Foundation, the Argosy Foundation's sponsorship of an electronic auction system (which was a smash hit!), and wonderful support from many local businesses, foundations and individuals, our 2007 Gala raised \$171,000 (yup, another record) to fund the Museum's exhibits and programs, and helped raise community awareness of our educational mission.

Thousands of children and adults also enjoyed our family events, including the ever-popular *Valentine Ice Cream Social* and *Little Sweetheart Dinner Dance* in February, and our spring *ABC Garden* event sponsored by the Garden Room. In May, we presented our *Teacher of the Year Award* to two exceptional educators: Maureen Dardis, a kindergarten teacher at Sherman Multicultural Arts School in Milwaukee, and Kathryn Gifford, a third grade teacher at St. Joan of Arc Parish School in Nashotah. The award, which is endorsed by the Wisconsin Education Association Council and the Wisconsin Early Childhood Association, was created as a tribute to Alice Bertshy Kadish, a Milwaukee teacher and cherished Museum supporter who was dedicated to excellence in early education. Our *July 3rd Family Fireworks* party was a sell-out, and our Halloween events were among our most successful ever, with thousands enjoying our daytime *Not-So-Scary Halloween* presented by Sendik's Food Market and more than 500 guests attending our evening costume party, the *Little Monster Bash*. We hosted a preview of our special Curious George exhibit in November, and our friends at GG Golden Guernsey Dairy® helped us close the year with *Winter Workshops* and a countdown on New Year's Eve.



Fundraising

Thanks to community support, we raised more than \$1,000,000 (another record) to fund Museum exhibits, programs and operations. Our annual campaign included an extraordinary commitment from the Northwestern Mutual Foundation to sponsor our most ambitious project since opening — *The Adventures of MR. POTATO HEAD*, a new exhibit developed in collaboration with toy giant Hasbro, Inc., that will debut at the Museum in July 2008, before beginning a three-year tour to children's museums and science centers across the nation. We are deeply grateful to the Northwestern Mutual Foundation for their leadership gift, and to the Greater Milwaukee Foundation for providing additional support through their Franz and Virginia Bidingier Fund and Community Grant Fund. This project reflects our goal of creating exhibits that can be leased or sold to other family-oriented venues, helping to gradually decrease the Museum's reliance on contributions by generating income to support our operation. It is an initiative that has made tremendous progress, thanks to the early and very generous support of Honorary Board Members Brian Stark and Debra Altshul-Stark.

Our campaign also included a major commitment from Wauwatosa Savings Bank to support the continuation of our successful outreach program, *Neighborhood Night*, and help us meet a long-standing goal of developing financial literacy activities for children. We also received a generous unrestricted gift from the Halbert and Alice Kadish Foundation that will be used to support Museum programs for school and community groups. We are deeply grateful for these and other contributions received in 2007 that make our work possible, including generous gifts from the Elizabeth A. Brinn Foundation and Barbara and Richard Wiederhold to support improvements to *A Trading Place*, our popular exhibit about the people, places and processes that make a community work; and unrestricted gifts from the Nicholas Family Foundation, Anna and Richard Teerlink, Carlene and Andrew Ziegler, Denise and Gary Elfe, and Colin and Tia Lancaster.



Visitors

Museum membership set a record in 2007, and more than 24,000 visitors benefited from special admission programs designed to keep our facility accessible to those in our community who might otherwise be unable to benefit from the Museum experience. We enrolled a record 755 families in *Family Focus*, a Museum program that provides free parenting education, Museum membership and transportation subsidies to families in need, including low-income families, teen and single parents, families with a disabled child or parent, foster families, families that do not speak English as a first language, and parents who have court-supervised contact with their children. Our efforts to serve disadvantaged children and families have received national recognition, and we are deeply grateful to those whose generosity makes these programs possible, including the Richard and Ethel Herzfeld Foundation, Quad/Graphics, the Harley-Davidson Foundation, the RBC Dain Rauscher Foundation, the Albert J. and Flora H. Ellinger Foundation, the Joy Global Foundation, the A.O. Smith Foundation and the US Bancorp Foundation.

Neighborhood Night, a program offering free admission one evening each month, was sponsored in 2007 by our friends at Wauwatosa Savings Bank, with media support provided by FOX 6. The program helps us meet the needs of families with limited resources and obligations that make it difficult to visit during regular Museum hours. *Neighborhood Night* served a record 4,705 visitors, including 935 (another record) who attended our annual *Back-to-School Resource Fair* held on *Neighborhood Night* in August. The *Fair* was created to help prepare young children to return to school or to attend school for the first time and provided information on school readiness, health, safety and literacy. Activities included tours of a real school bus, school-related art projects, and workshops for parents, along with free books and school supplies for disadvantaged families. This year's *Fair* was generously sponsored by Colin and Tia Lancaster.



These letters represent common phrases. Can you figure them out?

1. merepeat
2. gesg, segg, gegs, gges
3. faredce
4. poFISHnd
5. 13579 AZ
6. I'M you
7. thought an
8. ban ana



1. Repeat after me 2. Scrambled eggs
3. Red in the face 4. Big fish in a little pond
5. Odds and ends 6. I'm bigger than you
7. An afterthought 8. Banana split

Exhibits

We kicked off 2007 with a special exhibit, *Brain Teasers 2*, produced by the Oregon Museum of Science and Industry. The exhibit offered 20 hands-on activities designed to sharpen problem-solving skills and provide plenty of fun for kids and adults! We were also pleased to introduce new activities as part of *It's Artastic!*, our exhibit featuring visual, language and performing arts. This exciting exhibit now includes electronic drums, an electric guitar, and the *Koss Sound Studio*, which allows visitors to mix music and vocal tracks like a real sound engineer!

Our new kid-size *Sendik's Food Market* exhibit opened in October and quickly became a visitor favorite. Thanks to wonderful support and enthusiasm from Sendik's Food Market and the Balistreri family, our little shoppers have been busy selecting, sorting and stocking the finest pretend products available, including faux fruits and vegetables, canned and refrigerated goods, frozen foods, fresh meat, fish and poultry, bakery items and beautiful flowers. Our thanks to Alterra Coffee Roasters, GG Golden Guernsey Dairy®, Sargento Foods, Inc., Usinger's Famous Sausage, the Milwaukee Journal Sentinel, Inc., Palermo's® Pizza and Breadsmith for their support of this wonderful addition to the Museum experience...and for their help creating the cutest make-believe grocery items you can imagine!

Visitors this past fall enjoyed the opening of *Curious George™: Let's Get Curious!*, on loan from the Minnesota Children's Museum. Our display of this exceptional exhibit — featuring the little monkey that has captured the imagination of children for 65 years — was made possible by the Northwestern Mutual Foundation. The Foundation has been a loyal and generous partner in helping us bring special exhibits to the children and families we serve, and we deeply appreciate their sponsorship of this interactive math, science and engineering-based exhibit.



JOKE BOOK

Q: What kind of phone does the ocean have?
A: A shell-phone!

Q: What do cows listen to?
A: Moo-sic!

Q: How do you know when it's raining cats and dogs?
A: When you step in a pooodle!

Q: Where does a boat go when it's sick?
A: To the dock!

Q: What's brown and sticky?
A: A stick!



Statement of Activities January 1 - December 31, 2007 (Unaudited)		Balance Sheet at December 31, 2007 (Unaudited)	
Income		Assets	
Earned Revenue		Current	\$2,364,778
Admission	\$334,000	Investments	14,075
Membership	223,454	Exhibits	1,514,660
Program	87,724	Leasehold Improvements	1,209,814
Special Event	180,000	Equipment	124,450
Interest	14,910	Less: Accumulated	
Exhibit Rental	47,833	Depreciation	(1,898,860)
Exhibit Sales	11,627	Other Assets	507,000
Other Income	38,699	Total Assets	\$3,835,917
Total Earned Revenue	\$938,247	Liabilities and Net Assets	
Contributions		Current Liabilities	\$297,117
Gifts and Grants*	1,128,862	Net Assets	
In-Kind Goods and Services	474,322	Unrestricted	1,408,057
Total Contributions	\$1,603,184	Fixed Assets	950,064
Total Income	\$2,541,431	Temporarily Restricted	1,180,679
Expenses		Total Net Assets	\$3,538,800
Occupancy	\$167,838	Total Liabilities and Net Assets	\$3,835,917
Exhibits	247,132		
Exhibit Depreciation	105,627		
Exhibit Rental & Sales	76,775		
Programs and Visitor Services	363,409		
Membership and Marketing	692,923		
Development	143,379		
General and Administrative	223,324		
Total Expenses	\$2,020,407		
Change in Net Assets	\$521,024		

*Includes \$650,000 in exhibit-restricted contributions