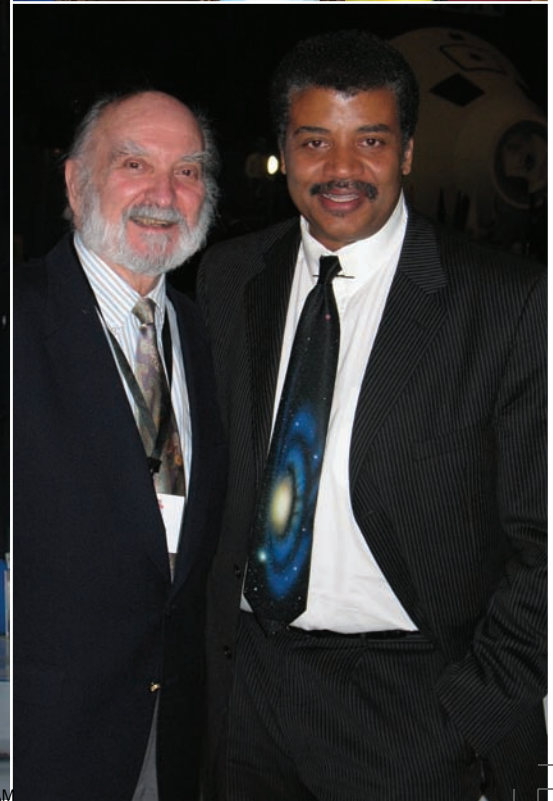


ANNUAL REPORT 2008





The *50th Anniversary of America in Space* drew many special guests including (from left) Tom Stafford (Gemini, Apollo 10, Apollo-Soyuz), Dick Gordon (Gemini, Apollo 12), Jim Lovell (Gemini, Apollo 8, Apollo 13), Buzz Aldrin (Gemini, Apollo 11), Charlie Duke (Apollo 16), Rusty Schweickart (Apollo 9), Walter Cunningham (Apollo 7), Scott Carpenter (Mercury).

Center Attracts Stellar Visitors

Buzz Aldrin (Gemini, Apollo 11)
 Bill Anders (Apollo 8)
 Rainer Barthelmes, Mayor of Peenemünde, Germany
 Blue Angels
 Austin Boyd, author
 Dan Brandenstein (STS-8, STS-51G, STS-32, STS-49)
 Paul Calle, original member of the NASA Fine Art Program
 Scott Carpenter (Mercury)
 Sam Champion, ABC News Weather Editor
 Walter Cunningham (Apollo 7)
 Leonard Davis, aerospace writer
 U.S. Rep. Bud Cramer
 Jan Davis (STS-47, STS-60, STS-85)
 Dwayne Day, author
 Peter Diamandis, Space Adventures
 Steven Dick, NASA Chief Historian
 Charlie Duke (Apollo 16)
 Owen Garriott (Skylab 3 and STS-9/Spacelab-1)
 Robert "Hoot" Gibson (STS 41-B, STS 61-C, STS-27, STS-47, STS-71)
 Richard Gordon (Gemini, Apollo 12)
 Lutz Hermann Görgens Ph.D., German Consul General
 Jim Halsell (STS-65, STS-74, STS-83, STS-94, STS-101)
 John Hendricks (Discovery Communications)
 Homer Hickam, author
 Tom Jones (STS-59, STS-68, STS-80, STS-98)
 Nataliya Koroleva, the daughter of Russian Space pioneer, Sergio Korolev
 Jamail Larkins, aviator

2

Roger Launius, Curator, Smithsonian Institution, National Air & Space Museum
 Colonel Jill Long
 Jim Lovell (Gemini, Apollo 8, Apollo 13)
 Elano Marako, from the Russian Federal Space Agency
 George Mueller, NASA Associate Administrator, Office of Manned Space Flight 1963-69
 Story Musgrave (STS-6, STS-51F/Spacelab-2, STS-33, STS-44, STS-61, STS-80)
 Valerie Neal, Curator, Smithsonian Institution, National Air & Space Museum
 Governor Bob Riley
 Anna Eleanor Roosevelt, The Boeing Company, and granddaughter of President Franklin Roosevelt
 Charles Scales, NASA Deputy Associate Administrator
 Bob Springer (STS-29, STS-38)
 Tom Stafford (Gemini, Apollo 10, Apollo-Soyuz)
 Rusty Schweickart (Apollo 9)
 Dee Snider, Twisted Sister Band
 Graham Stuart, member of the British Parliament, accompanied by U.S. Rep. Robert Aderholt
 Neil deGrasse Tyson, astrophysicist, author, and Director of the Hayden Planetarium
 Doug Wheelock (STS-120)
 George Whitesides, National Space Society
 Frank Winter, Curator, Smithsonian Institution, National Air & Space Museum

Former Astronauts Inspire Next Generation

Retired astronauts Story Musgrave, Robert "Hoot" Gibson, and Bob Springer spoke to camp participants and their families at special lunches held after Friday graduation ceremonies during the summer.



Robert "Hoot" Gibson
 (STS 41-B, STS 61-C, STS-27, STS-47, and STS-71)



Bob Springer
 (STS-29 and STS-38)



Story Musgrave
 (STS-6, STS-51F/Spacelab-2, STS-33, STS-44, STS-61, STS-80)

CEO Message

This has been a year to celebrate.

We spent the opening months of Fiscal Year 2008 (FY08) completing the newest addition to the museum complex—the Davidson Center for Space Exploration. This housing for the Saturn V 500D/F befits the grandeur of the National Historic Landmark and the National Mechanical Engineering Landmark. The 68,400-square-foot complex is actually two buildings—the Saturn V structure shares a common wall with the U.S. Space & Rocket Center (USSRC) intermodal bus transportation facility, creating a massive building that literally slowed traffic on I-565 during construction. The USSRC held a grand opening for the building in January in conjunction with an area-wide celebration of the 50th Anniversary of America in Space. For this observance, the USSRC joined with the Chamber of Commerce of Huntsville/Madison County and the Huntsville/Madison County Convention & Visitors Bureau. The City of Huntsville, Madison County Commission, and the University of Alabama in Huntsville supported the celebration that included a 10-day countdown in which organizations throughout the area put together events to salute our region's premier role in putting America in space. On January 31, 2008, the fiftieth anniversary of the launch of America's first satellite, Explorer I, we threw open the doors of the Davidson Center and the community—1,400 guests in all—joined us for the official grand opening. Huntsville native John Hendricks, who founded Discovery Communications, chaired the event that drew 15 astronauts from the Mercury, Gemini, Apollo, and Space Shuttle programs, along with guests from around the world.

That opening was just one of the year's new ventures...

We licensed Space Investment Company, LLC, of Dubai in November to operate Space Camp®, Aviation Challenge®, X-Camp, and a robotics center as part of a space mall and hotel complex in the United Arab Emirates (UAE). To be called SpaceWorld Arabia, this Middle East Center is expected to open in 2010. We welcomed to our SPACE CAMP family Ghazi and Pamela Al-Ibrahim, who own Space Investment Company, and during 2008 trained two staff members they sent to Huntsville. In addition to the UAE complex, the Al-Ibrahims plan to open and operate two more space centers in North Africa and the Indian subcontinent.

Judging by our previous business from India, that country will be a great market for SPACE CAMP. We hosted nearly 500 students from India during FY08 and over 200 from China. The international market has been good this year with students and teachers attending from 57 countries.

Spring was one of the busiest seasons ever as our classroom business—Astrotrek and Pathfinder—attracted over 20,000 students who came from across the country. Classroom business for the year was up six percent over FY07. In order to meet this increased demand, the USSRC moved the Endeavour Orbiter from storage and placed it in the Mission Center Complex (MCC). Rearranging the MCC to accommodate five orbiter simulators enabled camp operations staff more flexibility in scheduling the additional mission requirements.

For the July Reunion Weekend, we hosted the Second Annual SPACE CAMP Hall of Fame Induction Ceremony and the Fifth Annual Saturn/Apollo Reunion as well as launched a limited edition of Mattel's SPACE CAMP® Barbie®. Reunion Weekend attracted a number of special guests including Dr. Neil deGrasse Tyson, host

of Nova's *ScienceNOW* and Director of the Hayden Planetarium at the American Museum of Natural History in New York City, and former NASA artist Paul Calle, who painted *Power to Go*, which is prominently displayed in the foyer of the Davidson Center. Throughout the summer, we hosted astronauts including Dr. Story Musgrave, Bob Springer, and Robert "Hoot" Gibson, who spoke to students, teachers, and museum guests.

Despite the downturn in the economy, we were able to manage the business and ended the year with a positive net change in assets. The shorter camp programs did well, and the opening of the Davidson Center prompted a dramatic increase in our special events business, which increased 46 percent over that of FY07.

Virtual Alabama, a project of our Geospatial Training and Applications Center, won six national and state awards for innovation, and the Alabama Hospitality Association, Inc., selected the USSRC as the Tourism Attraction of the Year as part of the Hospitality Stars of Alabama 2008 awards.

We also looked toward the future and the Constellation Program. Camp staff began conversations on converting programs from shuttle and International Space Station formats to more futuristic training scenarios. On the museum side, we hired exhibit design partners, Tom Fricker and Peter Radetsky, to develop their concept for the Davidson Center into a design plan. The plan will incorporate the Center's extensive collection of Apollo artifacts and will use them to show how the lessons learned in the 1960s are being incorporated into the Constellation Program that will take us back to the moon and on to Mars. During FY08, the USSRC raised \$1.4 million for the museum plan with the City of Huntsville and Pratt & Whitney Rocketdyne taking the naming opportunities on the first two components and Jean Wessel Templeton and her children taking the naming opportunity for the restoration of the Apollo 12 Mobile Quarantine Facility.

As the year closed, another exhibit section in the plan, entitled *New Beginnings*, was attracting attention from companies in the aerospace sector. This exhibit features the Ares launch vehicles, which are being designed at the Marshall Space Flight Center, along with the Orion capsule that will transport astronauts once the shuttle is retired.

With the new doors we opened this year—from those on the Davidson Center to those in the United Arab Emirates—*New Beginnings* appears to fit more than just a proposed exhibit in the Davidson Center—the term seems to be an appropriate label to put on the FY08 file.

Sincerely,



Larry R. Capps
Chief Executive Officer



Larry Capps presents a Saturn V replica to Apollo 11 Astronaut Buzz Aldrin, who served as Honorary Chairman of the Saturn V Restoration Project.

Alabama Space Science Exhibit Commission

The U.S. Space & Rocket Center, a state agency, is governed by an 18-member board appointed by the Governor of the State of Alabama, as required by *Section 41-9-430* of the *Code of Alabama, 1975*.

The full Commission meets quarterly and the Executive Committee, composed of officials and committee chairs, meets monthly.



Commission members shown front row from left Margie Cumbie, Dorothy Davidson, Irma Tudor, Larry Capps; (second row) Jim Flinn, Glenda Reitzell, Lana Ritch; (third row) Al Patterson, Joe Collazo, Anne Marie Lacy; (fourth row) Arthur G. Stephenson, Sidney White, Todd Slyman; (back row) Waymon Burke, Jimmy Ray Smith, and Roosevelt Lewis.

Officers

Mr. James L. Flinn III, Chair

Executive-In Residence, College of Administrative Sciences, University of Alabama in Huntsville and former Deputy to the Commander of the U.S. Army Aviation and Missile Command, Huntsville, AL

Ms. Dorothy S. Davidson, Vice Chair and Vision and Plans Committee Chair

Operation and Finance Manager, Davidson Properties Management, Huntsville, AL

Dr. Waymon E. Burke, Museum Committee Chair

History & Political Science Academic Division Chair, Calhoun Community College, Huntsville, AL

Ms. Lana Ritch, Marketing Committee Chair

Huntsville, AL

COL (Ret.) Roosevelt J. Lewis, Jr., Aerospace Programs Committee Chair

President/Chief Executive Officer, Air Tuskegee, Inc., Tuskegee, AL

Mr. Sidney R. White, Finance Committee Chair

Certified Public Accountant/President, White & Fleming CPA, Huntsville, AL

Members

Mr. Winton Blount III

Chief Executive Officer, Blount Pittman & Associates, Montgomery, AL

Mr. Joe Collazo

Vice President of Management Support, Collazo Enterprises, Inc., Huntsville, AL

Ms. Margie Cumbie

Huntsville, AL

Mr. Jim Haney

Retired, Huntsville, AL

Ms. Anne Marie Lacy

City Attorney, City of Madison, AL

COL (Ret.) Albert L. Patterson III

President, Navigator Development Group, Inc., Enterprise, AL

Ms. Glenda Reitzell

Huntsville, AL

Mr. Todd J. Slyman

Providence Properties, LLC, Huntsville, AL

Mr. Jimmy Ray Smith

Certified Gemologist, Jimmy Smith Jewelers, Decatur, AL

Mr. Arthur G. Stephenson

President, Stephenson Consulting, LLC, Huntsville, AL

Ms. Irma L. Tudor

Chair, Analytical Services, Inc., Huntsville, AL

Mr. Daniel Wilson

Managing Partner, Maynard, Cooper, & Gale, PC, Huntsville, AL



Table of Contents

Alabama Space Science Exhibit Commission	4
U.S. Space & Rocket Center Foundation	5
U.S. Space & Rocket Center	5
U.S. Space & Rocket Center Employee Association	5
SPACE CAMP Location Planned for the United Arab Emirates	6
Davidson Center for Space Exploration Opens	7
Gala Sponsors	8
Exhibit Plan Features Both History and Future	9
Reunion Weekend Draws a Mix of Generations	10
Six Outstanding Alumni Inducted at the Second Annual Hall of Fame Dinner	11
Pratt & Whitney Rocketdyne Sponsors Exhibit in the Davidson Center	12
Financials	12-13
Appalachian Regional Commission	12
Northrop Grumman	13
Sulzberger Foundation	13
Advancement/Foundation Highlights	13
Wesfam Restaurants Sponsors MQF Restoration	14
SCHEDULE OF CONTRIBUTORS FY08	14-16
Fastest Donation	15
The Huntsville Coca-Cola Bottling Company Sponsors Reunion Weekend	15
Bricks and Boot Prints Featured in Apollo Courtyard	16
ASMDA	16
State Donates Flag	16
Merchandising Goes Upscale and High Tech	17
Special Events Business Increases	17
Marketing Moves to You Tube, Blitzes Nashville and Atlanta	18
National Attention	18
Barbie & Friends Debut at National Girl Scout Destination Camp	19
Promotions Leverage Marketing Dollars	19
Great Moonbuggy Race Draws 44 Teams	19
Professional Development Program	20
Attracts Teachers from Around the Globe	20
Corporate Training Posts Increase in New Business Revenue	21
Movie Ticket Sales and Concessions Total Over \$1 Million	21
Mission Center Complex Expands	21
Camp Attendance Holds Steady	21
International Interest Continues to Increase	21
Restoring Pathfinder	22
Human Resources Responsible for Center's Uniqueness	22
USSRC Committee Member Elected to Congress	22
Virtual Alabama Earns Six Awards	23
Be Ready Camp Trains Students for Emergencies	23
Y2008 Highlights	24



U.S. Space & Rocket Center Foundation

The Foundation, which is a 501(c) (3), is a component unit of the U.S. Space & Rocket Center and is the fund-raising arm for the state agency. Shown from left are Jennifer Crozier, Executive Director; Larry Capps, Chief Executive Officer; Waymon Burke, Secretary/Treasurer; Joe Ritch, Chair; and members Helen McAlpine and Jim Flinn.



U.S. Space & Rocket Center Managers

USSRC Management are (back row from left) Donnie Claxton, Scott Harbour, (2nd row from back) Brenda Carr, Clif Broderick, Mike Kelly, (3rd row from back) Mike Flachbart, Jennifer Crozier, Holly Beach, Ralph Bryson, Chris Johnson, (front row) Vickie Henderson and Larry Capps.



U.S. Space & Rocket Center Employee Association

USSRC Employee Association officers are (from left) Michael Sullivan, Wendi Scott, Alicia Mayo and Chuck Varner



SPACE CAMP Location Planned for the United Arab Emirates

SPACE CAMP is broadening its horizons. New licensees Ghazi and Pamela Al-Ibrahim and their Space Investment Company of Dubai plan to open a camp in 2010. This camp, a part of a complex called SpaceWorld, will be located in the United Arab Emirates (UAE). The facility will join international SPACE CAMPS already operating in Belgium (1991), Canada (1994), and Turkey (2000).

Space Investment Company of Dubai entered into an agreement with the Ras Al Khaimah Government through RAK Investment Authority (RAKIA) to build the Middle East North Africa (MENA) region's first SpaceWorld in the United Arab Emirates. Named SpaceWorld UAE, the space center will contain Space Camp®, Aviation Challenge®, X-Camp Survival, and a robotics center in addition to a space mall and hotel.

Space Investment Company is the partner-licensee of the USSRC in the MENA region and plans to open and operate two more space centers in North Africa and the Indian subcontinent in the coming years.

The RAK SpaceWorld will be situated on a 1.72-million-square-foot site near RAK International Airport, within 65 km access from Dubai and Fujairah. The architectural concept of SpaceWorld UAE has been inspired by the dynamic and organic forces of nature that define space. The space capsule, which resembles a futuristic UFO, has a three-point sun path all around and a single galaxy path through a solarium tunnel. On the inside, the capsule holds outer space and aviation facilities and gravity-based transport systems and rides with lunar-base effects. The building is connected to a space mall, where space memorabilia and articles and other technology-based products are sold, and to a hotel where visiting families will be accommodated. The space center also hosts an entertainment area, water survival and boating lakes, lush land survival area, and rocket gardens where American space history will be featured.



Ghazi and Pamela Al-Ibrahim

“We have selected Ras Al Khaimah due to its location as a promising family destination in the Middle East,” said Ghazi A. Al-Ibrahim, Executive Chairman of Space Investment Company. “RAK offers tourists and program participants a natural habitat like no other in this region including mountains, beaches, and eye-pleasing fertile land. With easy access through three airports in Dubai, Sharjah, and RAK, we expect SpaceWorld to attract one million visitors from the Middle East, Eastern Europe, and Southeast Asia in the fifth year.”

SpaceWorld RAK, a collaboration between Space Investment Company and the USSRC, will allow program participants to learn about the galaxies and experience outer space dynamics through entertainment rides and games as well as interactive programs. The resident two- through seven-day programs for children and adults aim to use U.S. space and aviation technology to stimulate interest in space sciences and to develop a regional generation of astronauts and aviators.

In addition to the camps licensed to Space Investment Company, the USSRC entered into a licensing agreement in FY08 with a group that plans to locate a SPACE CAMP in South Korea.





Davidson Center for Space Exploration Opens at 50th Anniversary Gala

Complete with a “firing” of the Saturn V rocket’s massive F-1 engines, the Davidson Center for Space Exploration at the USSRC officially opened the doors at a gala held on January 31, 2008. The grand opening of the building was held in conjunction with the celebration of the *50th Anniversary of America in Space*. Discovery Communications, Inc., founder and chairman John Hendricks served as honorary chairman for the event that drew over 1,400 guests from the city, state, nation, and world. The gala served as the culmination of a 10-day “countdown” celebration commemorating Huntsville’s role in putting the United States in space.

The guest list for the event included many nationally-known dignitaries such as Dr. George Mueller, NASA Associate Administrator, Office of Manned Space Flight 1963-69, and astronauts Buzz Aldrin (Apollo 11), Walter Cunningham (Apollo 7), Owen Garriott (Skylab), Richard Gordon (Apollo 12), Bill Anders (Apollo 8), Jim Lovell (Apollo 8 and Apollo 13), Russell Schweickart (Apollo 9), Tom Stafford (Gemini, Apollo 10, and Apollo-Soyuz), Charlie Duke (Apollo 16), and Scott Carpenter (Mercury). Several members from Dr. Wernher von Braun’s original rocket team, well into their nineties, also attended, along with officials from the Smithsonian Institution and NASA.

Although one of the evening’s highlighted guests, Walter Cronkite, was not able to attend due to his health, he extended his congratulations for the event through a letter that was read by Apollo 13 astronaut, Jim Lovell. Lovell also accepted the Lifetime Achievement Award on Cronkite’s behalf.

The finale for the gala was the virtual launch of the fully restored Saturn V rocket suspended above the heads of the partygoers, complete with pyrotechnics and smoke effects.

The Davidson Center opened to the public on February 9, 2008, and now serves as the new front door for the USSRC museum complex, creating a total of more than 100,000 square feet of exhibit space within the USSRC complex.



Jim Lovell (right) accepts award for Walter Cronkite from John Hendricks.



Grand Opening of the Davidson Center

Gala Sponsors

Title Sponsor

SAIC

Von Braun Sponsors

Alabama Bureau of Tourism and Travel

City of Huntsville

Pratt & Whitney Rocketdyne

Saturn V Sponsors

John & Maureen Hendricks

John Hendricks-Discovery

The Boeing Company

S³

Media Fusion

Madison County Commission

Apollo Sponsors

BAE

Ball Aerospace & Technologies Corp.

Bradley Arant Rose & White / Indyne, Inc.

Camber Corporation

CenturyTel

Omega

Lockheed Martin Corporation

Northrop Grumman

German Rocket

Team Sponsor

Mercedes Benz

Corporate Table Sponsors

Accenture

Aerojet

Andrews Space, Inc.

ARES Corporation

ATK

Beason & Nalley

Betty Huth Schonrock

Bridge Street Town Centre

COLSA Corporation

Corr Wireless

Davidson Technologies, Inc.

EG&G

First Commercial Bank

Gibson Landscape Service

Gray Research

Huntsville/Madison County Convention

& Visitors Bureau

Huntsville Marriott

HudsonAlpha Institute for

Biotechnology

IMAX®

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Jacobs ESTS Group

MJLM

Philip Dotts - Public FA, Inc.

Port of Huntsville

Redstone Federal Credit Union

Sylvia Balch Thomas & Ronald B. Thomas

Toyota Motor Manufacturing Alabama

United Space Alliance

UAHuntsville

Wesfam Restaurants, Inc.,

Franchisee of Burger King Corp.

William H. Stender, Jr.

50th Anniversary of America in Space

The USSRC joined with the Chamber of Commerce of Huntsville/Madison County, Huntsville/Madison County Convention & Visitors Bureau, City of Huntsville, Madison County Commission, and the University of Alabama in Huntsville (UAHuntsville) to coordinate the 10-day countdown that culminated with the January 31, 2008, gala.

Exhibit Plan Features Both History and Future

In addition to housing the Saturn V 500D/F moon rocket, the Davidson Center will include such artifacts as the Apollo 16 capsule with parachutes, capsule and lunar rover trainers, space suits, moon rock obtained during the Apollo 12 mission, a lunar tool set, lunar rover, lunar lander, the Apollo 12 Mobile Quarantine Facility, and the F-1, J-2, RL-10, and H-1 engines.

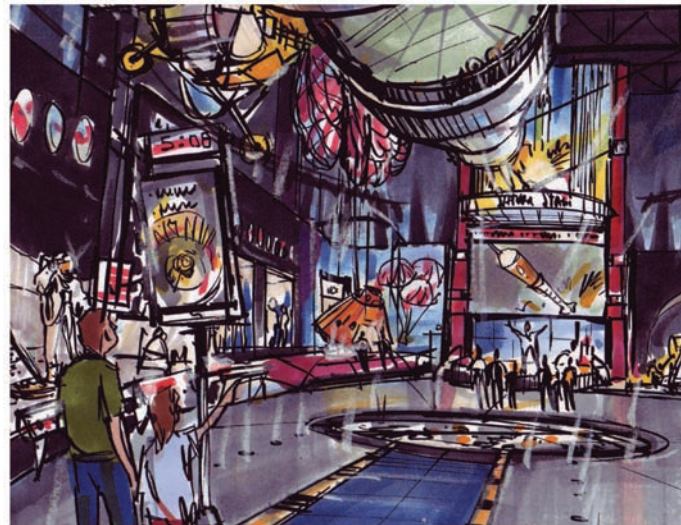
The USSRC hired nationally-known exhibit designers Tom Fricker and Peter Radetsky to develop an exhibit plan that not only showcases the artifacts but also shows how the lessons learned during the Apollo era are being applied in NASA's Constellation Program, the initiative to take the United States back to the moon and on to Mars. The plan, which places exhibits around the perimeter of the gallery, also uses the Apollo artifacts and interactive kiosks to teach principles of engineering, science, and mathematics.

As visitors walk along the north side of the building (facing I-565), they learn the story of the machine—how the Saturn V rocket was built, stage by stage. On the south wall, the exhibits focus on the human story, and each of the Apollo missions is highlighted. (A sketch from the exhibit plan and the plan's footprint are shown at right.)

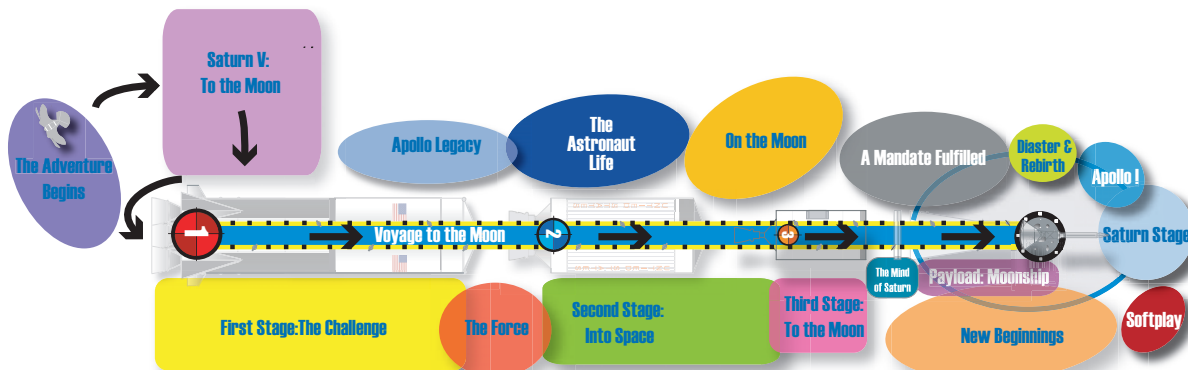
The entire museum plan, which includes a variety of exhibits, artifacts, and interactive kiosks, is expected to cost \$5.5 million and will be implemented over subsequent months, as funding permits. During FY08, \$1.4 million was raised for the plan. The City of Huntsville took the naming opportunity on the module featuring how the space program transformed the city from an agrarian community to the Rocket City. Pratt & Whitney Rocketdyne took the naming opportunity on *The Force*, which features the F-1, J-2, RL-10, and H-1 engines and introduces the J-2X, the engine that will take the U.S. back to the moon. The USSRC also received \$140,000 from the Institute of Museum and Library Services (IMLS), the only museum in Alabama to receive funding from this federal agency this year. The grant will help pay for two exhibits on the second and third stages of the rocket. Funding from the NASA budget, secured by Senator Richard Shelby, funded costs for moving Apollo artifacts from the original museum into the Davidson Center, for final designs for six exhibit modules, and for fabrication of elements of the exhibit supporting the Apollo 16 capsule.



Author Homer Hickam (left) and his wife Linda were among the 1,400 guests who dined beneath the restored Saturn V.



The *New Beginnings* exhibit features models of the Space Shuttle and Ares I and Ares V (shown at right in the sketch). As the Official Visitor Information Center for the Marshall Space Flight Center, the USSRC is committed to helping NASA educate the public about the Constellation Program and the Ares launch vehicles that are being designed in Huntsville.





Reunion Weekend Draws a Mix of Generations

The first Reunion Weekend at the USSRC joined two summer events—the Saturn/Apollo Reunion and the Hall of Fame Induction Ceremony and Dinner—into one weekend in July packed with dinners, lectures, and book and print signings.

Both the Fifth Annual Saturn/Apollo Reunion, presented by Pratt & Whitney Rocketdyne on Friday, July 18, and the Second Annual Hall of Fame Dinner and Induction Ceremony, presented by ATK Launch Systems on Saturday, July 19, drew crowds of several hundred, allowing the USSRC to honor both original Saturn V team members and SPACE CAMP alumni. Special guests that attended the Reunion Weekend, either as event speakers or for book or art signings, included Dr. Neil deGrasse Tyson, renowned astrophysicist, author, and Director of the Hayden Planetarium in New York City; Paul Calle, original member of the NASA Fine Art Program; Cynthia Parsons, a local watercolor artist who has painted many scenes of the USSRC campus; authors Austin Boyd, Roger Reid, and Bob Ward; NASA astronauts Jim Halsell, Robert “Hoot” Gibson, and Story Musgrave; Dr. Owen Garriott, Spacelab and Skylab; and Steve Cook, Manager for the Ares Projects Office at Marshall Space Flight Center.



Steve Cook (left) and Dr. Owen Garriott both spoke to the crowd attending the Saturn/Apollo Reunion.

Reunion Weekend Sponsors

Title Level

ATK Launch Systems

Space Camp Hall of Fame Dinner

Pratt & Whitney Rocketdyne

Saturn/Apollo Reunion

Enterprise Level

Huntsville Coca-Cola Bottling

Digital Fusion Solutions, Inc.

Dorothy and Julian Davidson

Halsey Foodservice

Huntsville Marriott

Media Fusion

SAIC

Huntsville City Schools ETV

Endeavour Level

Available Plastics, Inc.

Ball Aerospace

COLSA Corporation

Cook's Pest Control

Courtyard Marriott

Huntsville/Madison County

Convention & Visitors Bureau

ITT-CAS

J.F. Drake State Technical College

Lockheed Martin

Maynard Cooper & Gale, PC

Redstone Federal Credit Union

TLS, Inc.

Turner Universal

United Space Alliance

Von Braun Center



Former Astronaut Jim Halsell (right), who is now Vice President and Program Manager of the Ares I upper stage project for ATK Launch Systems, receives a *Power to Go* print from USSRC CEO Larry Capps.



Jim Maser, President of Pratt & Whitney Rocketdyne, addresses the Saturn/Apollo Reunion.



Six Outstanding Alumni Inducted at the Second Annual Hall of Fame Dinner

This year's inductees came from across the U.S. and were chosen from a group of over 40 nominees in three different categories – Friend of SPACE CAMP, Former Employee, and Former Camper. After careful deliberation by the Hall of Fame (HOF) Selection Committee, the following individuals were inducted into the 2008 class at the Hall of Fame dinner held July 19, 2008:

Friend of Space Camp:

- Oscar Holderer – Former von Braun Team Member and designer of the original Space Camp simulators.
- Marlenn Maicki – Dean of the Junior School at Detroit Country Day School in Bloomfield Hills, Michigan; Marlenn has brought over 1,500 students to Space Camp over the past 21 years.

Former Space Camp staff member:

- Lisa DeVries – Space Academy trainee in 1990 and Advanced Space Academy counselor in 1998; Lisa currently works for United Space Alliance at the Kennedy Space Center in Florida as Launch Control Center Safety Console Lead.

Former Space Camp trainee:

- Captain Phillip Smith – An alumnus of Space Camp Florida and Space Academy in Huntsville, Captain Smith currently serves as an F-15E pilot stationed at Seymour Johnson AFB in North Carolina.
- Vincent Vazzo – This alumnus attended various Space Camp programs from 1994-2007 and is the creator of Hab1.com, a Web site that allows Space Camp alumni to interact. Vincent currently works for United Space Alliance at the Marshall Space Flight Center in Huntsville, Alabama.
- Specialist Josh Whitfield – Alumnus of Aviation Challenge California and Alabama and five-time Right Stuff Award winner; Specialist Whitfield is currently recovering from injuries sustained in Iraq while serving with the 2nd Stryker Cavalry Regiment.



HOF 2008 Class (seated from left) Marlenn Maicki, Josh Whitfield, and Lisa DeVries; (standing from left) Oscar Holderer, Vincent Vazzo, and Phillip Smith.

Neil deGrasse Tyson Day Proclaimed as Part of Weekend Festivities

Dr. Neil deGrasse Tyson, who has been called this generation's Carl Sagan, was responsible for *Good Morning America's* decision to name Alabama's Saturn V Rocket as one of the 7 Wonders of America in May.

Dr. Tyson served on the selection panel and argued passionately for the rocket to be included on the list with other national landmarks such as the Grand Canyon, the National Mall in Washington, D.C., and Mt. Rushmore.

In appreciation of his efforts, Huntsville Mayor Loretta Spencer proclaimed Saturday, July 19, 2008, as *Neil deGrasse Tyson Day* in the city, and Governor Bob Riley issued a commendation to the astrophysicist. He accepted both proclamations and Huntsville's thanks during the Hall of Fame Dinner. Tyson, who also hosts Nova's *ScienceNow*, quickly pointed out that he worked to have Huntsville's Saturn V added to the list because it is the only one of the remaining Saturn V rockets to carry the designation as a National Historic Landmark. Before leaving Huntsville, Dr. Tyson also graciously agreed to serve on the Honorary Saturn V Committee that will be working to fund the museum plan in the Davidson Center for Space Exploration.

Former astronaut, Dr. Story Musgrave, who participated in the first Hubble repair mission, and Dr. Neil deGrasse Tyson share insights on the Hubble.





Pratt & Whitney Rocketdyne Sponsors Exhibit in the Davidson Center

Pratt & Whitney Rocketdyne (P&WR) pledged \$400,000 to fund *The Force*, a propulsion exhibit located in the Davidson Center for Space Exploration. *The Force* will enable guests to learn about, experience, and appreciate the importance of propulsion in rocketry, and the exhibit will present information on the J-2X, the engine that will be used in the moon rockets of the Constellation Program.

Jim Maser, P&WR President, traveled from California to publicly announce the \$400,000 pledge at the Fifth Annual Saturn Apollo Reunion, which the company sponsored at the USSRC in July. Maser is shown above presenting the sponsorship check to USSRC CEO Larry Capps.

In addition to the exhibit, P&WR awarded an additional \$30,000 in an educational grant to fund a PDA tour of the exhibits in the Davidson Center and for a hands-on, interactive cart (shown below), which is called the Rolling Rocket. Museum staff use the cart to perform science experiments demonstrating principles of propulsion to help visitors better understand the science involved in rocketry.



U.S. Space & Rocket Center SELECTED FINANCIAL AND OPERATING DATA

In millions

Fiscal Year	2009 (Budget)	2008 (Actual)	2007 (Actual)
Revenues:			
Camp Programs	\$13.16	\$14.15	\$13.38
Museum	9.61	8.61	9.09
Advancement/GTAC	1.10	0.68	1.58
Other	2.31	3.93	2.81
Total Revenue	26.18	27.37	26.86
Expenses			
Personnel Related	12.86	13.37	12.72
Facilities	2.74	2.71	2.37
Cost of Goods	2.47	2.47	2.37
Services	1.05	1.42	1.06
Program Related	2.35	2.69	2.91
Travel	0.18	0.29	0.40
Finance	1.31	1.37	1.57
Other	0.55	0.61	0.75
Depreciation	2.51	2.71	2.28
Total Expenses	26.02	27.64	26.43
Capital Contributions	0.91	4.19	10.33
Change in Net Assets	\$1.07	\$3.92	\$10.76

Appalachian Regional Commission

The USSRC received a \$127,000 grant from the Appalachian Regional Commission for an outreach project in Franklin County. The USSRC matched this 80/20 grant with in-kind services and financial help from the University of



Alabama in Huntsville (utilizing a professional development grant for teachers funded by the Alabama Commission on Higher Education) and Jacobs Engineering. Eight Franklin County teachers participated in the UAHuntsville educator session, and then USSRC staff spent a week at Belgreen Elementary, Russellville Elementary, and Russellville Middle Schools instructing students in how to build scale models of the Space Shuttle, International Space Station, and Mission Control and then coordinating an hour-long mission. All grades at the three schools participated in instructional units on rocket building, living and working in space, astronomy, and space history that were correlated to national math, science, language arts, and social studies standards. Students then had the opportunity to apply for scholarships for 2008 weeklong camp sessions. Funding for the 18 scholarships was provided by Jacobs.



U.S. SPACE & ROCKET CENTER FOUNDATION
In Millions
Statement of Operations
For the 12 Periods Ending
September 28, 2008

Revenues:

Scholarship/Sponsorship Donations	0.93
Great Moon Buggy Race Sponsorships	0.07
Hall of Fame Dinner	0.05
50th Anniversary-Davidson Center Gala	0.35
Grants	0.06
Equipment Donations	0.02
Saturn V Donations	0.24
Saturn V Exhibit Income	0.87

Total Revenue **2.57**

Donation Transfers:

Grants	0.03
Scholarship/Sponsorship Donations	1.12
International Space Camp Donations	0.05
50th Anniversary-Davidson Center Gala	0.18
Saturn V & Davidson Center Exhibit Donations	0.97

Total Transfers to U.S. Space & Rocket Center **2.35**

Expenses:

Fundraising Event Expenses	0.18
Travel Expense (includes program travel)	0.01
Exhibit Expense	0.01
Saturn V Brick Expense	0.01

Total Expenses and Transfers **2.57**

Change in Net Assets **0.01**



Sulzberger Foundation

For the third year, The Sulzberger Foundation (the foundation for the owners of the *New York Times*) sponsored students from the Bronx Aerospace School. Ten students attended camp in July.

**Advancement/
Foundation Highlights**

In all, a total of 276 new donors made contributions to the USSRC Foundation during FY08.

Corporations and associations that sponsored teacher and student scholarship programs donated just over \$1 million, enabling over 700 teachers and 89 children to attend camp. Photographs featuring those sponsorships are included throughout this publication.

The scholarship competition drew 375 applications from across the globe, and 52 students received full scholarships. Those earning grades of 80 or above were awarded partial scholarships. Of those receiving a partial scholarship in the 9-14 age group, 36 percent booked. High school age students receiving a partial scholarship booked at 52 percent.

The first phase of the Saturn V Restoration Campaign closed, having raised \$9.3 million to restore and house the rocket. For the second phase, funds will be raised to implement the exhibit plan for the Davidson Center for Space Exploration. Over \$1.4 million was obtained for those exhibits during FY08. The Saturn V First to the Moon license plate raised just over \$134,000, a 12 percent increase over FY07 tag sales.

Northrop Grumman

Since 2005, the Northrop Grumman Foundation has provided scholarships for 75 students who applied through the Center's general scholarship program. Northrop Grumman officials shown with the 2008 scholarship winners are (top row from left) Jackie Worthy, *Senior Executive Assistant*; Kathy Cowan, *Senior Engineer on Air and Missile Defense Programs Technical Staff*; and Dan Montgomery, *Vice President & Corporate Lead Executive, Huntsville Region*. During July 2009, the company will initiate its own program to sponsor 16 teachers and 48 students.



GenCorp Foundation/Aerojet

Claude Baldwin of Aerojet is shown (center) presenting the company's 2008 donation to USSRC CEO Larry Capps and to the USSRC Scholarship Manager Kelly Hatley. Aerojet has been supporting the Center's scholarship program since 1984.



Wesfam Restaurants Sponsors MQF Restoration

The Apollo 12 Mobile Quarantine Facility (MQF) surfaced in Perry County, Alabama, in March 2007 and took space historians by surprise as it was believed that it had been destroyed in a forest fire in Georgia. Today, the artifact is housed in the Davidson Center. The Alabama Department of Conservation worked with the USSRC to get a letter from the United States Department of the Interior transferring ownership of the MQF from the state to the Alabama Space Science Exhibit Commission. However, after being used for several years to house students who were studying fish at the Perry County wildlife facility, the unit was in need of restoration.

Jean Wessel Templeton of Wesfam Restaurants, Inc. was touring the USSRC when she saw children clamoring to peer inside the trailer. Touched by their enthusiasm and by the trailer's obvious need of repairs, she and her children agreed to sponsor the restoration in memory of her late husband, Fred Wessel. In 1966, Mr. Wessel opened one of the first 200 BURGER KING® restaurants in the world in Huntsville – the third BURGER KING franchise in the state of Alabama. Wesfam represents an integral part of the historical transformation that took Huntsville from a farming community to the Rocket City. The Wessel donation is representative of the community's continued support for the space program.

U.S. Space & Rocket Center Foundation SCHEDULE OF CONTRIBUTORS FY08

SATURN V— \$500,000-\$999,999

Honeywell International

VON BRAUN — \$250,000-\$499,999

Pratt & Whitney Rocketdyne
City of Huntsville

APOLLO — \$100,000-\$249,000

The Boeing Company
State of Alabama - Specialty Tag Revenue
Wesfam Restaurants, Inc., Franchisee of Burger King Corp.

GEMINI — \$50,000-\$99,999

Northrop Grumman Foundation
SAIC

MERCURY — \$30,000-\$49,000

ASMDA
Madison County Commission

JUPITER — \$15,000-\$29,000

Sulzberger Foundation
Council of Chief State School Officers
ALPHA FOUNDATION, INC.
Toyota Motor Manufacturing North America
ATK Launch Systems Group
Omega
Conan and Jaina Dickson

EXPLORER— \$5,000-\$14,999

Julian and Dorothy Davidson
John Hendricks - Discovery Communications
Military Child Education Coalition
Saturn V Donation Boxes in Museum
Individual Scholarship Donations
Saturn V Brick Purchases
Lockheed Martin
BAE Systems
CenturyTel
Google
Jacobs Technology, Inc. ESTS Group
Army Community Services
Delta Gamma Foundation
Mathcounts Foundation
United Space Alliance
Coca-Cola Bottlers Foundation
Rockwell Automation
Rockwell Collins
AT&T
The Huntsville Times
American Institute of Aeronautics & Astronautics
Phillip T. Pegues
Accenture
Beason and Nalley
Bradley Arant Rose & White LLP
Bridge Street
CORR WIRELESS COMMUNICATIONS
Digital Fusion

U.S. Space & Rocket Center Foundation

SCHEDULE OF CONTRIBUTORS FY08

URS EG&G Division
 Elizabeth (Betty) Huth Schonrock
 First Commercial Bank
 Gibson Landscape Services
 Gray Research, Inc.
 HudsonAlpha Institute for Biotechnology
 IMAX
 InDyne, Inc.
 Larry and Brenda Capps
 Mercedes Benz
 MJLM
 Philip Dotts - Public FA, Inc.
 Seven Oaks Foundation
 UAHuntsville

REDSTONE— \$2,500-\$4,999

Huntsville/Madison County Convention and Visitor's Bureau
 Ed Buckbee
 Gresham Smith & Partners
 Bettye A. Wehrli-Space Adventures
 Thomas Walter Clearman
 Alaska Air Show
 City of Madison
 David and Margaretha Williams
 ITT Corporation - Systems Division

MEDARIS — \$1,000 - \$2,499

J.F. Drake State Technical College
 Sandra Lynn Austin
 Maryland School for the Blind
 Lockheed Martin Mechanisms Education Association
 B.H. Craig Construction
 Aetos Systems, Inc.
 Analytical Services, Inc.
 Applied Geo Technologies
 ASRC Federal Holding Company
 Available Plastics, Inc.
 Carina Technologies
 Colonial Bank
 Crimson Electric
 Digium
 Don and Christia Nalley
 Early Works
 First American Bank
 GenCorp Foundation
 Huntsville Madison County Botanical Garden
 J. Smith Lanier
 JNE Investments
 Joe H. and Lana Ritch
 John C. Calhoun State Community College
 JWC Specialties
 Manufacturing Technical Solutions, Inc.
 National Space Club
 Navigator Development Group
 Providence Properties
 Regions Bank
 ServisFirst Bank
 Continental



Fastest Donation

Jaina and Conan Dickson donated a mid-1960's Saab-powered vintage race car to the USSRC Foundation for the Saturn V Project. While not as fast as the Saturn V, the car is designed to reach 93 miles per hour and qualifies as the most unique donation the Foundation received during FY08. The donation was made in memory of three family members: Conan Dickson's aunt, Martha Drucilla Truitt, who worked for NASA (1964-1986) during the Saturn V and Shuttle programs at the Kennedy Space Center; his dad, Richard Edgar Dickson, who worked for MICOM (Redstone) 1957-1988; and his mom, Alexandria Truitt Dickson.

The Saab-powered, mid-1960's Prototype Formula Race Car was completely restored with new chassis, custom fuel cell, Hillebrand Center Lock Indy car wheels with original tires, and alloy bodywork re-engineered by Hendrick Motorsports. Mr. Dickson purchased the car from Red Baron Antiques at auction in November 2006 to use as a show car and/or for vintage racing. However, his schedule was such that the car sat in storage. Thus, the couple decided to donate the car.



The Huntsville Coca-Cola Bottling Company Sponsors Reunion Weekend

Randy Isom is shown presenting the company's sponsorship donation to USSRC CEO Larry Capps and to the USSRC Foundation Director Jennifer Crozier.

U.S. Space & Rocket Center Foundation SCHEDULE OF CONTRIBUTORS FY08

MEDARIS (continued)

Sirote & Permutt, P.C.
 Stephen W. Raby
 Teledyne Brown Engineering, Inc.
 Turner Universal Construction
 Weichert Realtors
 Navy League of the U.S. - Kingsville Council
 Clif and Stella Broderick
 William W. Smith
 Glenda and John Reitzell
 A.J. Hulverson Memorial
 Alabama Flag & Banner
 BASF Catalysts LLC
 Charles and Brenda Carr
 Chuck and Marcia Lindstrom
 MSFC Retiree Association
 Shannon E. Gleckler
 Mrs. Kenneth McCoy
 Tommy Holman Memorial-Barry and Sally Holman
 Coal River Energy
 Ball Aerospace & Technologies Corp.
 Ironsclad
 The Maynard Cooper & Gale Charitable Foundation
 William and Dorothy Threlkeld
 CAS, Inc.
 Cook's Pest Control
 Redstone Federal Credit Union
 Michael and Rhonda Winter
 Halsey Foodservice
 Sysco Food Services of North Alabama
 Waymon and Jan Burke
 Guyan Consulting
 Jacobs Technology, Inc.
 John Clancy
 KB Fuschetto
 Sally and Guy Spencer
 Walmart
 Owen and Eve Garriott

Bricks and Boot Prints featured in Apollo Courtyard

The Apollo Courtyard, located at the entrance to the Davidson Center for Space Exploration, is the site of a permanent outdoor exhibit on the Apollo Program. This exhibit area also features the 896 bricks purchased during the Saturn V Restoration Project. Bricks continue to be sold online at the USSRC and are added three times a year to the courtyard.



Also in the courtyard, Marshall Space Flight Center donated impressions of boot prints for astronauts Walter Cunningham, Neil Armstrong, Buzz Aldrin, Richard Gordon, Alan Bean, Edgar Mitchell, Charlie Duke, Joseph Kerwin, Paul Weitz, Owen Garriott, Jack Lousma, Gerald Carr, Hoot Gibson, William Pogue, and Eileen Collins. Boot prints for astronauts Jim Lovell, Scott Carpenter, Rusty Schweickart, and Tom Stafford will be added to the courtyard in early 2009.



ASMDA

Army Space & Missile Defense Association (ASMDA) has been sponsoring students since 1986. This year 16 children from Alaska, Nebraska, Korea, Kwajalein, and Alabama attended in July.



State Donates Flag

In March, Governor Bob Riley (center) held a press conference in the Davidson Center to announce the opening of a new satellite office for the Alabama Development Office in Huntsville. After the press conference, he took time to officially raise the largest Alabama flag (30 by 60 feet mounted on a 140-foot pole) in the state. Lee Sentell, the Director of the Alabama Bureau of Tourism and Travel (right), allocated funding for the flag and flagpole that are located in front of the Davidson Center. The state officials are shown with Jim Flinn, chair of the Alabama Space Science Exhibit Commission.

Merchandising Goes Upscale and High Tech

The USSRC put new emphasis on merchandising this year, opening for the summer a new gift shop in Rocket Park and adopting an “upscale” sales strategy for the gift area in the Davidson Center. The higher quality stock and a focused merchandising campaign helped to increase average sale transactions in the gift shops by 30 percent. These same factors contributed to an increase of 28 percent in the average item price.

The Davidson Center gift shop targets adult shoppers with space collectibles, hand-blown paperweights, books, jewelry, and items that feature the painting *Power to Go* by Paul Calle. Calle was one of the eight original artists selected for NASA’s fine art program, and his painting of the Apollo 11 launch is prominently featured as a two-story mural in the foyer of the Davidson Center.

As part of the more aggressive merchandising effort, the USSRC began the process to move the on-line sales from an e-mail based system that required manual effort for order processing and tracking inventory to an e-commerce site controlled by software capable of tracking inventory from receipt in the USSRC warehouse through shipping to customers. The new e-commerce site debuted in November in time for holiday shopping.

Money is the number one item lost by children attending camp programs. The USSRC solved that dilemma this year by implementing technology that allowed parents to purchase gift cards. That spending money was then loaded onto the name badge, which the camper is required to wear at all times. Over 1,200 parents chose to use this option, and they loaded just under \$50,000 into the gift card system during the summer season. However, gift cards are not limited just to campers. Traditional wallet-sized gift cards are stocked in the USSRC shops.



Paul Calle and his son, Chris, visited the Center in July.



Special Events Business Increases

With the opening of the Davidson Center, special events business grew dramatically in FY08. The staff coordinated 153 events that served over 26,000 guests and brought in \$774,000 in revenue. Revenue was 14 percent above the projected budget and 46 percent over FY07 revenue.



Marketing Moves to You Tube, Blitzes Nashville and Atlanta

The USSRC expanded its Web marketing this year posting on You Tube and initiating podcasts on the www.spacecamp.com site. While increasing efforts in cyberspace, the Marketing team continued to tie promotional campaigns to the spacecamp.com Web site in order to track effectiveness.

In order to facilitate that tracking, Marketing changed the Web site analytic software. With the new Omniture program, staff members were able to track the response rate of a multitude of campaigns over the last year including those incorporating direct mail, online, on-air, and print publications. They successfully tracked “hot spots” on the USSRC Web site and learned more about the target market--where they are geographically and what computer systems they have. With the software, marketing management can see which pages visitors look at, for how long, where they were before they entered the spacecamp.com site, and from which pages they exit.

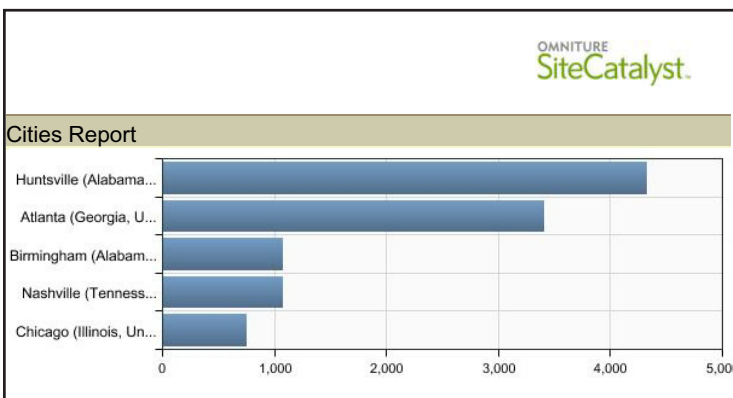
The web analytics also enabled the Marketing staff to assess the impact of media promotions. Spikes in visits occurred when the USSRC was featured on *Price Is Right* and *Good Morning America*. Visits were also up each Sunday that Discovery Channel aired the “When We Left Earth” series.

A large influx of traffic came from rolltide.com and auburntigers.com, especially during recruiting and “count-down to kickoff” promotions. External events at both universities, such as the outstanding season of the Tide and the coaching change at Auburn, also drove visitors to our site. The Marketing team can track responses from al.com and other purchased advertising sites, as well as see anomalies from other media buys. For example, the advertisement for SPACE CAMP that appeared on the back cover of *Boys' Life* in February drove an increase in Web traffic.

The Omniture web analytics allowed staff to quantify the successes of the Barbie national campaign and especially the sales blitzes done in Atlanta and Nashville by the sales team. In November of 07, sales team members mailed information and then called to arranged several outreach opportunities in the Franklin area of Nashville, TN. To coincide with the many school visits, they arranged to have simulators at one of Nashville's leading, high-end malls, Cool Springs Galleria, during the weekend of their visit in early December. In February, they repeated the blitz in Atlanta, attending a camp expo and the Georgia Science Teachers conference. On two consecutive weekends, the USSRC staff also set up simulators at two popular high end malls (Town Center at Cobb and Perimeter Mall) surrounding their school outreach visits. Both campaigns were supported by the Marketing Department by the use of billboards (some digital), radio, newspaper, and magazines, as well as online and in-mall promotions.



Sam Champion, weather anchor of *Good Morning America* (shown at right in front of basket), greets visitors who arrived at 5:00 a.m. to participate in a live broadcast from the USSRC.



The above graph dramatically shows the high spike in traffic to our website from Atlanta (February 2008), as a result of the sales and marketing blitzes.

National Spotlight on Center

The Saturn V attracted television coverage in May when *Good Morning America* named the Alabama rocket as one of the 7 *Wonders of America*. In June, *Forbes Magazine* described SPACE CAMP[®] as “perhaps the most recognized fantasy camp in the world,” in an article entitled “Eight Places to Live Out Your Fantasies.”

The USSRC was also featured in the following: *Readers Digest*, *National Geographic Traveler*, *VIP Magazine*, The Learning Channel's *Little People*, *Big World*, Showtime's *Penn & Teller Show*, Gazeta-TV Network in Japan 9 (segment on moon rock), *C/Net News*, and *Southern Living Magazine*.

Marketing Promotions



Barbie and Friends Debut at National Girl Scout Destination Camp

This summer the USSRC welcomed some new members to the SPACE CAMP family – Barbie®, Nikki®, and Teresa®. These customized dolls were updated to showcase a more modern version of the original 1990s SPACE CAMP Barbie®, along with all her accessories, including an astronaut helmet, jacket, and SPACE CAMP graduation certificate. The dolls, which were available only at the USSRC gift shops and through Toys R



Us, debuted at the USSRC in July in conjunction with the national Girl Scout destinations hosted annually at the USSRC. Air Force



Lt. Col. Jill Long (shown at right in photograph) spoke to the girls and each received a doll, along with a certificate signed by Colonel Long. USSRC has provided a national Girl Scout destination for the past four years and has hosted over 300 girls from councils all over the U.S. and abroad. This year the 54 girls participated in

SPACE ACADEMY®, ADVANCED SPACE ACADEMY®, and X-CAMP. Each girl received one of the special debut Barbies with a Day of Release Certificate signed by Col. Long at the Girl Scout Closing Ceremony. The first shipment of 750 dolls sold out at the USSRC gift shop within four days; the Barbie® demand was quickly filled with another shipment of 1,200. Only 50,000 of these dolls were released worldwide.



Promotions Leverage Marketing Dollars

The strong, positive connotation of the SPACE CAMP brand enables the Marketing Department to partner with national brands to increase the Center's national advertising efforts. In addition to the Barbie promotion, Marketing partnered with ICEE® and Sylvan Learning Center to promote the new computer-animated movie *IGOR*.

The USSRC also partnered with Disney Interactive to offer a SPACE CAMP Sweepstakes in conjunction with the release of the video game *Spectrobes: Beyond the Portal*. The Nintendo DS game, released in September 2008, is the sequel to the platinum selling game, *Spectrobes*.

Media Fusion, a local Huntsville company, developed a robotic icon SCOOT-R (Space Camp Orientation & Operations Robot), for use in USSRC marketing. SCOOT-R, who is shown at left, is featured on the USSRC Web site, on the camp CD, in ads, and on posters.

Fifteenth Annual

Great Moonbuggy Race Draws 44 Teams

The Great Moonbuggy Race held April 4-5, 2008, at the USSRC drew 44 teams (21 high school and 23 college) from across the U.S. and from as far away as Germany. Students in teams of two (one male and one female) raced across the simulated lunar surface competing for the fastest time in this hands-on engineering test. Erie High School from Erie, Kansas, claimed the high school title, and The University of

Evansville from Evansville, Indiana, took the gold in the college division. Northrop Grumman was the title sponsor for the competition. Other sponsors included Boeing and Teledyne Brown Engineering and contributing to the event were the American Institute of Aeronautics and Astronautics (AIAA), ATK Launch Systems, Inc., Jacobs, Stanley Associates, Systems Safety Society (Tennessee Chapter), and United Space Alliance (USA).



Professional Development Program Attracts Teachers from Around the Globe

From the time I stepped off the plane, until I returned to the airport, we were immersed in what I can only describe as the learning experience of my lifetime, both challenging me personally to experience new things and rethink the teaching practices I use with my students.

Jonathan Fincher
Gustine, California
Honeywell Educator

Thank you so much for all you did to make International Space Camp a success this year. As Educators, we were thrilled to be invited, valued and so well taken care of! Thanks for showering us with ideas, gifts, and friendship. It was truly an unforgettable experience.

Mike Geisen
2008 National Teacher of the Year
Washington State

In 2008, 748 teachers, from all 50 states and 32 countries, participated in SPACE ACADEMY for Educators. Companies sponsoring teachers included The Boeing Company (91 teachers) and Honeywell Hometown Solutions (311 teachers). Since 1990, SPACE CAMP has hosted International SPACE CAMP, which is attended by the *National Teacher of the Year* and *Teachers of the Year* from the states and U.S. territories. These educators, sponsored by the Association of Chief State School Officers, were joined by 17 international teachers, sponsored by Toyota Motor Manufacturing, Alabama, for a week of professional development and global bridge building in July. A new teacher sponsorship program debuted with Lockheed Martin sending five U.S. teachers, and a 27-year tradition continued as Rockwell sent eight U.S. teachers sponsored by Rockwell Automation in Milwaukee, Wisconsin, and Rockwell Collins in DeMoines, Iowa.



Teachers participating in the newest educator program underwritten by Lockheed Martin are shown with LM executives and with retired astronaut Story Musgrave. They are (seated from left) Paige Dersham, Denver, CO; Jan Gustafson, Orion, IL; Meg Marshall, Pearland, TX; and Jorge Ariza, Houston, TX; (standing from left) Jay Bonser, Colorado Springs; Gary Stewart; Story Musgrave; Shirley Gray; and Jim Tevepaugh.

20



The Boeing Company has been sponsoring teachers since 1992.



Honeywell Hometown Solutions initiated an educator program in 2004.



The best teachers in the world participate in International SPACE CAMP that is held annually the last week in July.



The oldest Educator Sponsorship Program belongs to Rockwell. Rockwell teachers for 2008 are shown (seated from left): Charles Harris and Suzanne Vosberg, Milwaukee, WI; Michele Dorrance, Cedar Rapids, IA; Nita Lent, Cocoa Beach, FL; (back row from left) Juliet King, Bedford, OH; Joan Steinmetz and Jonita Wiley, Cedar Rapids, IA. Tammy Anderson of Milwaukee is not pictured.

Corporate Training Posts Increase in New Business Revenue

Corporate Camp training staff conducted 24 programs this year. New clients included AsOne/Matt Firm, Young Presidents' Organization, Avocent, General Mills, Solvay Pharmaceuticals, and Pratt & Whitney Rockeddyne. Returning clients included the federal government's Office of Personnel Management, The Boeing Company, University of Alabama Huntsville, Siemens VDO, and AirMed. Program revenue was posted at the second-highest level in corporate camp history and ended the year \$181,111 over the previous seven-year revenue average.



Movie Ticket Sales and Concessions Total Over \$1 Million

The USSRC doubled its movie operation with the addition of the 360-seat 3D theater in the Davidson Center. The theater opened in February, and total attendance through the end of the fiscal year was 71,990. Movies shown included *3D Mars* that drew the largest viewers with 38,741 and *3D Sun*, 22,277. *Fly Me To the Moon* opened later in the year attracting 10,972 viewers by the end of September.

The USSRC continued the business plan of running feature-length Hollywood films in the IMAX® theater. Movies, dates, and attendance figures follow: *Polar Express*, December 2007, 2,062; *Kung Fu Panda*, June 2008, 7,967; and *Batman Dark Knight*, July 2008, 13,054.

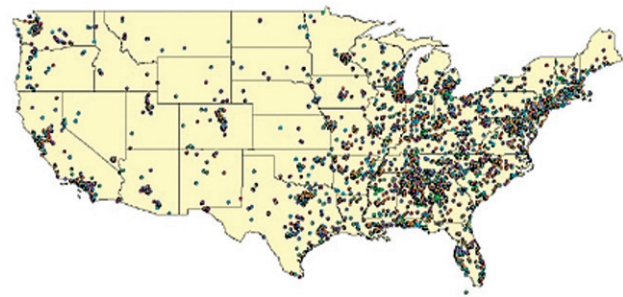
Throughout the year, the IMAX® featured educational films for museum and camp visitors. Attendance numbers for those movies follow: *Magnificent Desolation*, 72,456; *Magic of Flight*, 26,966; *The Dream is Alive*, 18,143; and *Fighter Pilot*, 8,378. Total IMAX attendance for FY08 was 149,026.

Gross revenue from movies and the IMAX® theater concession stand totaled \$1,072,531.



Mission Center Complex Expands

In order to meet the increased demand from school groups across the country, the USSRC added the Endeavour Orbiter to the Mission Center Complex (MCC) in November 2007. Rearranging the MCC to accommodate five orbiter simulators enabled camp operations staff more flexibility for scheduling the 6 percent increase in students participating in spring programs.



Camp Attendance Holds Steady

Overall camp attendance was about even with FY07. While classroom programs grew 6 percent and the day camp program increased 51 percent, individual weeklong attendance decreased 26 percent reflecting the challenging economy. The total number of camp participants enrolled in individual and group programs for FY08 totaled 34,179. The geographic distribution for the U.S. participants is shown above. Each dot represents a ZIP Code and, thus, may reflect attendance of one or multiple students or adults. The colors represent various programs for children, adults, and classrooms.

International Interest Continues to Increase

The Licensing Department had inquiries about establishing camps in China, Taiwan, Hong King, Malaysia, and India during FY08. In addition to the camp in the UAE (page 6), the department received payment for a SPACE CAMP license for Korea.

Restoring Pathfinder

Pathfinder, the Space Shuttle mock-up located in the USSRC's Shuttle Park, underwent a facelift this summer – literally – after a piece of its floor section near the nose separated from the body of the shuttle. In early June, Pathfinder's "belly pan" dropped from a mounting bracket and came to rest on the external fuel tank. Rain apparently leaked into the replica, much of which consists of plywood and fiberglass, and corroded the flooring, detaching the section under the nose. Marshall Space Flight Center assisted the USSRC in the repairs which were funded from an appropriation for visitors information centers, which Congress placed in the FY08 NASA budget.



U.S. Senator Richard Shelby secured an additional \$470,000 in funding in the NASA budget for museum upgrades. The USSRC allocated the money to fabricate elements of a new exhibit for the Apollo 16 capsule in the Davidson Center. The funding also covered expenses for moving the Apollo 16 capsule, two vintage trainers (for the capsule and lunar lander), the lunar rover, and the lunar lander from the original museum to the Davidson Center.

Human Resources Responsible for Center's Uniqueness

While the artifacts and curriculum contribute to the special atmosphere of the museum and camp programs, it is the people who make the USSRC experience unique. Finding those people is the challenge given to the Human Resources (HR) Department, making recruitment a major responsibility of the department. During FY08, several key full-time employee positions were filled: Andrew Mays (Web Master); Scott Harbour (Director of Retail Sales); Amber Williams (Merchandise Director); and Scott Saint (GTAC Specialist). The HR staff also recruited 250 camp counselors from 25 universities across the U.S. While most of the counselors move on to permanent jobs in the fields of aerospace, education, or military after graduating college, the USSRC does a good job of retaining employees. During FY08, 32 employees were recognized for serving three years or more. Nancy Mosley, who works in Information Systems, was cited for 25 years of service, and three employees: Mike Flachbart (aerospace), Debbie Banks (mail room), and Sondra Robertson (food service) were honored for 20 years of employment.

During the year, HR Vice President, Vickie Henderson, coordinated the successful NASA Compliance Review that assessed the USSRC's adherence to Section 504 of the Rehabilitation Act of 1973, ensuring that the facility meets accessibility standards for the disabled. The Center successfully completed an Affirmative Action Program review and was also re-certified as a Drug and Alcohol Free Workplace. In addition, HR recruited approximately 400 temporary seasonal employees and worked diligently to coordinate and promote an intensified training program for implementation during FY09. The program is designed to increase employee effectiveness and promote Center-wide synergistic efforts in the following areas: 1) supervisory responsibilities, 2) customer service, and 3) ethics and standards of conduct.



USSRC Committee Member Elected to Congress

Dr. Parker Griffith, who has served on the Center's Vision and Plans Committee and the Saturn V Restoration Committee and is a former member of the governing board, the Alabama Space Science Exhibit Commission, was elected to the U.S. Congress in November 2008 to represent Alabama's Fifth Congressional District. Griffith (right) and his wife Virginia are shown with CEO, Larry Capps at the January 2008 gala.

Virtual Alabama Earns Six Awards

It is somewhat unusual for technology to gain star status in the government realm. However, Virtual Alabama has. The program developed at the USSRC won six prestigious awards during FY08: the National Governors' Association 2008 Public/Private Partnership Award, the American Council for Technology 2008 Intergovernmental Solutions Award, the Google Superstar Award (first time ever awarded to government agency), the Council of State Governments 2008 Innovations Award, the *Government Computer News* Outstanding Information Technology Achievement in Government Award, and the 2008 Innovative Alabama Government Award. The program was also nominated for the Harvard Kennedy Ash Institute Innovations Awards that will be announced in late 2009.

Virtual Alabama is a program coordinated by the Geospatial Training and Application Center (GTAC) at the USSRC that uses Google's Enterprise System software to provide a common operational map of the State of Alabama. On this 3D map, the state's infrastructure and asset imagery are displayed, giving first responders reliable information in the time of crisis. For example, first responders can see flood zones that lie in a hurricane's path, map evacuation routes, and assess damage from aerial maps (within hours after a disaster) that contrast before and after images of affected areas.

Virtual Alabama ended the year with over 3,700 users who were accessing the system in all 67 of the state's counties and within 1,100 agencies. Users include offices of emergency management, fire services, public safety, city and county government, economic development/planning, natural resource management, environmental agencies, law enforcement and forensics, agriculture, transportation, and military.



GTAC Vice President Chris Johnson, who developed the concept for Virtual Alabama, administers the program in partnership with the Alabama Department of Homeland Security, which provides funding. GTAC is working closely with the Federal Department of Homeland Security to develop a concept of operations for Virtual USA. Several states are deploying systems modeled after Virtual Alabama. Thus far, the GTAC team has met

with Departments of Homeland Security and Governors' Offices in 19 states. Louisiana implemented a Virtual Louisiana this year and Illinois, Texas, California, Maryland, Oklahoma, and Florida are not far behind.



GTAC Vice President Chris Johnson and Alabama Homeland Security Director Jim Walker accept the *Government Computer News* award at a conference in Washington, D.C.

Be Ready Camp Trains Students for Emergencies



GTAC worked with the Governor's Office of Faith-Based & Community Initiatives and the Alabama Department of Homeland Security to sponsor three weeks of *Be Ready Camp* in September. This was the third year for the program that teaches community emergency response training to elementary school students. Over 150 children from across the state participated.

2008 *Be Ready Camp* Sponsors

Alabama Governor's Office of Faith-Based and Community Initiatives
Alabama Department of Homeland Security
Alabama Emergency Management Agency
Toyota Motor Manufacturing Alabama
Google
Poarch Creek Indians

FY2008 Highlights

The U.S. Space & Rocket Center rated a perfect score for the fourth year in a row on the annual state property inventory. The Center accounted for 2,048 items that carry an acquisition cost of \$10,079,956.



Davidson Center for Space Exploration opens

Forbes[®]



Forbes Magazine describes SPACE CAMP[®] as “perhaps the most recognized fantasy camp in the world”



Earth | Virtual Alabama

Virtual Alabama wins 6 national and state awards



Camp licensed for the United Arab Emirates



Alabama Hospitality Association, Inc., selects the U.S. Space & Rocket Center as the Tourism Attraction of the Year as part of the Hospitality Stars of Alabama 2008 awards.



Good Morning America names Alabama's Saturn V rocket as one of the 7 Wonders of America.