



2017 Annual Report



Welcome U.S. Cyber Camp

TABLE OF CONTENTS

Center Highlights	4 - 7
Center Exhibits	8 - 9
Center Events and Movies	10 - 11
Financials	12 - 13
Foundation	14 - 17
Space Camp Highlights	18 - 21
Education Highlights	22 - 23
NASA Outreach	24 - 25
Media and Marketing Highlights	26 - 27
Biergarten	28



On the cover

Madison County Schools student Austin Lawrence takes part in one of the pilot U.S. Cyber Camp programs the U.S. Space & Rocket Center is developing with Cyber Huntsville and the University of Alabama in Huntsville.

Through Sally Ride EarthKAM @ Space Camp, teachers and students from around the world can request images taken from aboard the International Space Station. Pictured here is the Ganges River draining into the Indian Ocean at Kolkata, India.

Since November 2015, the USSRC has hosted 10 EarthKAM missions, reaching 2,173 schools and 208,465 students around the world and received over 55,000 image requests.



The U.S. Space & Rocket Center is governed by an 18-member commission appointed by the Governor of Alabama. Shown front row, left to right, are Rep. Howard Sanderford, Dr. Suzy Young, Homer Hickam, Joe Fitzgerald, Dr. Waymon Burke, Dorothy Davidson and Lisa Williams, and back row, left to right, Rey Almodovar, Scott Hunter, John Nerger, Craig Naudain, Maj. Gen. (Ret) James Rogers, Tony Zana, Joe Newberry, Dr. Phillip Cleveland and Col. (Ret.) Roosevelt Lewis. Not pictured are Clinton Carter and Maj. Gen. (Ret.) Barbara Fast.

Dear Friends of the Center,



Public support for space exploration is rising on the wings of NASA's Space Launch System and the exciting new commercial space developments. We are rising with it.

At the same time, we are also rising to meet the challenges of a cyber world by establishing an all-new U.S. Cyber Camp.

Educating a sufficient, capable cyber workforce will protect our personal lives – and our nation's most important missions.

The U.S. Space & Rocket Center is once again Alabama's top attraction, with all-time record attendance this year. Space Camp, Aviation Challenge Camp and Space Camp Robotics each hit new highs as well. The Center is financially sound, engaged with our community, and focused on our mission of lighting the fires of imagination.

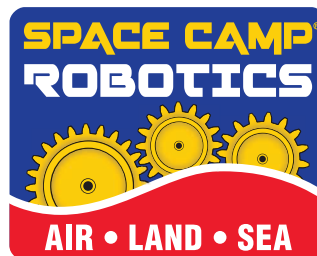
Literally every day, no matter where I travel in the world, I hear a story about how Space Camp changed someone's life. Usually it's about young people who weren't quite sure of their capabilities, who earned their Space Camp wings and elevated their trajectory in life. Often, it is a teacher who, having come through Space Academy for Educators, built confidence in teaching space sciences to a new generation, and becomes a space rock star by wearing a flight suit to school. Many of my favorite stories, though, are those that come from Family Camp, where a young person learns about a family member's contribution to space history. Space Camp changes lives, and elevates the aspirations of everyone who attends.

Membership in the museum is at an all-time high with over three quarters of a million visits. Guests are finding more and more reasons to come back many times during each year, to see a new traveling exhibit, to catch a blockbuster movie, or just to enjoy another Biergarten. Parents and grandparents are raving about our new Smithsonian Spark!Lab, added this year to our permanent collection. Adults and children unleash their creativity in this invention maker-space for as long as they wish to let their imagination wander.

The U.S. Space & Rocket Center Education Foundation has new focus, too. For the first time, supporters can guarantee the future of this institution through planned giving, bequests, memorials, scholarships and honoraria. Whatever your trajectory, thank you for joining our mission to ensure that the Rocket Center will be here 100 years from now.

Best regards,

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



Center Highlights



Alabama Gov. Kay Ivey congratulates Annslee Bottoms, the Right Stuff winner from the inaugural U.S. Cyber Camp in July.

Governor Kay Ivey

Gov. Ivey announced a \$10 million economic development grant to establish the new cyber camp and for campus expansion at the U.S. Space & Rocket Center. Pictured are Sen. Arthur Orr, Rep. Howard Sanderford, Dr. Deborah Barnhart, Rep. Jim Patterson, Gov. Kay Ivey, Sen. Steve Livingston, Rep. Laura Hall, Rep. Anthony Daniels and Speaker of the House Mac McCutcheon



Intuitive Research and Technology

Digital Theater and Planetarium



Intuitive Research and Technology Corporation is making possible the creation of a state-of-the-art planetarium at the U.S. Space & Rocket Center. With INTUITIVE's help, the Rocket Center plans to renovate its SpaceDome IMAX® Theater to include planetary and advanced digital theater technology with a target opening date of 2019, in time for the 50th anniversary of the Apollo 11 mission.



Harold Brewer, president of INTUITIVE with Deborah Barnhart, chief executive officer of the U.S. Space & Rocket Center.



A-12 Restoration

The Rocket Center's A-12 Oxcart underwent extensive restoration in 2017, thanks to a generous donation from S³. PPG Aerospace contributed the high-quality paint needed to refurbish the Oxcart, an aircraft the CIA used in Cold War reconnaissance efforts.

RESTORATION UNDERWAY

Using aerospace refinishing products from our friends at





Gen. John Hyten, Commander, U.S. Strategic Command, was one of the Rocket Center's many VIP guests in 2017. Gen. Hyten spoke with Aviation Challenge students and learned about the important work planned for U.S. Cyber Camp.

VIP Guests

The Rocket Center has visitors from around the world. Special guests in 2017 included the Toyota North America Women's Conference, Jarl Mohn, CEO of NPR, and delegations

from Tunisia, Kazakhstan, Japan, Republic of the Marshall Islands, India, Africa, Ukraine, Krygyzstan Republic, Thailand, Croatia, Russia, Malaysia and Kosovo.

Dr. Kate Rubins

Space Camp alumna and NASA astronaut Dr. Kate Rubins visited with Space Camp students in April 2017. Dr. Rubins was the first person to sequence DNA in space on Expedition 48/49 aboard the International Space Station.



TBEX North America

Huntsville welcomed travel bloggers from around the world for TBEX (Travel Bloggers Exchange) North America. The Rocket Center hosted the conference's community welcome party, wowing almost 600 attending the event in the Saturn V Hall.

STA Lands

The Grumman Gulfstream II Shuttle Training Aircraft, tail number N945NA, landed in the Rocket Center's Shuttle Park, thanks to a successful Indiegogo crowd-funding campaign to raise money for site preparation and structural supports for the aircraft. The GII was used by astronaut pilots and commanders to train for landing approaches in the orbiter vehicle.



All American Eclipse 2017

Hundreds of guests viewed the All American Eclipse at the Rocket Center in August, getting to see the sun at 97-percent eclipsed. Eclipse glasses were the hottest thing in town, and the Rocket Center had long lines to buy the coveted items.



Rocket Center Exhibits Travel the Globe

Neighborhood Earth in China (Above)

The Rocket Center premiered “Neighborhood Earth” and its immersive voyage through the solar system in 2017, before sending the interactive exhibit on a global journey that currently includes stops in China, South Korea and Scotland. The Center partnered with NASA and Australian-based exhibit designers Flying Fish and Chronica Creative to create “Neighborhood Earth” and its exploration of our planetary neighbors.

Gateway to Space

The Rocket Center was on the road to Budapest, Hungary, and Warsaw, Poland, in 2017 with “Gateway to Space,” the story of our journey to space.



NASA - A Human Adventure

“NASA - A Human Adventure,” highlighted the work of NASA and the Rocket Center in Singapore and Milan, Italy.

2017 Exhibits

The Science of Rock n Roll

“The Science of Rock ‘n’ Roll” rolled in for a short, fun run in summer 2017. Local radio station, Rocket 95.1 FM, sponsored this interactive exhibit that depicts the engineering and math behind the music.



THE ULTIMATE INTERACTIVE FLIGHT EXPERIENCE

PRESENTED BY



“Above and Beyond” thrilled guests with immersive experiences such as a simulated space elevator, the chance to design, build and compete in a supersonic fighter jet and use motion-sensing technology to get a sense of what it’s like to fly like a bird.





Lineman Rodeo

The U.S. Space & Rocket Center hosted the Tennessee Valley Lineman Rodeo, a two-day competitive event for employees of Tennessee Valley Authority power distributors. Dozens of teams competed in the rodeo, which demonstrates excellence in safety, skill and knowledge in the field.



Pour Your Heart Out

The Rocket Center held its third Pour Your Heart Out event, partnering with Sloss Furnaces of Birmingham for a memorable evening during which guests carve their own cast-iron Valentines. The event includes heavy hors d'oeuvres and dancing to live music by Juice under the Saturn V moon rocket in the Davidson Center for Space Exploration.

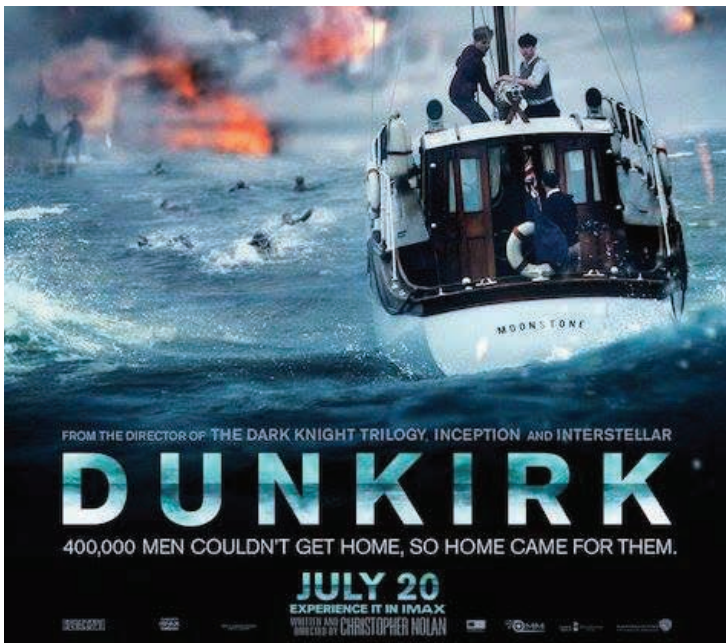
Mars Masquerade

Hundreds of people rang in the New Year under the Saturn V moon rocket in the second annual Mars Masquerade in the Davidson Center for Space Exploration.



IMAX[®]

**NATIONAL
GEOGRAPHIC
THEATER**



Concessions

9.83%
Increase



Financials

Another Record Year

The U.S. Space & Rocket Center had another record-breaking year, with continued growth in museum and Space Camp attendance. The Rocket Center's tremendous growth and improvements in cash management have put the Center in position to move forward on major capital improvements while tackling deferred maintenance and continuing to decrease debt.

With the support of donors such as the **Fred B. Luddy Family Foundation**, the **Russell A. Legasse Trust** and **Intuitive Research and Technology**, the Center is ready to restore its exterior exhibits and create a state-of-the-art digital theater and planetarium. At a time when the Center is focused on master planning, the financial health allows it to advance its mission of providing new experiences in technology in a 21st Century learning environment.

#1 Tourist
Destination in
Alabama

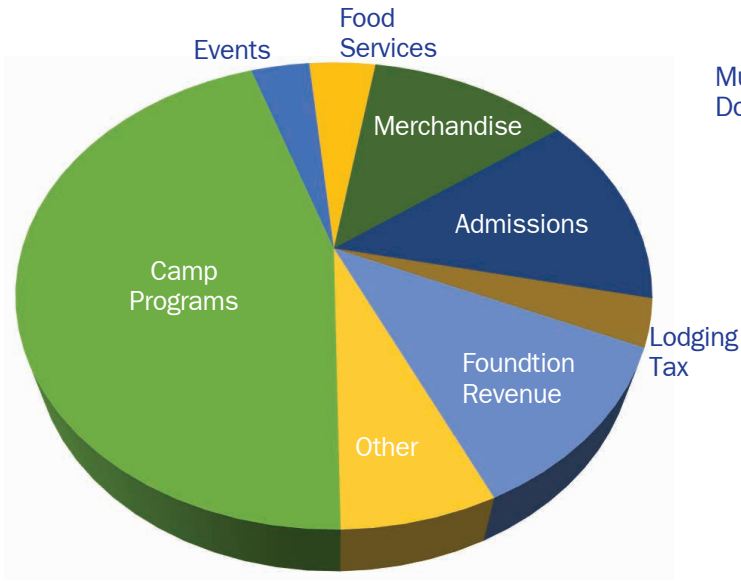
Center
Revenue

11%
Increase

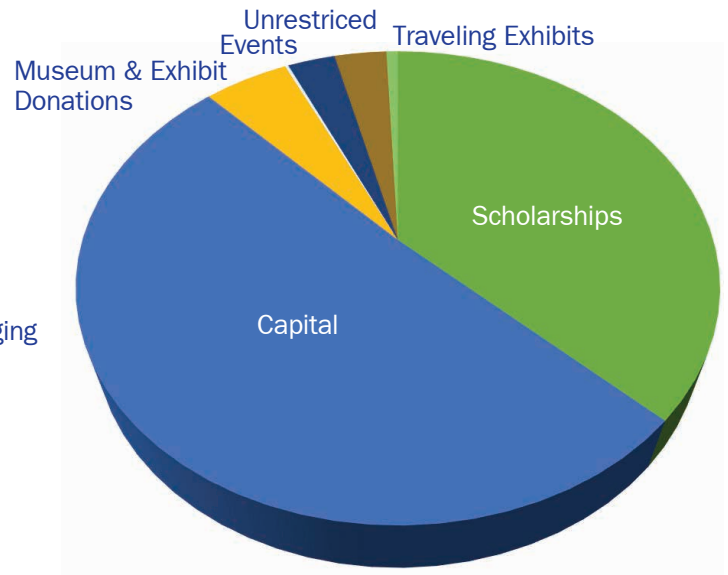
Camp
Revenue

18%
Increase

Sources of Income



Center Revenue: \$37.7 million



Foundation Revenue: \$4.3 million

1,300 scholarships and sponsorships

U.S. Space & Rocket Center is one of only 0.5% of museums that pay their own expenses with income from operations. Source: ASTC survey data

FY2017 State Education Trust Fund

\$1,025,000

Every dollar of state funds are committed to the following programs:

Alabama Space Academy for Educators

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).

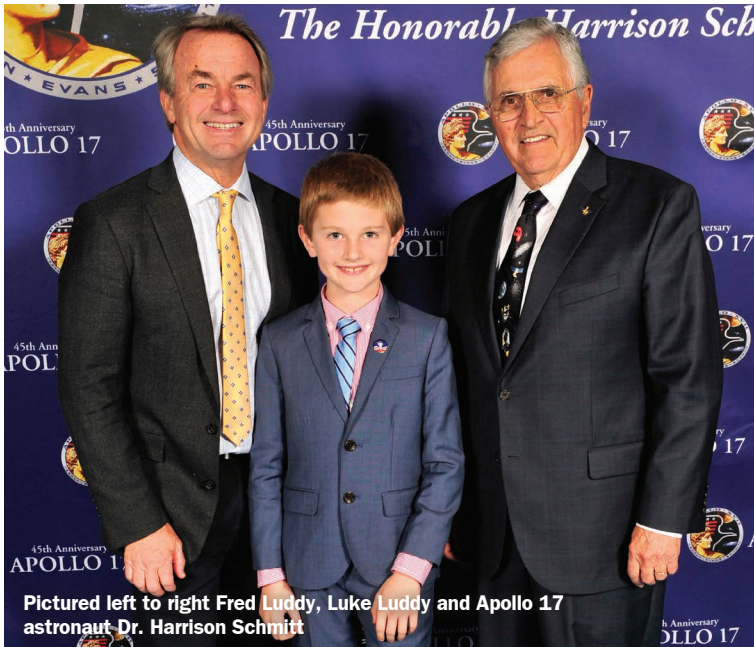


Alabama teachers are able to attend Space Camp thanks to funding from the state legislature.

U.S. Space & Rocket Center Education Foundation Highlights



The U.S. Space & Rocket Education Foundation is a 501(c)(3) organization raising funds and awareness to support events, programs, facilities and overall growth of the U.S. Space & Rocket Center and Space Camp. Gifts to the Foundation provide for new exhibits; capital improvements; artifact restoration; Space Camp, Aviation Challenge and Space Camp Robotics scholarships; field trips and educational events.



Fred B. Luddy Family Foundation Inc.

**Preserving the Past, Inspiring the Future
Rocket Protector Campaign Launch**

Luke Luddy's passion for space is helping the Foundation preserve the Rocket Center's future. When Luke was at Space Camp, his dad, Fred Luddy, saw the Center's rockets needed restoring and he wanted to help. Luddy, a technology pioneer and founder of ServiceNow, has pledged \$500,000 toward Rocket Row refurbishments.

"Seldom do you get to come to a place where history was made and the future is being shaped at the same time," Fred Luddy said.

Polaris Donation

Polaris, a leader in the power-sports industry, is donating three Polaris vehicles to support the U.S. Space & Rocket Center and its Space Camp program.

The vehicles will be used to transport Space Camp crew, trainees and visitors, as well as rocket launch activities and other camp operations. The donation includes two electric GEM® models and one off-road RANGER® utility vehicle.



MEMORIAL AND HONOR GIFTS

Retired NASA physicist and mathematician Dr. Joyce Neighbors has supported Space Camp scholarships for several years, including providing funds for 17 students in 2017. Neighbors is taking her leadership role a step further, ensuring the legacy of innovation at the U.S. Space & Rocket Center by including a bequest to the Foundation in her will.

A bequest is one of the simplest ways to provide for the future of Space Camp and the U.S. Space & Rocket Center. Donors may arrange for the Foundation to receive a specific dollar amount, specific assets such as stocks or real estate and all or a percentage of the estate.

Contact the USSRC Education Foundation office at 256.721.5425 for more information on all type of gifts to benefit the U.S. Space & Rocket Center.

“ I feel so grateful that I had a very successful career in the space program. It was a unique opportunity of time and place and I feel I owe something back to account for the goodness I have received.

I have a passion for exposing young people to excellent motivational programs which are implicit with Space Camp.”

- Dr. Joyce Neighbors



Photo of Dr. Joyce Neighbors courtesy of AL.com/Bob Gathany

Joshua Small Memorial Scholarship

Joshua Small had a passion for space exploration and philanthropy, and he wanted to bring those two together by providing Space Camp scholarships to children with special needs. Josh died before he could make that happen, but his family and friends made sure his dream was realized for a team of 13 students through the Joshua Small Memorial Scholarship Fund.



Pictured are Holly Ralston, USSRC Education Foundation Executive Director, and Phillip Ray of Polaris.



Jonathan Goad experiences the 1/6th Gravity Chair during his week at Space Camp, made possible by the Joshua Small Memorial Scholarship Fund.



Pictured left to right are Huntsville Mayor Tommy Battle, Bill Roark, Yellowhammer Brewing managing partner, Ethan Couch, Yellowhammer Brewing general manager, Dr. Deborah Barnhart, and Ben Chandler, chair of the USSRC Education Foundation and

Yellowhammer



Yellowhammer Brewing presented a \$10,000 donation to the U.S. Space & Rocket Center Education Foundation General Scholarship Fund. The donation was the culmination of a months-long fundraising drive to help send students from all over the world to Space Camp. Yellowhammer pledged a portion of the sales of its T-Minus Tangerine Kölsch, a beer originally brewed for the Rocket Center's Space Camp SummerFest.



USSRC Education Foundation Board



Partners in Our Future

U.S. SPACE & ROCKET CENTER 2017 17

The U.S. Space & Rocket Center Education Foundation gratefully acknowledges community, corporate and individual donors. Thank you for making a difference in the lives of visitors to the U.S. Space & Rocket Center and Space Camp. Together, we will continue to motivate the next generation of innovators and pioneers while saluting those who inspire them. If you would like to join us, please call the foundation at 256.721.5425 or visit gospaceducation.org.

Principal Partners \$100,000 and above

City of Huntsville
Fred B. Luddy Family Foundation Inc.
Honeywell
Intuitive Research & Technology Corporation
Northrop Grumman Foundation
Russell A. Lagasse Trust
State of Alabama - Specialty Tag Revenue

Apollo \$50,000 to \$99,999

Lighthouse for the Blind (LHB Industries)
Polaris
PPG Aerospace
SAIC

Gemini \$20,000 to \$49,999

Air, Space and Missile Defense Association (ASMDA)
The Boeing Company
Chambers Bottling Company, LLC
Dorothy S. Davidson
Joyce Neighbors
Orbital ATK
The Daniel Foundation of Alabama

Mercury \$5,000 to \$19,999

Aerojet Rocketdyne
Alabama Public Television
APT Research, Inc.
ASRC Federal Holding, LLC
Bank of America Charitable Foundation
Bicentennial Volunteers, Inc.
Ryan Brukardt
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City of Madison
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Northrop Grumman
Phoenix (Huntsville Rehabilitation Foundation)
Raytheon
Space Camp Alumni Association
Teledyne Brown Engineering, Inc.
Jean Wessel Templeton
United Launch Alliance (ULA)
Yellowhammer Brewing

Redstone \$2,500 to \$4,999

Air Defense Artillery Association
Army Aviation Association of America, Inc. (Quad A) TN Valley Chapter
Dr. Deborah Barnhart
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Lorrie Freeman
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Roosevelt J. Lewis, Jr.
Limestone County Legislative Delegation
Daniel L. Montgomery
North Alabama NSBE Alumni Chapter
Paul & Hasse STEM Scholarship
Sasha M. Sealy

Space Center Marriott
System Studies & Simulation, Inc.
United Way of Madison County
Washington Space Business Roundtable

Explorer \$1,000 to \$2,499

AI Signal Research, Inc.
Key Almodovar
American Institute of Aeronautics & Astronautics AIAA
Greater Huntsville Section
Arcata Associates, Inc.
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AT&T
Barrios Technology
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Fred Bryson
Capital Tire Service
Brenda Carr
CH2M
Ann Close
Cyient, Inc. (Infotech)
Donors Choose
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Radiance Technologies
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Don Thomas
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URS A Division of AECOM
Virgin Galactic
Walter Connally Powell Jr. Foundation
Suzy Young
Tony Zana

Friend of the Center \$100 to \$999

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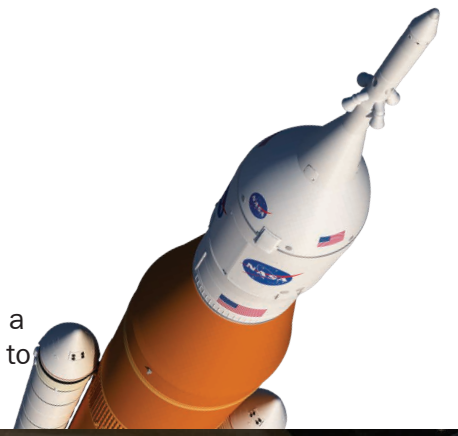
Designated donations as little as \$20 bestow the title (and accessory!) of "Rocket Protector"



Space Camp® Highlights

New Orion Capsule

Space Camp had an important addition to the Mission Center Complex in 2017, a second Orion orbiter. This \$250,000 simulator allows for all levels Space Camp to move to futuristic spaceflight, with missions to the lunar surface and Mars.



SCIVIS and Deaf and Hard of Hearing Camp

Students from 24 states and 13 countries attended SCIVIS – Space Camp for Interested Visually Impaired Students – in 2017.



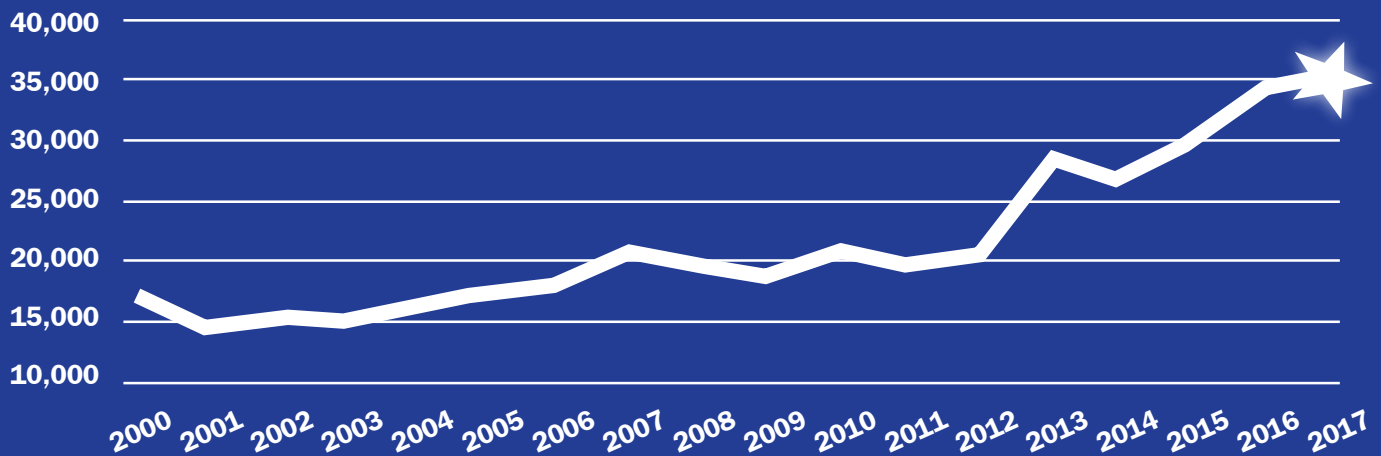
3,784 | **28**
Trainees | Years



2,084 | **31**
Trainees & Staff | Years



Record-Breaking Space Camp Attendance



44%

Revenue
Increase



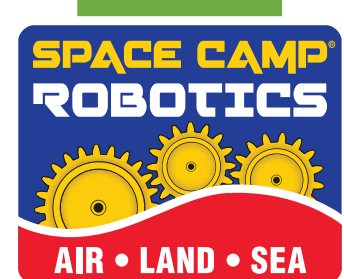
18%

Revenue
Increase



8%

Revenue
Increase



Top International Customers

Honeywell International
Houston Association for Space and Science Education (HASSE) – Taiwan and Australia
Beijing Taikongxing Education Company (BTEC) – China
Edu-School Tours – Australia
Gifted Tours – United Kingdom
Compass – UAE and India
Costa Rica Exchange and Education Foundation (CEEFF) – Costa Rica
Crosslands – Costa Rica



HASSE brought students from Taiwan and Australia in 2017



Northrop Grumman Foundation

The Northrop Grumman Foundation sponsors scholarships for middle school students and teachers from Australia, Japan, the United Kingdom and the United States. In 2018, the Northrop Grumman Foundation will celebrate 10 years of sponsoring students and teachers.

SALSA

Former astronaut Dr. Don Thomas congratulates graduates of Space Academy for Leading Students in Alabama (S.A.L.S.A.), a program funded by the Alabama legislature. In 2017, 136 students from 83 cities in 89 legislative districts took part in the program that gives Alabama students access to Space Camp's science, technology, engineering and mathematics education and leadership training.



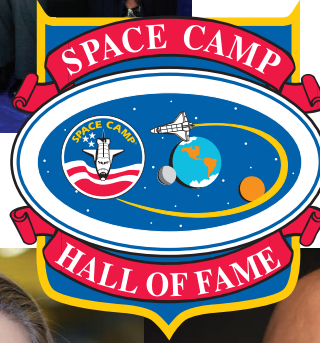
Astronomy presenters from left to right: Haley Rice, Jill Abrell, James Brelsford, Kevin Alspaugh, Pat Milder

Astronomy Curriculum

Space Camp has added an engaging and interactive astronomy experience to its curriculum to promote exploration of the cosmos and inspire the next generation of astronomers.

Space Camp Hall of Fame 2017

2017 Hall of Fame Class: NASA astronaut Dr. Serena Auñón-Chancellor; Dr. Jennifer Heldmann, a NASA research scientist; U.S. Marine Maj. John Hecker, a former Blue Angels pilot; and Dr. Michelle K. Christensen, a propulsion engineer at Blue Origin.



Dr. Jennifer Heldmann



Dr. Michelle K. Christensen



Maj. John Hecker



Dr. Serena Auñón-Chancellor



SummerFest

The Concert in Shuttle Park featuring Party of the Year, a party band from the producers of The Black Jacket Symphony, capped off three jam-packed days celebrating the 35th anniversary of Space Camp. More than 1,000 people attended the concert under Pathfinder.

The party continues in 2018 with a new name - Rocket City SummerFest.



Photo courtesy of AL.com/Bob Gathany

Drone Day 2017

The U.S. Space & Rocket Center hosted Team Alabama International Drone Day at its new outdoor netted flight space. Hundreds came out to see demonstrations of the latest in drone technology, educational sessions focusing on safety and flight requirements and Multi GP-sanctioned races.



Saturday Scientist and the Science of Imagination

The Rocket Center's museum education team provides fun, hands-on activities with Saturday Scientist the second Saturday of each month, and Science of Imagination each Tuesday in June and July. Joseph Vick, museum education manager, leads the programs designed to engage children ages 4 to 9 in science, technology, engineering, arts and math.





NASA and Military Emeritus Docents

The Rocket Center is honored to have current or retired NASA Marshall Space Flight Center employees and contractors and military emeritus docents share their knowledge and memorable moments from their careers with guests. Retired engineers John Chapman, left, Mike Pessin and Roy Logston talked to school children about their work on the Saturn V moon rocket on the anniversary of the Apollo 11 lunar landing.



Girls, Guys, Gigabytes and Gadgets - 4G!

State Rep. Laura Hall, fourth from left, and Rep. Anthony Daniels hosted "Girls, Guys, Gigabytes & Gadgets," a free day-long Saturday session to introduce area youth ages 8 to 18 to Engineering (Mechanical, Aerospace, Electrical and Robotics), Physical Sciences (Energy), Chemistry and Computer Science, while exposing them to the various careers in STEM.

Pass The Torch Inspiration Series

The Rocket Center continued its Pass the Torch series featuring innovative and influential professionals in a variety of fields in 2017.

Dr. Valerie Neal, chair of the Smithsonian National Air and Space Museum's Space History Department, "Spaceflight in the Shuttle Era and Beyond: Redefining Humanity's Purpose in Space"

Dr. Martin Weisskopf, NASA Marshall Space Flight Center, "The Imaging X-Ray Polarimetry Explorer (IXPE): An Overview of the Mission and Its Science"





NASA Human Exploration Rover Challenge



Nearly 100 high school and college teams took part in this annual competition.

Winners

High School Division

First Place: Ramon Quinones Medina High School of Yabucoa, Puerto Rico

Second Place: Academy of Arts, Careers and Technology of Reno, Nevada

Third Place: Teodoro Aguilar Mora of Yabucoa, Puerto Rico

College/University Division

First Place: University of Puerto Rico at Humacao Team 1

Second Place: Rhode Island School of Design of Providence

Third Place: University of Puerto Rico at Mayagüez

ArtScape Baltimore

Space Camp partnered with NASA at ArtScape Baltimore, a festival that includes an Artists Market, live concerts, sculpture and art installations, visual art exhibits and performing arts.



U.S. SPACE & ROCKET CENTER 2017 25



Intrepid Space & Science Festival

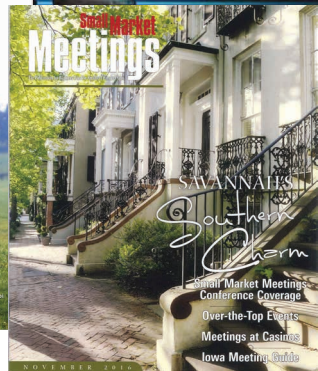
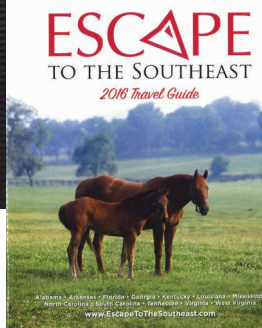
USSRC employees Lindsay Adams and Graham Bernard are ready for a day of inquisitive visitors at the Intrepid Space and Science Festival in New York City.

BET Experience

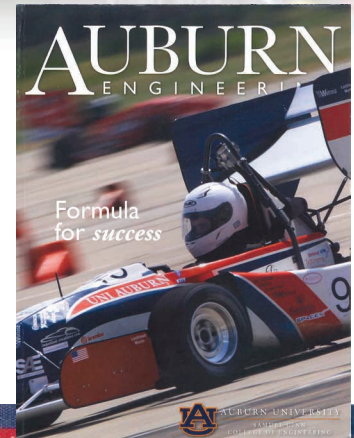
Rocket Center employees Margie Phillips and Moriah Fordham take a selfie with Space Camp alumni at a meetup at the Griffith Observatory in Los Angeles, Ca. The Space Camp team was in town for the BET Experience Fan Fest.



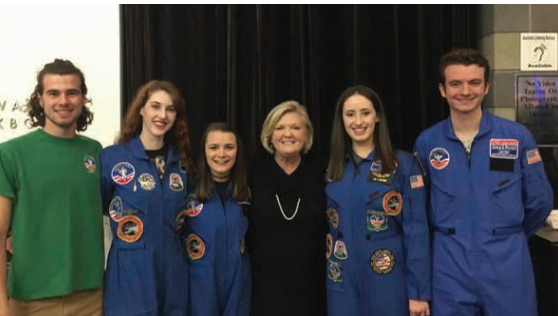
Media and Marketing Highlights



THE NEW YORKER



Publications



U.S. SPACE & ROCKET CENTER 2017 27

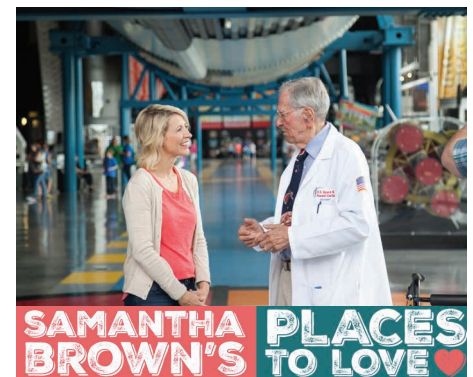
The Mars Generation,

featuring Space Camp trainees, premiered at the 2017 Sundance Film Festival and is now airing on NETFLIX.

NETFLIX



DiscoverAmerica.com



BUSTLE



NBC UNIVERSAL



Broadcast

Biergarten



20,135 in attendance
Supported 32 local charities

