

ISSUE 42

MARCH 2015

NEWS SAUR



Image by Julius T. Csotonyi



PHILIP J. CURRIE
DINOSAUR MUSEUM



PRESIDENT'S MESSAGE

February has been an eventful month with the museum taking several decisive strides. While the museum and the County Councillors have been addressing the long-term strategic partnership prospects through endowed curatorship with the University of Alberta, the River of Death and Discovery Dinosaur Museum Society endorsed an on-going collaboration with the Grand Prairie Regional College. The Memorandum paves the way for joint programs and certifications in destination marketing, cultural leadership and other areas of professional development.

The museum participated in the Growing the North Conference held at the Entrec Centre and gratefully acknowledges the support from all the Speakers who donated an honorarium to the museum. The Canadian Association of Science Centres will be hosting a session on the Philip J. Currie Dinosaur Museum at their upcoming conference in Edmonton from May 28-30th this year.

Don Wilson from Travel Alberta, played a significant role in organizing a presentation with staffers in both Edmonton and Calgary on the museum and its prospective plans to forge effective ties with the tourism industry. This development has since opened the doors for many enquiries from promoters, vendors and operators as well as travel writers and photographers who are now aware of a Fall 2015 opening to the public.

Work on a documentary film and a souvenir publication that captures the story of making a destination and the spirit of the Peace Region, has commenced. The coming week will see nearly 1000 teachers visit the museum's Open-House! It has been an encouraging, exciting and enlightening journey thus far.

Stay tuned! Stay Connected.

George Jacob

Seven Generations

Seven Generations Energy Ltd. Senior Vice President, Steve Haysom, and Vice President of Lands, Susan Targett, met with CEO George Jacob and engaged the museum design and multimedia teams visiting from Toronto in an informative session resulting in insightful exhibit treatment methods as production gets underway. Apart from each core sample (worth \$200,000)-dating back millions of years, Seven Generations will provide direct input into exhibit Content focused on the Devonian period and fossil fuels, advanced technologies used in geology, drilling, fracking and methods of mitigating environmental impact. Lead Designer Steve Petri will be working with Seven Generations to ensure the exhibit materials are integrated into the experiential design.



Seven Generations Senior Vice President Steven Haysom explains source rock and core samples dating back millions of years to the Exhibit Design team.



Don Wilson coordinated a presentation for the museum CEO at Travel Alberta offices in Edmonton with video-link to their Calgary staff. The presentation included slides and video animation highlighting the potential of this world-class destination in significantly impacting the growth of tourism in northern Alberta. Emphasis was also laid on attracting international tourists from Banff, the summer traffic on Alaska Hwy 43 as well as palaeo enthusiasts who might like multiple dinosaur destinations as part of a cohesive palaeo-tourism initiative in the Province. While Travel Alberta requires a longer lead time to plan and allocate resources for marketing as many of their print material is finalized a year ahead, there are some avenues that can be explored in order to get the museum on the destination map this Fall. Following the February 13th meeting, Travel Alberta and Alberta Tourism visited the museum in conjunction with the Growing the North Conference on February 18, 2015.



Museum CEO & President George Jacob, Lisa Houle (Economic Development Services), Kira Peña (Tourism Development Officer) and Don Wilson (Business Development Manager)

Interactive Multi-Media Gets Underway

Exhibit design team lead Stephen Petri with interpretive planner Christine Lockett held joint workshops with the museum team including Robin Sissons, Laura Reilly, Laura Beauchamp and multi-media specialist Victoria Manica from Design Foundation in Toronto. The exhibit experience incorporates a number of multi-media driven touch screen interactives that can be upgraded and or augmented depending on the needs of the museum. Once the content and levels of engagement are finalized, these exhibit elements will go into production stages in the coming months.



Left to Right - Max Izod, Laura Beauchamp, Laura Reilly, Christine Lockett, Robin Sissons



The County of Grande Prairie No.1 coordinated the donation of \$100 honorariums from each Speaker at the Growing the North Conference, towards the River of Death and Discovery Dinosaur Museum Society.

Lonely Planet host Jay Ingram, Order of Canada, also spoke at the Conference on the need to spur creativity and innovation to enhance the quality of life with examples from Beakerhead events hosted by him in Calgary, Alberta.

GP Chamber of Commerce Board visits Museum



GP Chamber of Commerce gets insights into the museum complex as part of the Milestone Visit 5th Year Anniversary. Left to Right - Dennis Bell, Cris Seppola, George Jacob, Leah Fularczuk, Tom Pura, Brian Spronk, Dan Pearcy

Website goes French!

Candice Popik, Marketing and Communications Manager, led the process of converting and uploading the French version to our new website working closely with Alain Bertrand who translated the website for the museum. The web-site is now fully bi-lingual. This lays the foundation for a national and international presence enabling French-immersion and French-speaking students from coast-to-coast to engage with the museum's programs, collections and e-learning initiatives.



New Staff



Ruby Dilawri
Museum Gift Shop
Manager

Dr. Matt Herne
Consulting Project
Palaeontologist



Jewels Goff
Education/Outreach
Programs Coordinator

New Board Members

Gary Hessler
Regional Manager
Business Banking,
Servus Credit Union



appointed Vice-Chair

Linda Side
Owner
Visa Truck Rentals



Peter Meyerhoffer
Publisher
Daily Herald Tribune



Tim Heimdal

Local artist, Tim Heimdal, has been commissioned by the Museum to create a custom mural for the Aykroyd Family Theater. Tim has been conceptualizing visual imagery and application methods for the theater wall space for the last few months. The concept design drawings have finally crystalized into an interesting mosaic of discovering dinosaurs and layering of information as it pertains to palaeological research, translated into a symbolic timeless visual motif.



Thank You Sponsors



The Philip J. Currie Dinosaur Museum gratefully acknowledges the donation from the Smith Family in memory of their grandson, Austin Alexander Harrison.