

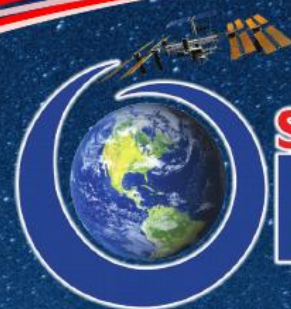


**U.S. Space &  
Rocket Center®**



Smithsonian Affiliate

2015 Annual Report



**SCIENCE ON  
ORBIT**



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### On the cover:

The U.S. Space & Rocket Center's newest exhibit, "ISS: Science on Orbit."



The U.S. Space & Rocket Center partnered with WLRH Public Radio to bring a live taping of Public Radio International program "Science Friday" to the Rocket Center. Host Ira Flatow, right, and guests talked on a variety of space-related topics for the program that was later broadcast on nearly 400 public radio stations.



The U.S. Space & Rocket Center is governed by an 18-member commission appointed by the Governor of Alabama. Shown from left to right are Joe Fitzgerald, (Chair), Phillip Cleveland, Lisa Williams, Scott Hunter, Dorothy Davidson, Roosevelt Lewis, Dr. Suzy Young (Vice-Chair), Rep. Howard Sanderford, Joe Newberry, Lt. Col. Allison Miller, Craig Naudain (Secretary), Dr. Waymon Burke, Tony Zana, Homer Hickam and Ed Bridges. Not pictured are Clinton Carter, Lee Sentell and Joyce Vance.



# Inspiration: Station

NASA is taking its crucial first steps toward the Journey to Mars, and the Rocket Center is proudly showcasing the work of Marshall Space Flight Center. We are giving visitors and trainees an insider's look at the science – and the people – that make it all happen.

We are training them now for the upcoming space missions, too. Space Camp has shifted from the Space Shuttle to the missions of our future – manned Mars exploration on Orion and SLS, and commercial manned missions to the International Space Station and beyond. Science on Orbit, our NASA-funded exhibition of the payloads and systems of the International Space Station, lets them walk through space station modules, providing an authentic, contemporary view of NASA's work "Off the Earth for the Earth." As they depart Science on Orbit, visitors see our Space Camp trainees performing EVA activities on the most dramatic stage.

2015 also marks the year the Rocket Center began an ISS payload, Sally Ride EarthKAM @Space Camp. This NASA-funded Earth observation experiment gives students around the globe the chance to select and capture their own images of the Earth using equipment aboard the station. Sally Ride EarthKAM @ Space Camp expands our educational reach in unprecedented ways, and provides a global audience for our programs and mission.



Space Camp Alumna Samantha Cristoforetti aboard the International Space Station.

Financially, the Rocket Center continues to operate on our own earned income, while investing in improvements to the guest experience and facilities necessary to continue the positive trends in both museum and education program attendance. This financial stability and fiscal prudence enable each and every gift and donation to have the maximum impact on the Rocket Center's mission and future.

The Rocket Center is poised to grow in this period of resurgent international interest in space science and human exploration. The contents of this report are just a fraction of the life-changing experiences that occur every day at the U.S. Space & Rocket Center and Space Camp. Whether you are a lifelong member, or you find yourself from time to time in the Rocket City, I hope that you join us on our mission to explore and inspire.

Warmest regards,

Dr. Deborah E. Barnhart  
Chief Executive Officer and Executive Director







## VICTORY DAY CELEBRATION

**+450** WWII veterans

**+2,000** Guests

### Victory Day

A celebration of the 75th anniversary of the surrender of Japanese forces and the end of World War II.







Smithsonian magazine  
**museum**  
**day live!**

**RECORD-BREAKING ATTENDANCE**

**+5,400**

Each year, the Rocket Center offers free admission during Smithsonian's Museum Day Live! The 2015 event brought the largest number of guests in Rocket Center history.

## ROCKET CENTER TURNS 45

**#1** Tourist Attraction  
**+658,000** Guests

Alabama Tourism Department named the U.S. Space & Rocket Center the state's most visited again.

**↑50%** Days with more than 1,000 guests.



Museum staff wore 1970's uniforms to celebrate Rocket Center's 45th birthday.





# Year of Invention

## 101 Rocket City Inventions

Developed by the Rocket Center's exhibit and curatorial staff, "101 Rocket City Inventions" showcases the creative spirit of the community that sent man to the moon.



## Inventors' Ball

Dr. Richard Kurin, the Smithsonian's Undersecretary for History, Art and Culture and author of the Smithsonian's "History of America in 101 Objects," was the keynote speaker for the Rocket Center's Inventors' Ball. This event celebrating inventors and inventions from the Rocket City raised \$5,000 for the Smithsonian Affiliates Program.



Smithsonian Affiliate



The U.S. Space & Rocket Center recorded oral histories and created content about the invention of the Saturn V Instrument Unit for the Smithsonian's new Places of Invention exhibit, which opened in the National Museum of American History in June 2015.



# ISS: Science on Orbit



## ISS: Science on Orbit

A highlight of 2015 was the opening "ISS: Science on Orbit," a NASA grant-funded exhibit that includes a model of NASA Marshall Space Flight Center's Payload Operations Integration Center and two ISS modules with 20 full-scale replica racks as well as a connecting node with a full-scale replica of the Cupola Observation Module.

Four-time Space Shuttle astronaut and Top Gun pilot Scott Altman joined the USSRC for the rededication of our F-14.



## F-14 Restoration

Restoration of the aircraft at Aviation Challenge continues and 2015 included the rededication of the F-14 Tomcat. A team of former F-14 pilots and crew led the efforts to restore the aircraft that was used in the filming of the movie "Top Gun."



Former astronaut Robert "Hoot" Gibson, Dr. Deborah Barnhart, Chris Key, Space Camp Alumni Advancement Board member, Scott Altman, and Andy Foster, a former F-14 Radio Intercept Officer at the rededication.





# EMERITUS DOCENTS

## +5,100

total  
volunteer hours

### Military Emeritus Docent Program

The Rocket Center launched its Military Emeritus Docent program in 2015, with retired members of the military providing tours of Aviation Challenge. These docents joined the more than 100 NASA Emeritus docents.

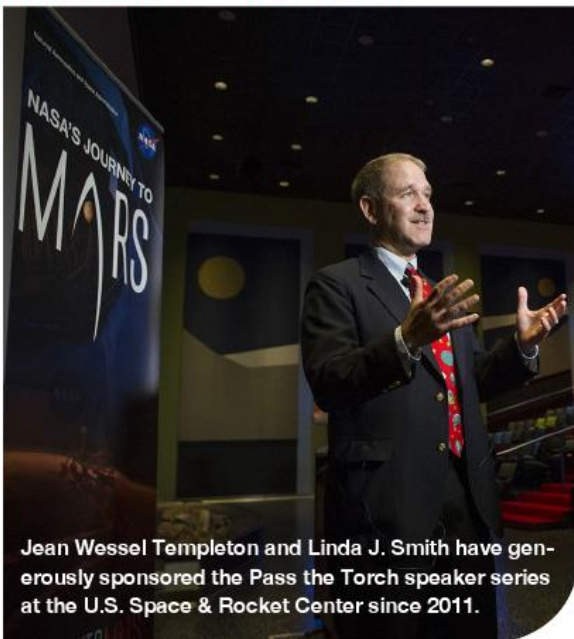


Our Military Emeritus Docents give tours of Aviation Challenge Camp and share their military history.



NASA Emeritus Docent Luke Talley, right, talks with guests about his work on NASA programs.

## PASS THE TORCH



Jean Wessel Templeton and Linda J. Smith have generously sponsored the Pass the Torch speaker series at the U.S. Space & Rocket Center since 2011.

### Presenters

**Dr. John Grunsfeld (shown),**  
NASA Science Mission  
Directorate

**Dr. Jeffry Hansberger,**  
U.S. Army Research Laboratory,  
“The Human Factor in Design of  
Unmanned Air Vehicles”

**Dr. Tyson Bailey Littenberg,**  
astronomer, “Living in  
Einstein’s Universe: Celebrating  
100 years of Relativity”

**Edward O. Buckbee,**  
Former CEO of the U.S. Space &  
Rocket Center, “The Real Space  
Cowboys”

**Commander Scott Altman,**  
Space Shuttle Astronaut,  
“Great Observatories”

**Dr. Cynthia Null,**  
NASA Engineering & Safety  
Center, “Human Factors  
Engineering”

**National Weather Service**  
Storm Spotter Training

**Jim Odom,**  
Hubble 25th Anniversary

**Dr. Ellen Stofan,**  
NASA Chief Scientist “Looking  
Outward, Inward and Homeward”



# Special Recognition

Kerry Kennedy, left, Director of Honeywell Hometown Solutions, presents Dr. Deborah Barnhart with the Hometown Heroes Award.



## Honeywell

### Honeywell Hometown Heroes Award

In honor of her contributions to STEM (science, technology, engineering and mathematics) education, Dr. Deborah Barnhart, CEO of the U.S. Space & Rocket Center, received the national Honeywell Hometown Heroes Award at the Center's Inventors' Ball Jan. 29. Dr. Barnhart was recognized for educating teachers and students through collaboration with Honeywell on two great programs: Honeywell Educators @ Space Academy and Honeywell Leadership Challenge Academy.

More than 4,000 students and educators from 55 countries and 52 U.S. states and territories have attended these scholarship programs.



**Winning Chef** - Clementine de Roode, left, the executive chef at the USSRC, was on the winning team in a culinary competition held at the recent FARE Conference in Nashville, Tenn. De Roode and Peyton Edmonson, commis chef at Sinema Restaurant and Bar in Nashville, bested three other teams in the competition with their dish, a Southwestern-style Asian bulgogi wrap with fruited rice salad and a caramelized onion and barbecue vinaigrette spring salad.

## DISTINGUISHED GUESTS

- The Honorable Heidi Shyu, Assistant Secretary of the Army
- Civilian Aides to the Secretary of the Army
- AMC international military attachés
- Gen. (Ret.) Charles Bolden, NASA Administrator
- Billy Collins, American Poet Laureate
- Dr. John Grunsfeld, NASA Associate Administrator SMD
- Hubert Thieblot, CEO, Curse Inc.
- Joaquin Burgos, Paraguay Minister of National Emergencies
- Sen. Thad Altman, Florida State Senator
- Naoki Okumura, President, JAXA
- Tory Bruno, CEO, United Launch Alliance
- Chris Lee, International Space Policy, UK Space Agency
- AMC Congressional Staff Delegation
- Ira Flatow, Host, Science Friday
- Paul McGann, Actor, Eighth Doctor Who
- Jean-Marcel Thomas, Euro Space Center
- John Glen, Member of Parliament, United Kingdom
- SMD Congressional Staff Delegation
- Vice Admiral James Syring, Missile Defense Agency
- Major Gen. John Wharton, RDECOM
- Dr. Richard Kurin, the Smithsonian's Undersecretary for History, Art and Culture

Heidi Shyu, Assistant Secretary of the Army, tries her hand at landing the space shuttle simulator.





# Special Exhibits

The Center enhances its permanent collection with exhibits that change during the year.

## 101 INVENTIONS THAT CHANGED THE WORLD

**101 Inventions That Changed the World** - An immersive exploration of some of the turning points in human history, from stone-age tools to the Internet.



## The Robot Zoo

**The Robot Zoo** – Immensely popular exhibit that included over-sized mechanical versions of a giraffe, a house fly and other animals and showed how they move, change colors and other feats of nature.



**Science Fiction Science Future** - hands-on and full-body displays that incorporate robots, invisibility, mind control, holograms and augmented reality.







## Global Operations

The Center's "Gateway to Space" exhibit spent 2015 traveling the globe to give visitors a representation of the Huntsville campus' vast collection of space hardware and history. Stops in 2015 included Copenhagen, Denmark; Prague, Czech Republic; and Brussels, Belgium.

The Center is also a part of the globetrotting "NASA: A Human Adventure," which entertained guests in Bangkok, Thailand, Norrköping, Sweden and Seoul, South Korea.



Dr. Deborah Barnhart at the opening of "NASA: A Human Adventure" - Seoul, South Korea



20

Years  
Space Camp Canada



15

Years  
Space Camp Turkey



# Financials

## Operationally Self-sustaining

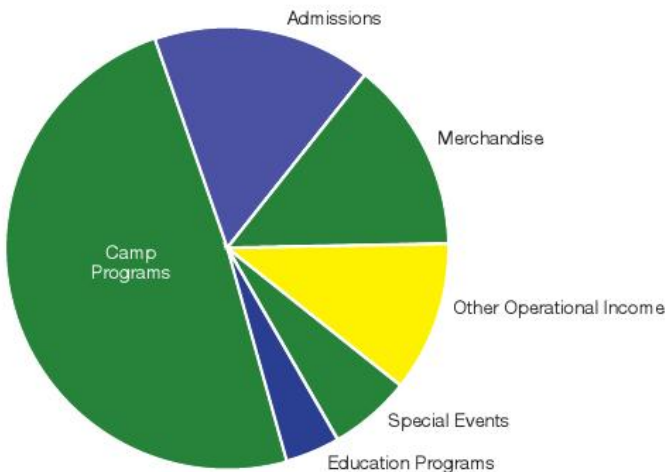
The USSRC continues to maintain operational equilibrium, enabling us to make critical upgrades to the facility and improve the guest experience with new exhibits and programming. The financial stability the Rocket Center has achieved positions us to keep growing along with the post-shuttle resurgence of NASA and the successes in commercial space flight.

In addition to the strength in our core business, part of the Rocket Center's success comes from the performance of a diversified revenue stream that includes international traveling exhibits, Space Camp licensees, special events and catering, merchandise sales and custom camps.

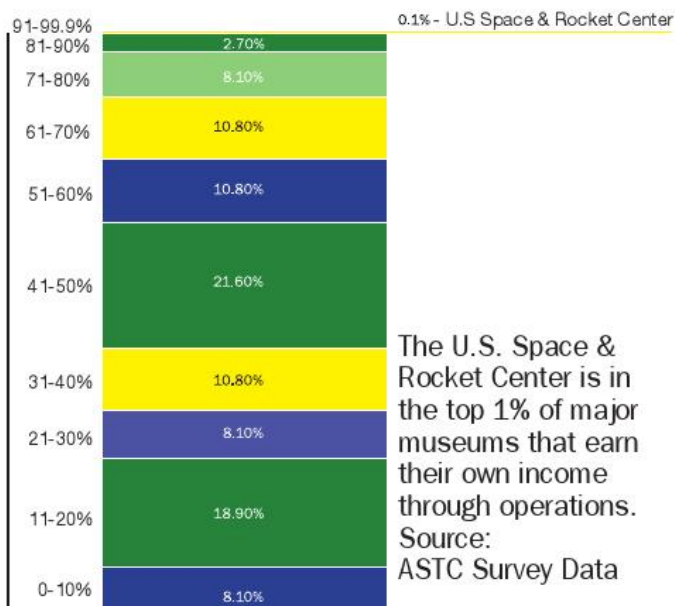
**Center Revenue: \$28.2 million**

**12% increase over Fiscal Year 2014**

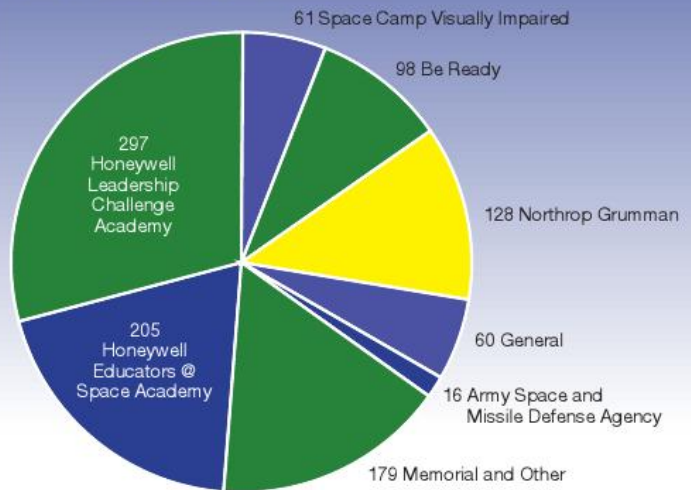
**Highest gross revenue amount since FY2009**



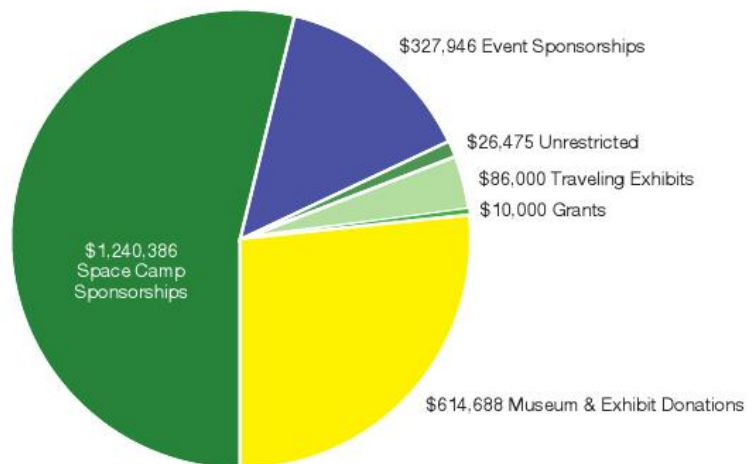
## Earned Income as a Percentage of Total Operating Revenue Among ASTC Museums Earning more than \$10M Annually



## More than \$1.2 million in scholarships awarded to 1,044 teachers and students



## Foundation Revenue: \$2,305,498



Each year, the U.S. Space & Rocket Center Foundation receives proceeds from the revenue from the sale of "Save the Saturn V" specialty license plate tags. In 2015, the Center received \$126,474 from the sale of the tags.



# 100%

State property audit  
of 100 percent  
accuracy – 8  
consecutive years



FY2015

State Appropriation

## \$850,000

Education  
Trust Fund

These funds are committed to the following programs:

### Alabama Teachers to Space Academy

Provides a scholarship for a teacher from every school district in Alabama to attend Space Academy for Educators.

### Space Academy for Leading Students in Alabama

Provides a scholarship for a male and female student from every state legislative district in Alabama.

### Space Camp for Alabama Classrooms

For groups of students 12 or more, Space Camp weeklong programs are half-price (\$499).

## \$1,048,000

Lodging Tax  
Receipts

The U.S. Space & Rocket Center receives funds from a 1% tax levied on lodging in Madison County.

More than 50% of the Center's estimated \$84M economic impact in the Huntsville area is generated from out-of-state visitors.

## \$50,000

Madison County  
Legislative Delegation  
(TVA Exhibit)

## \$75,000

City of  
Huntsville

## \$10,000

City of  
Madison



Rep. Anthony Daniels, Rep. Jim Patterson, Rep. Mac McCutcheon, Rep. Ritchie Whorton, Dr. Suzy Young, Dr. Deborah Barnhart, Rep. Howard Sanderford, TVA President Bill Johnson, and Sen. Bill Holtzclaw.



# Foundation Highlights

**+1,000** Students and teachers attended Space Camp on scholarships and sponsorships



## 12 YEARS OF TRIBUTE



Tommy Holman had an insatiable appetite for all things space.

**PPG Aerospace**



Pictured from left to right are Mike Flachbart, Vice President of Global Space Camp Operations; Jennifer Crozier, USSRC Foundation Executive Director; Tom Meyer, PPG Huntsville Plant Manager; and Louie Ramirez, Chief Financial Officer.

### PPG Aerospace

PPG Aerospace continues to be an important partner providing the U.S. Space & Rocket Center quality aircraft paint to help restore the Center's aircraft exhibits. PPG also supports the USSRC Foundation with donations for Aviation Challenge scholarships.



### Tommy Holman Memorial Scholarship

From the age of 3, Tommy Holman knew what he wanted to do, and by the time he was 6, so did all who knew him. This happy, energetic little boy with an insatiable appetite for all things space wanted to be an astronaut. When Thomas Andrew Holman passed away on Feb. 1, 2004, at the age of 6, his parents, Barry and Sally Holman, set up a Space Camp Scholarship memorial fund in their son's name. Over the past 12 years, more than 2,000 individual contributions have been made to this fund, enabling 60 children to go to Space Camp and continue Tommy's dream.





## U.S. Space & Rocket Center. FOUNDATION

The U.S. Space & Rocket Center Foundation Board from left to right are Dan Montgomery, Sasha Sealy, Tom Butler, Dr. Waymon Burke, John Ramsey, Jeff Samz, Linda Smith, Ben Chandler, Jan Smith, Sen. Arthur Orr and Homer Hickam. Not Pictured Jean Wessel Templeton.

### Donors Fiscal Year 2015

**SATURN V \$500,000 and above**  
Honeywell  
**VON BRAUN \$250,000-\$499,999**  
COPT Property Management Services, LLC  
**APOLLO \$100,000-\$249,999**  
S3  
Northrop Grumman Foundation  
State of Alabama - Specialty Tag Revenue  
**GEMINI \$50,000-\$99,999**  
City of Huntsville  
The Boeing Company  
Lighthouse for the Blind  
**MERCURY \$30,000-\$49,999**  
ASMDA  
Davidson Technologies  
**JUPITER \$15,000-\$29,999**  
Madison County Commission  
Orbital ATK  
Jean Wessel Templeton  
Toyota Motor Engineering & Mfg. North America  
Aerojet Rocketdyne  
National Space Club  
PPG Industries  
**EXPLORER \$5,000-\$14,999**  
Birmingham Airport Authority  
ATK Launch Systems Group  
Military Child Education Coalition  
Lockheed Martin  
Tennessee Valley Authority  
ASRC Federal Holding Company, LLC  
Alumni Advancement Board  
Inspire Project (The)  
State of Alabama Office of Faith Based and Community Initiatives  
Iberia Bank  
City of Madison  
Chambers Bottling Company, LLC  
Delta Gamma Foundation  
Dave Zabihaylo  
State of Wisconsin  
Awareness Ministry  
SAIC  
COLSA CORPORATION  
Lamar Outdoor  
Dorothy Davidson  
Techni Core  
John Ramsey  
Rockwell Collins  
Redstone Federal Credit Union  
Northrop Grumman  
Linda Smith  
Corporate Office Properties, LP  
Ben Chandler  
**REDSTONE \$1,000-4,999**  
Air Defense Artillery Association RSA  
Universities Space Research Association  
Mathcounts Foundation  
National Defense Industrial Association  
Dynamics, Inc.  
Teledyne Brown Engineering, Inc.  
Ocoee Management Inc.

AAAA Tennessee Valley Chapter  
Eagle Riders Bingo  
Jerry Damson Honda  
Intuitive Research and Technology Corp.  
Huntsville Utilities  
Avion Solutions  
Torch Technologies, Inc.  
Semper Fi Community Task Force Inc.  
Franklin Co. Board of Education  
Chris Heisel  
Ann Close  
Berry College  
Anderson Hotels, Inc.  
Woody Anderson Ford  
Strategic Defense Solutions  
State of Alabama  
Roosevelt Lewis  
Peopletec, Inc.  
Patty Dare  
Millennium Engineering  
Intergraph  
Genesis Engineering Solutions, Inc.  
Bradley Arant Boult Cummings LLP  
Lockheed Martin Mechanisms Education Association  
Aetos Systems, Inc.  
YourCause Chevron Matching Employee Funds  
Wyle CAS Inc.  
Wolff Family Charitable Trust  
W.C. Powell  
UAHuntsville  
Stephanie Kayden  
Sigmatech, Inc.  
Science and Engineering Services LLC  
Ryan Brukardt  
Roger Bedford Senate Campaign  
Richard Green  
nLogic, LLC  
Mary Cassidy - Comcast  
Madison County Legislative Delegation  
Lorrie Freeman  
Liberty Learning Foundation  
Laura Verouden  
Kristi Schurk  
Jan Nell Bryant  
Infotech Enterprises  
InfoPro  
Huntsville/Madison County Convention & Visitors Bureau  
Gayle H Duke  
DuMidi Womens Club  
Doug Johnson  
Dorothy Davidson  
Don Thomas  
Dawn Clary  
Dan Montgomery  
Cyient, Inc. (Infotech)  
Community Spirit Bank  
CB&S Bank  
Betty McNeely  
BASF Corporation

AUSA  
AT&T  
Andreas Forrer  
American Helicopter Society International  
AI Signal Research  
**GODDARD Up to \$999 -**  
Rebecca Sparks  
State Farm Ins. - Alan Murphy  
System Safety Society  
Floyd County Schools  
H. Christoph Stuhlinger  
Dan Oates  
Whitfield County Schools  
Museum Tour, Inc.  
MSB Analytics  
Linda Woodcock  
Jeffrey Randolph  
Huntsville Alumnae Delta Sigma Theta  
Floyd Clark  
Andrew Partynski  
Barry and Sally Holman  
Jacquelyn Dannenberg  
Army Officers Wives Club of the Greater Washington Area  
Hampton Inn  
CFD Research Corporation  
Dean Bong  
USSRC  
William Seidler II  
Stemlock, Inc.  
Rich McAdams  
L3 Communications  
John and Karen Holman  
Douglas Mulinix  
Jonathan Carr  
Todd M Benzschawel  
Richard Carter  
Georg and Asta Von Tiesenhausen  
Dr. Patti Dare  
Dana G. Town  
Bryan Lackey  
Gordon Russell  
Benjamin Schwartz  
Amanda Howard real Estate  
Wendy Wallace  
Wayne Hudry  
Tod Jordan  
Thomas Aaron Moore  
Scott Mills  
Sarah Chombeau  
Rowan DeWitt  
Rish Wood  
Richard Deininger  
Patrick Ronan  
Network for Good  
Nancy Kane  
Mark Henley  
Leo Gray  
Kristen Bumpas  
Kathleen Throckmorton  
Johnson Robinson P.L.C.  
John Clancy

Joe Ausfahl  
James Walter  
James Ulrich  
James Moses  
James Allan  
Jack Stokes  
Henry Leroy Brown  
Helvi Ridge  
Hamilton Family Charitable Fund  
Erin Rawlick  
Don Pyles  
Diane O'keefe  
Danelle Slater  
Brenda Carr  
Army Officer's Wife's Club of the Greater Washington Area  
Alex McCool, Jr.  
Virginia McDonald  
Lisa Solitario  
Reinhard Nann  
William Grafton  
Suzan Kobashigawa  
Sean Delaney  
Samuel McColloch  
Morri DeWitt  
Mary McLaughlin  
Martha White  
Kimberly Sanders  
Kenneth & Penelope Ekegren  
Justgive  
Janice Bornstein  
Eve Burton  
Dotti Harris  
David Setyon  
Catherine Jenkins  
Cary Andrews  
Carol Seal  
Carol Eckerich-Namatame  
Ann Lantz  
Andrea Hanson  
Aleta Smith  
Jonathan Cirtain  
Emily Metzger  
Estate of Frederick Bailey  
Susan Best  
Linda Marburger  
Kyle Miller  
Erica Fleming  
Chris Hall  
Beth Aldrich  
Russell Cude  
M. G. Harsh or Eleanor Harsh  
Lauren Mitchell  
John Novelli  
Jennifer Maehl  
Gary Svec  
Elizabeth Hollingsworth  
Dennis Cardoza  
Ardyth Williams  
Owen Tyack  
Matthew Knies  
David Smitherman  
Katharine Schulz



# Space Camp® Highlights



**Space Camp®** has been helping inspire the next generation of explorers for more than 33 years. This internationally-known program with more than 700,000 alumni is based on NASA astronaut training and focuses on teamwork and leadership skills.

2015 brought exciting new missions, including one to Mars, and a remodeled Space Camp training floor with increased visibility to the public.

**Aviation Challenge® Camp** presents students with real-world applications of math, science and technology as they “fly” jet fighter simulators and go through land and water survival training. This military-influenced avionic experience instills pride and professionalism as students learn about aeronautics, propulsion, aviation history, flight fundamentals and leadership.



**Space Camp® Robotics** trainees bring robotics design skills together with business savvy as teams compete to solve problems and win contracts. Teams also build four different robots that operate on a land, air and sea component.

**+14%** Increase in  
Space Camp Trainees

**+33%** Increase in  
Aviation Challenge  
Trainees

**+43%** Increase in  
Space Camp Robotics  
Trainees





**2015 TEAM SPONSORS**

**Orbital ATK**

**Coca-Cola**

**Honeywell**

**NORTHROP GRUMMAN**

**PPG Aerospace**

**SAIC**  
From Science to Solutions











### 2015 Team Sponsors

Nurturing the next generation of explorers is central to Space Camp's STEM curriculum, and programs promote career awareness. Each summer, corporations are invited to sponsor a team and each week one of the sponsors is featured as the corporation of the week. Corporate executives meet with trainees to tell them what their companies do and talk about career opportunities.



## INTERNATIONAL ATTENDANCE

Top 10 countries outside the U.S. to send trainees to Space Camp

	630 Australia		217 UAE		55 South Korea
	371 China		147 India		47 Egypt
	300 United Kingdom		67 Canada		36 New Zealand
	281 Costa Rica	<div>47% increase in international attendance</div>			



# Education Programs



68 Alabama teachers took part in a Space Academy program sponsored by state legislature.



## STEMcon

In 2015, 81 teachers attended Space Academy for Educators on scholarships funded through a NASA grant. These STEMcon formal and informal educators were from the Marshall Space Flight Center service area that includes Alabama, Arkansas, Iowa, Missouri and Tennessee.

## Alabama Teachers

In June, 68 Alabama educators learned immersive techniques to prepare the state's next generation workforce for STEM careers. The Alabama Legislature expanded the program for 2016 to include training for one male and one female student from each legislative district.

## International Space Camp

Teachers of the Year from across the United States and U.S. territories were joined by educators from Belgium, Norway, India, Greece, Austria and Germany for a week of global bridge building. The Council of Chief State School Officers coordinates the National Teacher of the Year Program and has been bringing teachers to ISC for more than 20 years.

## 100-YEAR-OLD TRAINEE



Retired teacher Mercedes Fox attended Space Academy for Educators in 2015. At 100, she was the oldest person to attend Space Camp.



# Custom Programs



Corporations and groups from around the country come to Space Camp and Aviation Challenge for leadership training and teambuilding each year. Here's a sample of some of the groups we worked with in 2015.

## 2015 Custom Camps

Army Corps of Engineers  
Hexcel  
ULA  
EO Birmingham  
Lucas Petroleum  
Curse  
Ciena

Tennessee Bar  
Whole Foods  
Fleet Feet  
Leadership Huntsville  
AirMed  
Travelers Insurance



**3,399** **26**  
Trainees Years



**2,042** **28**  
Trainees & Staff Years

**BE READY CAMP**  
READYALABAMA.GOV

**98** Students participated

Be Ready Camp teaches sixth-graders in Alabama critical skills in disaster preparedness and response.



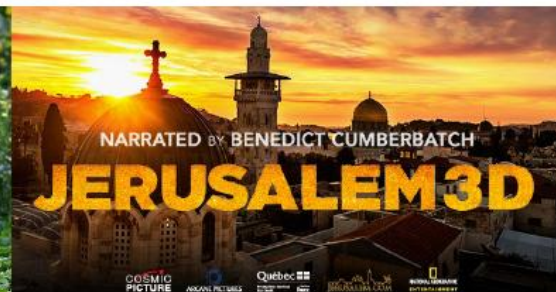
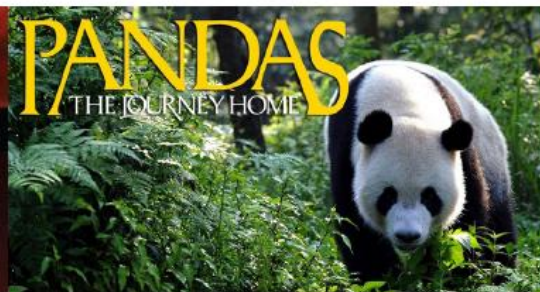
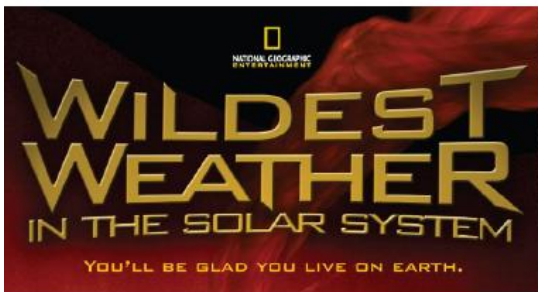


# National Partnerships



**National Geographic Theater**  
**151%** increase in year-over-year attendance of the theater's offerings.

The U.S. Space & Rocket Center partnered with National Geographic to brand the Center's digital theater in the Davidson Center for Space Exploration a National Geographic Theater. With this branding partnership, the Center gains special access to one of the world's largest award-winning giant screen and 3D film libraries.



 **BOY SCOUTS OF AMERICA®**

## Boy Scouts

The U.S. Space & Rocket Center was introduced as a partner at the National Boy Scouts of America meeting in May 2015. Boy Scouts attending Space Camp, Aviation Challenge and Space Camp Robotics meet all the requirements to earn badges in the related fields.



Space Camp took part in the Destination Imagination Global Finals held in Knoxville, Tenn.

 **DESTINATION IMAGINATION®**

## Destination Imagination

Space Camp and Destination Imagination have joined forces to take STEM education to classrooms around the world. Along with incorporating Space Camp curriculum into their challenges, DI plans to bring hundreds of teachers to Space Camp in the summer of 2016 as part of the Ignite Innovation Education Summit.





## EarthKAM

In 2015, the U.S. Space & Rocket Center, with partners University of Alabama in Huntsville and Teledyne Brown Engineering, was awarded the NASA contract to operate the Sally Ride EarthKAM (Earth Knowledge Acquired by Middle school students). Sally Ride EarthKAM @ Space Camp is the only publicly accessible science payload on the ISS. Teachers and students from around the globe can request images of Earth from the station. This free program offers formal and informal educators the opportunity to engage their students in space science and NASA's mission activities, as well as additional curricular materials that extend the EarthKAM experience beyond the weeklong missions.

## Space Racers

The U.S. Space & Rocket and the hit children's show "Space Racers" were selected for a cooperative agreement with NASA to produce episodes of the space-themed animated program. The Rocket Center will also develop educational and professional development products to accompany seasons two and three. "Space Racers" received international acclaim and a Parents' Choice Award in its first season on PBS, and upcoming seasons will be picked up through NBC's Sprout Network, the world's largest network devoted to preschool children's programming.



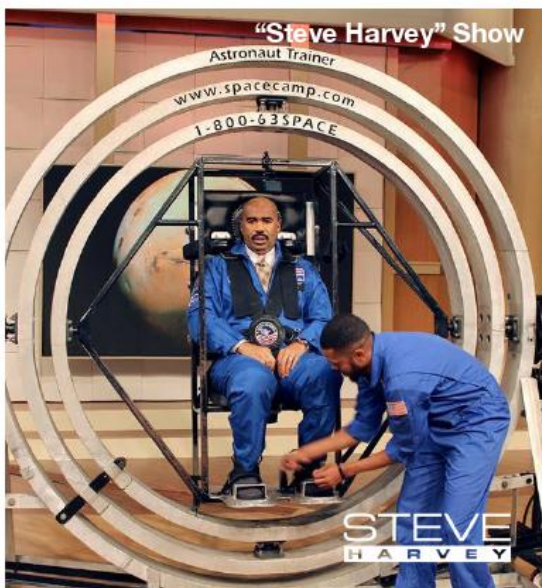
Sally Ride EarthKAM © Space Camp photo of the Rio Grande







## Media Events





# Marketing Promotions



Time Inc.  
"The Mars Generation"  
Documentary



Cake Boss  
Buddy Valastro  
and family



"Good Morning  
America"

## Scooby-Doo Moon Monster Madness!

Six-week campaign: Feb. 17 – March 31, 2015  
Sweepstakes for Family Camp giveaway via WB corporate (national level) and on-air and online in each of 10 top media markets

Estimated media value, \$510,000 with 7,080 spots aired. Space Camp gave away 10 DVDs via spacecamp.com: 4,951 people registered with 4,012 opt-ins to receive our emails (81% conversion rate)

## Boys' Life, 2015 Promotion

Aviation Challenge weeklong camp giveaway  
Promotion Period: January 21–April 30, 2015

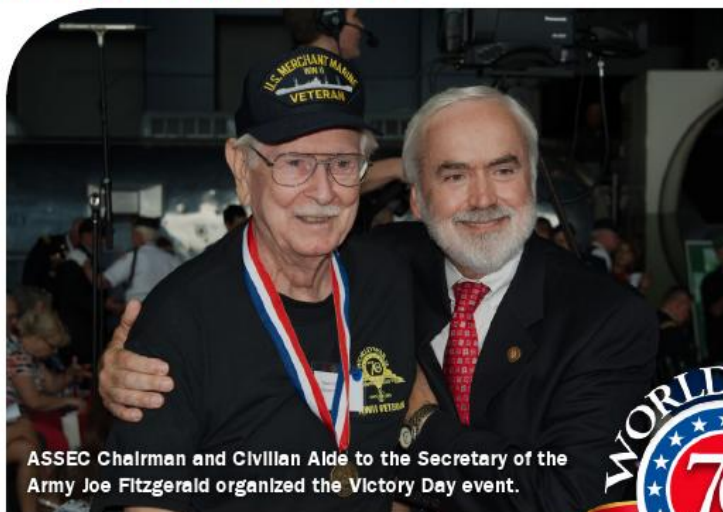
**CNHI** COMMUNITY NEWSPAPER HOLDINGS, INC.

Community Newspaper Holdings (CNHI) serves more than 130 communities through the U.S. Pro-bono advertising for Space Camp courtesy of Retirement Systems of Alabama (Note: CNHI is financed by RSA)



**33 RAYCOM**  
Television Stations *Media*





ASSEC Chairman and Civilian Aide to the Secretary of the Army Joe Fitzgerald organized the Victory Day event.



## Museum Events

### Victory Day

The U.S. Space & Rocket Center was proud to welcome close to 500 WWII veterans for Victory Day, an event marking the 75th anniversary of the surrender of Japanese forces and the end of World War II. Alabama Space Science Exhibit Commission Chairman and Civilian Aide to the Secretary of the Army Joe Fitzgerald organized the tribute to WWII veterans that included young men and women in period military uniforms and dancing to Big Band hits under the Saturn V Moon Rocket.

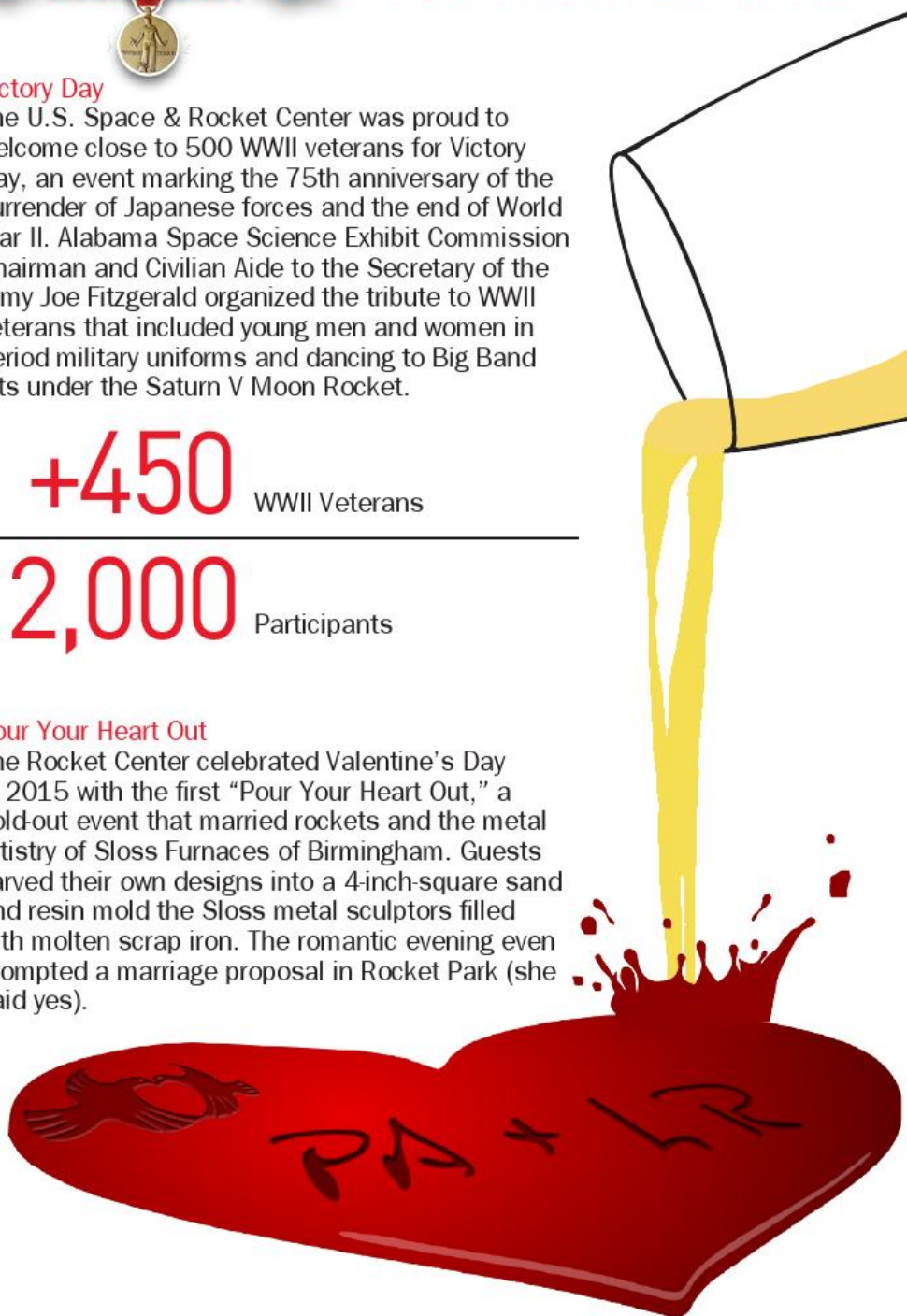
**+450** WWII Veterans

**2,000** Participants



### Pour Your Heart Out

The Rocket Center celebrated Valentine's Day in 2015 with the first "Pour Your Heart Out," a sold-out event that married rockets and the metal artistry of Sloss Furnaces of Birmingham. Guests carved their own designs into a 4-inch-square sand and resin mold the Sloss metal sculptors filled with molten scrap iron. The romantic evening even prompted a marriage proposal in Rocket Park (she said yes).





Ringling Brothers and Barnum Bailey acrobats, clowns and extreme sports performers visited the Center to promote staying healthy as part of the Circus Fit program.



### NASA Human Exploration Rover Challenge

High School Division – Obstacle Course

First Place: University Gardens High School of San Juan, Puerto Rico

University Division – Obstacle Course

First Place: International Space Education Institute - Team Russia of Moscow



95 Teams

18 States and Puerto Rico

4 Foreign Countries





### Orion EFT1

Space Camp trainees and hundreds of members of the public got up before dawn to watch Exploration Flight Test 1, NASA's successful launch of Orion crew capsule that will one day carry astronauts to Mars. The USSRC flew a payload of Space Camp medals and ribbons on the EFT1, thanks to the generosity of Lockheed Martin.

## Biergarten

STEIN & DINE



**33** Weeks of Friends,  
Authentic German Food  
and Beer and Local Brews

**+17,900** Number  
of Guests

**+\$16,000** Donations  
to Charities

Jennifer Soehren and Paige Colburn dress in vintage style for the "Downton Abbey" premier.



### Downton Abbey

Hundreds turned out for the premier of the fifth season of Downton Abbey in January 2015. Alabama Public Television and the Rocket Center partnered on the event and many attendees came dressed in period costume.



Dr. Kate Rubins



Elizabeth Keller Bierman



Bobak Ferdowsi



Susanna Phillips



## Alumni Hall of Fame

Elizabeth Keller Bierman, Senior Project Engineer at Honeywell Aerospace and national President of the Society of Women Engineers; Bobak Ferdowsi, NASA Jet Propulsion Laboratory Flight Engineer; Susanna Phillips, Metropolitan Opera star; and Dr. Kate Rubins, a NASA astronaut scheduled to fly to the International Space Station in 2016.



## Alumni Concert in Shuttle Park

The first-ever Space Camp® Alumni Festival weekend was successfully launched in late July. Alumni came from around the country for the three-day event hosted by the U.S. Space & Rocket Center and the Space Camp Alumni Association. The alumni, including former astronaut Dottie Metcalf-Lindenburger, got to relive their Space Camp and Aviation Challenge experiences.

The weekend also included a celebration of the 25th anniversary of Aviation Challenge, astronaut appearances and the induction of the Space Camp Hall of Fame Class of 2015.







U.S. Space & Rocket Center®



**WELCOME  
RUNNERS**

**+1,400** runners

The Rocket City Marathon now truly lives up to its name with a new route that takes it through the grounds of the U.S. Space & Rocket Center. Over the years, thousands taking part in this premier running event will run through Rocket Park and Shuttle Park.

