

betty brinn children's museum

2014 Annual Report



20th
anniversary
edition



April 2014

marked the beginning of our 20th year of operation, prompting us to take a look back at where we started...and how far we have come.

The Museum has benefitted more than 3.5 million people since opening and the children we first welcomed now visit with their own kids. In 1995, we had 1,073 member families – all new! Today, we have almost 4,600 new and renewing members, and member visits in 2014 topped 80,000 – 11 times greater than in our opening year. We are grateful that so many families have made the Museum experience part of their lives.

We have worked hard over the years to address our growing audience and reflect current trends in education, and we are proud to be considered one of the best children's museums in the nation and one of Milwaukee's most respected family destinations. Research continues to underscore the importance of early education and the profound impact of experiences like those provided by the Museum on a child's capacity to become an accomplished student and a productive adult.

Ever-changing community needs, the academic performance of area children, emerging technologies, new approaches to parenting, studies about how children learn, and local economic and workforce initiatives have guided our development of educational exhibits, programs and services for children and families from throughout the region and beyond. Although the Museum has grown dramatically over the past two decades, our mission remains unchanged: We are dedicated to providing hands-on experiences that prepare children for academic success and help adults understand the positive influence of early education on a child's school readiness, values and lifelong love of learning.

Thanks to our visitors, members, volunteers, supporters and community partners, 2014 was a remarkable year and we are pleased to highlight some of our achievements in this report – along with a bit of nostalgia – in honor of our 20th anniversary.



EXHIBITS

A snapshot in time

All of the Museum's original exhibits have long been retired...parting with the pretend apple trees in 2007 was especially tough. Over the years, we have introduced new, enhanced and temporary exhibits to keep the learning experience fresh and engaging, and 2014 was no exception.

- Visitor favorites continued to include **Pocket Park** presented by PNC, a pretend outdoor environment designed to engage our youngest visitors, and **Home Town**, a kid-sized business district that helps children explore the people, places and processes that make a community successful.
- Summertime brought outdoor play opportunities to our balconies, including the installation of our beautiful **ABC Garden** presented by the Garden Room, and the return of our **Bugs on the Balcony** exhibit sponsored by Anderson Pest Solutions.
- In the spring, we introduced **Velocity**, a temporary exhibit that invites kids to have fun with physics as they launch golf balls on tracks, ramps and loops that use special software to measure speed, distance and trajectory. *Velocity* includes a station that lets visitors experiment with design by building and testing their own pathways.
- Our **Art Central** gallery sponsored by Mike and Jennifer Keough featured exceptional drawings, paintings, sculptures, mosaics, and murals created by pre-school, elementary and high school students from throughout Wisconsin, pieces from the Wisconsin State Fair's Young People's Art Exhibition, and the display of works created by local adult artists.



In 2005, the Museum launched its **Exhibit Development Initiative**, a program that creates exhibits – initially for our own audience – that we subsequently offer for lease or sale to other educational facilities, generating income to support our operation and growing community outreach commitments. During the past decade, our exhibits have been displayed at museums, science centers, schools and libraries across the country and around the world, and income from the *Initiative* now covers almost 24 percent of our operating needs.

- To the delight of our visitors, **Smokey Bear & Woodsy Owl: Home Sweet Home** returned to the Museum in February. This national traveling exhibit was created by our Museum in 2009 through a partnership with the U.S.D.A. Forest Service and was designed to encourage families to enjoy – and care for – our nation's spectacular natural resources. A 2014 grant from the Forest Service enabled the Museum to refurbish the exhibit and extend its tour through 2016.
- Our newest traveling exhibit, **Hands-On Harley-Davidson®**, began its national tour in spring 2014. The exhibit was made possible by a partnership with the Harley-Davidson Motor Company and was developed to promote early science, technology, engineering and math education.
- **Trivial Pursuit: A 50-State Adventure!**, a new touring exhibit created by our Museum in collaboration with Hasbro, Inc., opened on our floor in October. The exhibit takes visitors on a pretend trip to each of the 50 states and the District of Columbia, and features historic sites, tourist destinations, arts and sports venues, and family attractions with hundreds of activities, fantastic photo murals and fun trivia about U.S. geography, history and culture.



Visitors during 2014 watched with anticipation as we began implementing the most dramatic changes to our floor since opening.

- A generous grant from the Northwestern Mutual Foundation enabled us to begin work on **Word Headquarters**, a new exhibit (opened February 2015) that highlights literacy as the key to a child's academic and lifelong success. Designed in collaboration with faculty from Marquette University, the University of Wisconsin-Milwaukee and the University of Wisconsin-Madison, the exhibit includes guidance for adults about how to support a young child's development of fundamental skills.
- Thanks to our longstanding partnership with Kohl's Cares and Children's Hospital of Wisconsin, we began planning for the spring 2015 refurbishment of our popular health and wellness-themed exhibit, **Kohl's Healthy Kids: It's Your Move!**, including the introduction of new activities and important messages for adults that focus on safety and injury prevention.



PROGRAMS

More than a million children and adults have participated in the Museum's educational programs over the years, including workshops, activities for early learners, performances, group programs and special demonstrations.

- **Family programs** served more than 11,300 visitors in 2014. Parent/child activities helped caregivers learn how games, music, movement and art activities provide opportunities for early learners to build important literacy, school-readiness and social skills. Visitors also participated in programs developed by Museum staff to complement our educational exhibits, including *It's in the Bank*, a financial literacy game sponsored by WaterStone Bank that teaches children about earning, spending, saving...and sharing. Partnerships with arts groups and community organizations helped enhance our visitor experience and introduce children and adults to the variety of resources available throughout our community, including First Stage, Milwaukee Ballet, US Forest Service, Milwaukee Public Library, Boerner Botanical Gardens and the Wisconsin Conservatory of Music.

Photo album favorites

- Thousands of Museum visitors enjoyed **special presentations** in 2014 by the Florentine Opera Company, Core El Centro, Kids Corps, Anderson Insect Zoo, Trinity Academy of Irish Dance, and Snapdragon Seeds. Visitors also celebrated national holidays and other special days at the Museum, including President's Day, Martin Luther King, Jr., Day, Black History Month, Earth Day, the first day of spring and New Year's Eve.
- Almost 24,000 (up 12% from 2013) children and adults participated in Museum **field trips** in 2014, with 24% receiving admission/transportation assistance based on need. Special programs that reflect state and national academic standards enabled 7,900 participants (a new record) to explore topics in science, math, environmental education, health, financial literacy and the arts. Free busses and reduced fees were made possible by the Herzfeld Foundation and the Kohl's Cares® Field Trip Grant Program.
- Thanks to support from the Stackner Family Foundation and Barbara Wiederhold, we completed **Room to Grow** in 2014, a beautiful amphitheater with retractable doors that provides flexible space for programs and presentations.





OUTREACH

Pictures worth a thousand words

Since opening, more than 575,000 children and adults have benefitted from Museum outreach programs that help ensure access by our community's most vulnerable families, including almost 30,000 participants during 2014.

- In 1999, we introduced **Neighborhood Night**, an evening each month that offers free admission and educational programs to meet the needs of low-income and working families. Almost 6,000 children and adults participated in 2014, thanks to presenting sponsor US Bank, with support from the Brady Corporation Foundation, City of Milwaukee Arts Board, Greater Milwaukee Foundation's Mary L. Nohl Fund, Maihaugen Foundation and media partner FOX 6.
- In 2001, a pilot program called **Family Focus** provided free parenting education, Museum membership and transportation assistance to 120 at-risk families. The positive impact of the program was undeniable. *Family Focus* became an ongoing commitment to meeting the needs of families living in poverty, foster families, teen parents and others struggling to raise a young child. In 2014, we enrolled 1,303 families in the program and Museum visits by participants set a new record. The program was made possible in 2014 by grants from the A.O. Smith Foundation, Brady Corporation Foundation, Herzfeld Foundation, Joy Global Foundation, Krause Family Foundation, Quad/Graphics, Schwab Charitable D.R.E.A.M. Fund, and the Service Club of Milwaukee, and 27 partner agencies who helped us reach some of our community's most vulnerable families.
- Our first **Back-to-School Resource Fair** in 2003 served 362 participants and provided free backpacks and school supplies to help needy families prepare for a successful school year. Our 2014 *Fair* drew 1,627 children and adults, and was made possible by a gift from Mike and Jennifer Keough, school supplies collected by employees from GE Healthcare and US Bank, and 24 partner agencies that distributed information about school readiness, health, literacy, positive parenting, bus safety and after-school programs.
- Our **Special Admissions Program**, established in memory of Mary Leach Smith, has provided free and subsidized field trips for more than 200,000 disadvantaged children and adults. Thanks to major gifts from Onnie Leach Smith and Gary and Denise Elfe, the program benefitted more than 5,800 participants in 2014.

NEW INITIATIVES *A wider-angle lens*

Research indicates that **STEM** (science, technology, engineering and math) activities can positively influence early literacy and school readiness, and that they should be a priority for early learners. In 2014, the Museum made a commitment to expand STEM-based learning by introducing the global "Maker Movement" to our young audience.

- Thanks to the generosity of the Teerlink family, the Museum opened *Be A Maker* (BAM) in June 2014. This communal "makerspace" invites children to work on a broad range of do-it-yourself projects using tools, materials and technologies that help them learn new skills, collaborate and share their accomplishments, cultivating their interest in STEM. *BAM* enabled more than 6,000 children and adults, including families and field trip groups, to explore 3D printers, laser cutters, robotics, sewing, pottery, stained glass, computer coding and more, inspiring our next generation of makers.
- Building on the success of *Be A Maker*, the Museum undertook an ambitious project – co-hosting the first **Maker Faire® Milwaukee**, a regional event that would help highlight the importance of STEM education. Maker Faires, licensed by Maker Media, Inc., are hosted in cities around the world, and thanks to a generous commitment from the Brady Corporation, our free family-friendly Faire was held at Wisconsin State Fair Park on September 27 and 28. The event featured demonstrations, speakers and the work of 180 inventors, artists, entrepreneurs and students that highlighted innovations that are changing how we live, work and learn. Additional support from GE Healthcare, the event's Design & Build Challenge sponsor, supporting sponsors Dremel, Johnson Controls and Mortenson Construction, along with other sponsors and partners, helped make the event the highest-attended featured Maker Faire in the nation. Plans for Maker Faire Milwaukee in 2015 are underway!

Evaluating the positive impact of our work on children and adults is a priority. The Museum assesses exhibits and programs on an ongoing basis, conducting qualitative and quantitative research and collecting valuable feedback from visitors to help improve our facility and educational services. In 2014, the Museum began work on two **research studies**:

- The first study, conducted in partnership with the University of Wisconsin-Milwaukee and the University of Wisconsin-Madison, will evaluate the **impact of maker experiences** on 278 third- and fourth-grade students from Milwaukee Public Schools and is funded by the Herzfeld Foundation. The results of two classroom activities and two programs in our *Be A Maker* space will be available in 2015. In addition to fostering a student's understanding of and interest in STEM, we hope the project will help educators and parents recognize the value of STEM activities for young children and strengthen their commitment to providing these experiences in school and at home.
- A second study guided by faculty and graduate students from Marquette University will evaluate the influence of specific Museum experiences on a child's **early literacy** skills and a caregiver's understanding of their role in the learning process. The study will track families who visit the Museum regularly and those who visit occasionally, with results available in 2017.



EVENTS

Photo opportunity

In 1999, we began introducing a variety of special events to provide family fun and an opportunity for learning. Over the years, these events have become a tradition for many families:

- Our popular **Valentine Ice Cream Social** and **Not-So-Scary Halloween** events were made possible by presenting sponsor Sendik's Food Markets in partnership with Breadsmith, Kemps, Palermo's Pizza and Sargento.
- Hundreds of children and adults celebrated holidays with us at nighttime ticketed events, including our **Little Sweetheart Dance**, **July 3rd Family Fireworks** and **Little Monster Bash**.
- A spring **Outdoor Recreation Resource Fair** attended by 783 children and adults highlighted local opportunities for outdoor fun and environmental education offered by 18 partner organizations, including Schlitz Audubon Nature Center, Friends of Lakeshore State Park, Havenwoods Environmental Awareness Center, Hawthorne Glen and Wehr Nature Center.



In 1996, the Museum's first Gala raised almost \$28,000. Thanks to dedicated Co-Chairs Jackie and Omar Darr and Maggie and Ben Brown, and their talented volunteer committee, our 2015 Gala raised a record \$277,000 to support the Museum's operation and community outreach initiatives. The event was supported by Patron Sponsors Robert W. Baird & Co., the Northwestern Mutual Foundation and Sensient; Partnering Sponsor Boston Store; Raffle Sponsor The Marcus Corporation; and many other individuals and sponsors that we are pleased to acknowledge in our Honor Roll. The Gala Wish List – which enabled guests to direct a gift to a specific program or project – also set a record, providing much-needed support for Museum programs that benefit families in need.

HONOR ROLL

Picture-perfect!

Thanks to our Founders, capital campaign donors, community supporters, and a remarkable naming gift made in honor of Betty Brinn, we opened our doors in 1995 and welcomed 120,000 visitors who flocked to Milwaukee's lakefront to see the brand new Betty Brinn Children's Museum; in 2014, more than 235,000 children and adults benefitted from our exhibits, programs and events. For two decades, our work has been inspired by Betty Brinn's commitment to supporting families that are struggling to raise a young child. We are deeply grateful to the individuals, businesses and organizations that support our educational mission and share our goal of improving the lives of children and families in our community. Because the Museum does not receive operating support from the United Way, UPAF or from city, county or state governments, contributions are critical to maintaining our facility and outreach commitments, and we are honored to acknowledge our 2014 Annual Campaign donors of \$100 or more, Gala Sponsors, and Corporate, Business and Donor-level members.

\$100,000 and more

Brady Corporation Foundation
Children's Hospital of Wisconsin Foundation

\$25,000 – \$49,999

GE Healthcare
Herzfeld Foundation
Joy Global Foundation

\$10,000 – \$24,999

Gary and Denise Elfe
Jennifer and Mike Keough
David and Melina Marcus

Stackner Family Foundation
Tourism Cares – Sharon and Bill La Macchia Grant
U.S. Bancorp Foundation
Barb and Rick Wiederhold

\$5,000 – \$9,999

A. O. Smith Foundation
Debra Altshul-Stark and Brian Stark
BMO Harris Bank
City of Milwaukee Arts Board
Dental Associates
Harley-Davidson Foundation
Johnson Controls
Deborah Kern
Mortenson Construction
Daniel and Nicole Renouard
Time Warner Cable

\$1,000 – \$4,999

Jessie and Jason Allen
Association of Science-Technology Centers
Attron, LLC
Augustyn Foundation Trust
Bill and Betsie Berrien
Joanne and Robert Bischmann
Robert Bosch Tool Corporation
Brady Corporation
Briggs & Stratton Corporation Foundation
Chicago Electronic Distributors
Delta Dental
EverDry Waterproofing

EXACTA

Ann Hammes
Healthfuse
HUSCO International
John T. and Suzanne S. Jacobus Family Foundation
Ted and Mary Kellner
Krause Family Foundation
Onnie Leach Smith
Maker Media, Inc.
Mark Travel Corporation
Bridie and Ed Mooney
Mortgage Guaranty Insurance Corporation
Eric and Melissa Nelsen
PROBOTIX
Sanderson Read and Susan Hauske
Schwab Charitable Fund – D.R.E.A.M. Fund
Service Club of Milwaukee
Victoria Teerlink and Jeffrey Drope
U.S. Bank Corporate Real Estate
John Van Rooy Associates
Vilter Foundation, Inc.
Wells-Fargo Capital Management
Weyco Group, Inc.
W. Ward White and Sydney Greenblatt
Wm. K. Walthers, Inc.

\$100 - \$999

ABG Counseling
Amin and Amy Afsari
Kathryn and Sal Amato
Kim and Mike Antonelli
Artisan Partners
Gamal and Shanna Balady
Ted Balistreri and Lisa Bangert
Andrea and Pablo Barrutia
Andy and Kate Began
John and Maija Bentley
Bevin and John Bonnell
Julie and Bill Bowen
Jeff and Kelly Bradford
Kristen and Sean Briggs
Maggie and Ben Brown
Roberta and Peter Buening
Carl and Constance Burghardt, III
Jim and Pam Coleman
Matt D'Attilio
Jackie and Omar Darr
Jennifer and Paul Deslongchamps
Diamond Discs International
Alicia Dupies



Robert and Ann Eisenbrown
John Emanuel and Wendy Moeller
Kara and Todd Endres
Enterforce
Brenton H. Field, Jr. and Rane E. Field
Moira Fitzgerald and Peter Kammer
Robert and Linda Frank
Molly Gallagher
Clark and Holly Gamblin
Emma Gillette and Sam Halpern
Amanda and Kevin Graff
Greater Milwaukee Foundation
Burns-Schrader Family Fund
Forbes/Berend Family Fund
JayKay Foundation Fund
Tendick Family Foundation Fund (DT)
Greystone Foundation
Patrick and Marguerite Hammes
Diane and Tim Herman
Rebecca and Dan Hamrin
Ann and Jay Hill
Benjamin and Danica Holbrook
Colin and Colleen Hutt
Jewish Community Foundation Gary A. & Amy B. Stein Donor Advised Fund
Rebecca and Zaw Kaj
Jim and Molly Kanter
Herbert H. Kohl Charities
Kohl's Department Stores
Dan and Marie Kramer
Patrick S. Kwiatkowski
Angela and Michael Lambrecht
Marc and Sri Lazzaro
Bart and Laura Lueck





Eric and Nicole Maassen
Beth and Ted Matkom
Sara Meaney
Randy Micheletti
Shannon and Todd Muderlak
Chris Naffah and Stacey Walthers Naffah
Northwoods Web Solutions
Ugo and Sheila Nwagbaraocha
Karen Ordinans
Verne Read, III and Mary Read
Maria and Tim Roloff
Tere and Neil Sackerson
Katherine and Will Schoyer
Andrea and Kevin Senske
Michael and Melissa Sheppard
Amanda Shillingford and David Hehir
Mowry Smith, III
Nita Soref
Joe and Karen Stoeckl
Casandra Tate Mahoney and Mark Mahoney
Alden Taylor
Amalia and Luke Todryk
Julie Tolan and Mark Weisman
Carey and David Vollmers
Colleen and Jeff Wagoner
We Energies Foundation
Karin and Teddy Werner
Allison Williams
Angela and Ross Williams
Sherrie and Paul Williams
Marti and Andrew Wronski
Kim Wynn
Diane Zore

We are pleased to acknowledge additional Museum donors who have made pledge payments on previous pledges.

Anderson Pest Solutions
Breadsmith Franchising
Children's Hospital of Wisconsin Foundation
Northwestern Mutual Foundation
PNC
Palermo's Pizza
Piala's Nursery & Garden Shop, Inc.
Sendik's Food Markets
Shorewood Animal Hospital
Time Warner Cable
USDA Forest Service
Waukesha County Community Foundation
WaterStone Bank Fund

In-kind contributors supporting Museum programs and services

Apple Barn Orchard and Winery
BVK
Barricade Flasher Service, Inc.
Breadsmith Franchising, Inc.
Big Bay Brewing
Bunzel's Meat Market
Steve and Elaine Cannistra
Canopies Events with Distinction
Classy Girl Cupcakes
Jackie and Omar Darr
DIGIcopy
Duranso Roofing, Inc.
Entercom Communications Corporation
Enterprise Lighting, Ltd.
Foley & Lardner LLP
Folkmanis Puppets
Gigi's Cupcakes
Half-Price Books
Journal Communications
Keiding, Inc.
Kemps
Noodles & Company
Patti O'Brien
Philip Lithographing
Print-N-Press
Saloon on Calhoun
Select Sound Service
Sendik's Food Markets
Serendipity Farm
Sprecher
Jeanine Stolpt
Leon Travanti
Visual Image Photography, Inc.
WITI FOX 6
Patricia M. Walloch
Tim and Susan White
Wristband Resources

The Museum's annual Gala provides critical financial support for our operation and we are honored to acknowledge our 2014 Gala supporters.

Patron Sponsors

Baird
Northwestern Mutual Foundation
Sensient

Partnering Sponsor

Boston Store

Raffle Sponsor

The Marcus Corporation

Event Sponsors

BMO Harris Bank
Fiduciary Management, Inc. Investment Counsel
GE Capital
Godfrey & Kahn S.C.
Grant Thornton
Hammes Company
Heartland Funds
Milwaukee Brewers Baseball Club
Bridie and Ed Mooney
PNC Bank
Racon Capital Partners
Julie and Mike Schneider
UnitedHealthcare

Table Sponsors

Advanced Ear, Nose & Throat Specialists
Berengaria Development, LLC
Maggie and Ben Brown
Jackie and Omar Darr
Deloitte
Fiserv
Moira Fitzgerald and Peter Kammer
Foley & Lardner LLP
GE Healthcare
GE Healthcare Detection & Guidance Solutions
GE Healthcare Ultrasound
Granite MEDSystems
Karen and Steve Guy
Marguerite and Patrick Hammes
Harley-Davidson Motor Company
Hydrite Chemical
Johnson Controls
Deborah and Tim Nustad
Meredith and Tom Pence
Primum Marketing Communications
Rite-Hite Holding Corporation
Sendik's Food Markets
Victoria Teerlink and Jeffrey Drope

Town Bank, A Wintrust Community Bank
Carey and David Vollmers
Whyte Hirschboeck Dudek S.C.
Barb and Rick Wiederhold
Carlene and Andrew Ziegler

Grandparents play an important role in a child's life, and we are pleased to thank our 2014 members of Great Grands, a special giving circle that provides grandparents with unique opportunities to enjoy and support the museum.

Founder

Irma H. Daniels

Founding Members

A. Helen Baylor
Dr. Minnie Chambers
Mary Dowell
Mary Kellner
Mildred Pollard
Holly Ryan

2014 Members

Ann Hammes
Mary Kellner

Donor-Level Members

Tamara and David Crum
Linda Davis
Katie Falk
Meghan Findley
Joyce and Alfonso Graham
Diane Herman
Victoria Teerlink and Jeffrey Drope
Mary York and Carolyn Nowacki



The Museum is honored to acknowledge memorial gifts made in 2014 in memory of:

Deborah Aronson
Nancy Mandel
Peggy O'Malley
Martin Rosene
Tybie Taglin



The Museum is proud to recognize these outstanding 2014 Corporate Members that support our mission

Community Leader

Quad/Graphics

VIP Circle

Brady Corporation
Children's Hospital of Wisconsin
GE Healthcare
Harley-Davidson Motor Company
ManpowerGroup
Northwestern Mutual
Sendik's Food Markets

Business Partner Members

A.S. Pindel Corporation
BMO Harris Bank
Badger Meter, Inc.
Davis & Kuelthau, Attorneys at Law
Dental Associates
Dnesco Electric, Inc.
Foley & Lardner, LLP
Gorman & Company, Inc.
HUSCO International
Kapco, Inc.

Milwaukee Tool Corp.
Mortenson Construction
Primum Marketing Communications
Racon Capital Partners
Thomas Orthodontics
WITI-TV Fox 6
West Bend Mutual Insurance Company

BBCM Foundation Board

David Heiny, President/Treasurer
Kevin Roth, Vice-President/Secretary
Matt D'Attilio
Molly Gallagher
Karen Guy
Peter Hammond
David Marcus
Kevin Martens
Mike Schneider

BBCM Board of Directors

Board Officers

David Marcus, President
Debra Altshul-Stark, VP Education
Jeffrey Bradford, VP Finance
Patrick Hammes, VP Nominating
Colin Hutt, VP Marketing
Melissa Nelsen, VP Exhibits
Karen Ordians, VP Administration
Michael Sheppard, VP Development
Barbara Wiederhold, VP Product Development

Board Members

Ted Balistreri
Lisa Bangert
Margaret Brown
Matt D'Attilio
Erickajoy Daniels
Jackie Darr
Alicia Dupies
Rebecca Hamrin
Benjamin Holbrook
Jessica Lochmann
Bridie Mooney
Ugo Nwagbaraocha
Dan Renouard
Tere Sackerson
Casandra Tate Mahoney
Sherrie Williams
Marti Wronski
Erik Zipp

Honorary Board Members

Debra Altshul-Stark
Therese Binder, Founder, President Emeritus
Molly Gallagher

Susie Gruenberg, Founder
Colin Lancaster
Onnie Leach Smith
Greg Marcus
Melissa Nelsen
Julie Sattler Rosene, Founder
Mary Ellen Stanek
Brian Stark
W. Ward White
Barbara Wiederhold
Rick Wiederhold

Volunteers

Ann Affolter, Gala
Amy Afsari, Gala
Rick Akeson, Maker Faire
Lama Alamoodi, Education
Nadrah Al Rudayni, Events
Brad Aleurn, Events
Jessie Allen, Gala
Debra Altshul-Stark, Education, Exhibits, Maker Faire, Product Development
Kathryn Amato, Gala
Larry Anderson, Maker Faire
Luciana Anderson-Gray, Events
Rachel Arbit, Exhibits
Rebecca Arcos, Events
Jen Ausloos, Gala
Katie Austing, Marketing
Caitlin Baker, Education
Zach Ballowski, Education
Kris Barnekow, Exhibits
Kelly Barthel, Finance
Maggie Bartlett, Exhibits
Rebecca Barton, Floor support
Ken Becker, Maker Faire
Sydney Beecher, Education
Kate Began, Gala
Michael Bentley, Education, Maker Faire
Stephanie Bentley, Education, Maker Faire
Bill Berrien, Administrative, Finance, Nominating
Joanne Bischmann, Marketing, Product Development
Damien Blanchard, Maker Faire
Kerry Bolger, Gala
Cassie Bonneau, Gala
Pamela Boulton, Education
Richard Bowman, Maker Faire
Jeff Bradford, Finance
Maggie and Ben Brown, Gala
Emily Bryant-Mundschau, Education, Maker Faire
Tim Burch, Maker Faire
Caitlin Campbell, Floor Support
Sylvia Carlevato, Gala
Karthik Chillakuru, Events
Emma Chojnacki, Education, Maker Faire

Tamara Clammer, Maker Faire
Kathleen Clark, Exhibits
Emma Clough, Education
Brianna Colebourne, Floor
Lori Craig, Exhibits
Karyn Critelli, Maker Faire
Dom D'Amato, Education
Matt D'Attlio, BBCM Foundation, BBCM Foundation Investment Sub-Committee
Sarita D'Souza, Maker Faire
Danila Danesi, Gala
Jeff Dardis, Marketing
Jackie Darr, Friends, Gala
Omar Darr, Gala
Ali Deshur, Education
Leslie Doerr, Gala
Paul Doty, Administrative
Alicia Dupies, Nominating, Product Development
Katie Durant-Schultz, Education
Kathy Durben, Exhibits
Hannah Dziedzic, Education
Marisa Elder, Gala
Nate Engel, Maker Faire
Lisa England, Maker Faire
Laurie Esson, Events
Quin Faletta, Education
Alex Falkenberg, Maker Faire
Sky Ferrell, Education
Nancy File, Exhibits
Matthew Finco, Maker Faire
Moir Fitzgerald, Nominating
Ken FitzHenry, Maker Faire
Erin Folstad, Exhibits
Ellen Force Cahill, Gala
Melissa Freeman, Gala
Kelly Fricano, Gala





Kyle Gacek, Maker Faire
Molly Gallagher, BBCM Foundation, Exhibits,
Nominating, Product Development
Mary Galloway, Maker Faire
Holly Gamblin, Gala
Maria Gaytan, Events
Laura Gembolis, Exhibits
Jason Gessner, Maker Faire
Tammy Gilpin-Ripp, Marketing
Alyssa Goodwillie, Floor Support
Marion Gottschalk, Gala
Amanda Graff, Gala
Shantelea Gray, Events
Steffin Griswold, Maker Faire
Cynthia Grunst, Events
Karen Guy, BBCM Foundation
Erica Halverson, Exhibits
Patrick Hammes, Nominating
Peter Hammond, BBCM Foundation
Rebecca Hamrin, Administrative
Suzy Hauske, Gala
John Heilman, Exhibits
David Heiny, BBCM Foundation
Chris Hemmerly, Maker Faire
Colleen Hermes, Maker Faire
Rebecca Hernandez, Education
Max Herteen, Floor Support
Tim Hertel, Events
Benjamin Holbrook, Finance
Brant Holeman, Maker Faire
Jenn Hough, Maker Faire
Marvin Hufford, Maker Faire
Jon Hughett, Maker Faire
Colin Hutt, Administrative, Marketing, Product
Development
John Jensen, Exhibits

Kathy Johnson, Gala
Lajahmire Johnson, Education
Nathan Johnson, BBCM Foundation
Curtis Jones, Exhibits
Connie Kaiser, Maker Faire
Larry Kaiser, Maker Faire
Dan Karrels, Maker Faire
Claire Kartz, Events
Cassidy Keick, Education
Julia Kennedy, Floor Support
Carissa Kiepert, Events
Sung Hoon Kim, Events
Maggie Klein, Floor Support
Myeongjin Ko, Education
Roberta Kolich, Events
Myf Koss, Maker Faire
Julie Kowalke, Marketing
Tara Kozik, Gala
Amanda Kriesler, Education
Sumeeta Krishnaney, Gala
Ellie Krummel, Floor Support
Dawn Kusow, Finance
John La Disa, Exhibits
Cathy LaLuzerne, Events
Abbey LaManna, Gala
Halle Lambeau, Floor Support
Colin Lancaster, BBCM Foundation Investment
Sub-Committee, Finance
Chris Lawson, Exhibits
Laura Lueck, Gala
Luyao Li, Education
Subin Lim, Education
Breanne Litts, Exhibits
Michael Lois, Education
Carla Lopez, Education
Matt Malone, education
David Marcus, BBCM Foundation, Finance,
Nominating, Product Development
Andrew Marris, Marketing
Marquette Circle K, Events
Alison Marking, Maker Faire
Nicole Martain, Events
Kevin Martens, BBCM Foundation
Bridget Mata, Education
Ted Matkom, Administrative
Mona Matthews, Events
Harvey Matyas, Maker Faire
Olivia Mauseth, Education
Rabiah Mayas, Maker Faire
Mary McClean, Exhibits
Sharlotte McFarland, Maker Faire
Sara Meadows, Gala
De'Shaun Means, Education
Yolanda Mendick, Events
Anne Metcalfe, Gala
Allie Meyer, Floor Support



MailLei Meyers, Maker Faire
Kathleen Miller, Gala
Jennifer Moglowsky, Education, Exhibits
Bridie Mooney, Gala
Jackie Moore, Maker Faire
John Moore, Maker Faire
Surawadee Mounngong, Education
Merari Morales, Events
Jessica Moy, Floor Support
Maura Moyle, Exhibits
Caitlin Nadar, Education
Christine Nault, Maker Faire
Brittany Neihardt, Education
Melissa Nelsen, Exhibits, Friends, Gala, Product
Development
Ziciera Nelson, Events
Deb Nustad, Friends, Gala
Casey O'Keefe, Education
Karen Ordians, Administrative
Jack Osell, Education
Sarah Overholt, Floor Support
Abe Oxley-Hase, Education, Events, Maker Faire
Teagan Oxley-Hase, Events, Maker Faire
Abhinay Pachhapur, Maker Faire
Matt Parlow, Gala
Karen Pauli, Maker Faire
Meredith Pence, Gala
Ashley Peppay, Education
Joan Phillips, Finance
Therese Pickart, Maker Faire
Amanda Pitzen, Education
Nick Pjevach, Education, Maker Faire
Barb Polvich, Maker Faire
Sarah Pratt, Education
Mary Prince, Maker Faire
Symphani Qualman, Events
Wakenda Qualman, Events



Lauren Rachow, Floor Support
Nicole Rackers, Exhibits
Stephanie Radtke, Gala
Tangie Ragsdale, Events
Terrance Raffet, Maker Faire
Eliezer Ramirez, Events
Eliseo Ramirez, Events
Joey Rampolla, Floor Support
Vichal Rana, Education, Maker Faire
Dan Renouard, Finance
Emily Rice, Education
Alex Rikkers, Gala
Caryl Roberts, Education
Liz Roberts, Floor Support
Antoine Roby, Gala
Jim Rodda, Maker Faire
Phoebe Rodda, Maker Faire
Michelle Roghhuett, Events
Ann-Marie Roth, Gala
Kevin Roth, BBCM Foundation, BBCM
Foundation Investment Sub-Committee
Kristen Roth-Briggs, Gala
Keri Sarajian, Gala
Karen Schaefer, Gala
Mike Schneider, BBCM Foundation
Alex Schmieden, Maker Faire
Carol Schwartz, Exhibits, Education,
Maker Faire
Judy Schwerm, Marketing
Kashif Shah, Maker Faire
Steven Shapiro, Maker Faire
Patrick Sheehy, Marketing, Product
Development
Michael Sheppard, Development
Kevin Shermach, Marketing
Jeff Sherman, Marketing
Ruth Short, Exhibits
Colleen Silvernail, Education
Miesha Sloan, Education
Anthony Smith, Marketing
Brian Smith, Events
Candace Smith, Events
Kotiana Smith, Education
Lori Stempski, Exhibits
Cam Stephenson, Gala
Dawn Swartz, Maker Faire
Shenyao Tang, Education, Events
Casey Tate Mahoney, Exhibits, Product
Development
Victoria Teerlink, Gala
JaKe Teran, Events
Mike Thiel, Administrative
Amy Thomas, Education
Tess Thompson, Education
Jacob Thoreson, Education, Events, Maker Faire
Cathie Torinus, Gala

Eliezer Joab Torrijos, Events
 Lynn Turner, Exhibits
 Amy Van Hecke, Exhibits
 Erin Van Rooy, Gala
 Brenda Vento, Marketing
 Ann Vermut, Gala
 Jerry Vite, Marketing
 Betsy Vokap, Education
 Adrian Volden, Maker Faire
 Carey Vollmers, Administrative
 Allison Wagner, Gala
 Jenna Wagner, Marketing
 Diane Wais, Education
 Trevor Wallner, Events
 Stacey Walthers-Naffah, Gala, Marketing
 Joel Wakefield, Maker Faire
 Yinan Wang, Education
 Wauwatosa West High School Key Club, Events,
 Maker Faire
 Wauwatosa West High School Girls Basketball
 Team, Events, Maker Faire
 Karen Werner, Gala
 Barbara Wiederhold, Exhibits, Product
 Development
 Emme Wiederhold, Maker Faire
 Andrew Williams, Exhibits
 Angela Williams, Gala
 Bill Williams, Maker Faire
 Phil Williamson, Events
 Evelyn Wilson-Foley, Events
 Jeff Wohlfahrt, Maker Faire
 Lisa Wolf, Events
 Christiane Wood, Exhibits
 Matt Wurzer, Events
 Ulani Xiong, Floor Support
 Gaby Zabala, Education
 Ruth Zavala, Education



Museum Staff

Fern Shupeck, Executive Director
 Kristen Adams, Chief Advancement Officer
 Philip Atilano, Exhibit Services Lead
 Linda Brown, Membership and Birthday Party
 Coordinator
 Kathy Cannistra, Associate Director of Exhibit
 Development and Products
 Stacie Clough, Exhibit Sales and Rentals
 Coordinator
 Mike Cook, Associate Director of Exhibit
 Development and Maker Experiences
 Oma Cook, Chief Financial Officer
 Jessica Curns, Event Coordinator
 Aaron De Lanty, Exhibits Technician
 Chelsey Devine, Visitor Services Assistant
 Manager & Girl Scout Coordinator
 Joe Dorn, Manager of Maker and Educational
 Programs
 Dale Dupont, Exhibit Technician
 Michele Duranso, Communications Manager
 Sergio Elizalde, Director of Finance
 Sedrick Gray, Accountant
 Dan Grunst, Exhibit Production Manager
 Amy Kazilsky, Director of Education
 Tom Matthews, Lead Exhibit Fabricator
 John McGeen, Exhibit Floor Manager
 Bill Pariso, BAM Program Coordinator
 Joe Pariso, Exhibit Services Lead
 Daniel Switalski, Visitor Services Assistant
 Manager
 Jasmine Viges, Visitor Services Assistant
 Manager & Family Focus Coordinator
 Carrie Wettstein, Chief Operating Officer
 Deb Williamson, Director of Operations &
 Events

Visitor Assistants

Zachary Beaver
 Lisa Dretske
 Andrew Elfe
 Emma Gesinski-Rose
 Maggie Klein
 Amanda Kucharski
 Claire Landis
 Allison Smith
 Cassandra Summerfelt
 Megan Thomson
 Bridget Feerick

We apologize to any individual or organization
 who was inadvertently omitted from this list,
 or is incorrectly listed.

FINANCIALS

The big picture

statement of ACTIVITIES

January 1 - December 31, 2014 (audited)

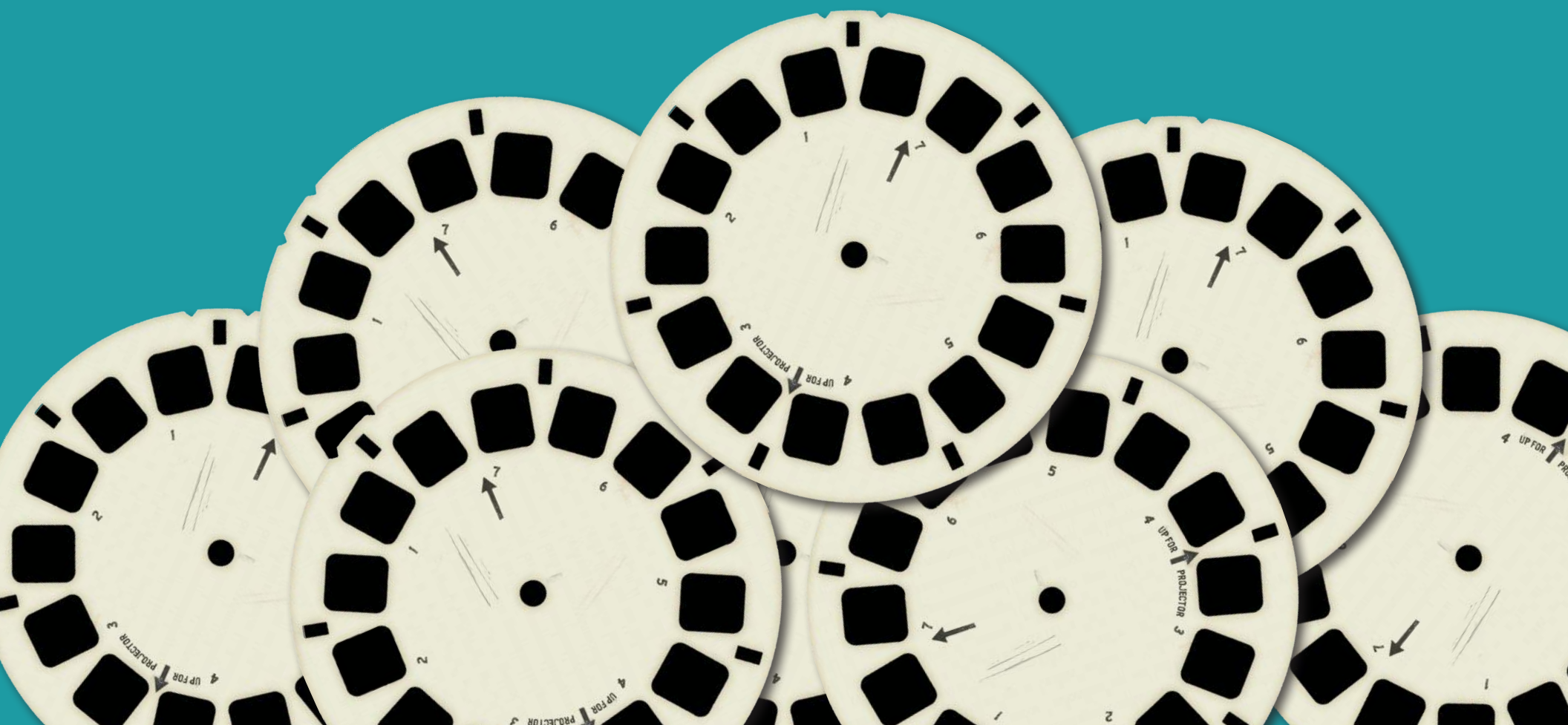
Income	
Earned Revenue	
Admission	\$541,710
Membership	331,458
Programs	24,014
Special Events	250,927
Interest	1,159
Exhibit Rental	440,689
Exhibit Sales	44,633
Other Income	86,728
Total Earned Revenue	\$1,721,318
Contributions	
Gifts and Grants	\$756,522
In-kind Goods and Services	190,352
Total Contributions	\$946,874
Total Income	\$2,668,192
Expenses	
Occupancy	97,805
Exhibits	367,277
Exhibit for Rental and Sales	169,873
Programs and Visitor Services	413,088
Membership and Marketing	460,411
Development	349,149
General and Administrative	338,309
Depreciation	259,017
Total Expenses	\$2,454,928
Change in Net Assets	\$213,264

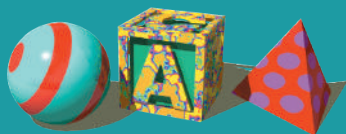
balance SHEET

At December 31, 2014 (audited)

Assets	
Current	\$1,486,825
Investments	0
Exhibits	3,840,198
Leasehold Improvements	1,264,568
Equipment	179,447
Less: Accumulated Depreciation	(2,837,444)
Other Assets	117,174
Total Assets	\$4,050,768
Liabilities and Net Assets	
Current Liabilities	\$742,082
Net Assets	
Unrestricted	\$381,288
Fixed Assets	2,446,769
Temporarily Restricted	480,629
Total Net Assets	\$3,308,686
Total Liabilities and Net Assets	\$4,050,768







betty brinn children's museum

929 East Wisconsin Avenue • Milwaukee, Wisconsin 53202

414-390-KIDS (5437) • www.bbcmkids.org