



## FRIENDS' NOTES WINTER 2009

Newsletter of the Friends of Royal Alberta Museum Society  
Supporting the programs and exhibits of the Royal Alberta Museum

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*FRIENDS' NOTES*  
EDITOR: Marla Daniels



Godfrey Huybregts  
President, FRAMS

### MISSION STATEMENT

FRAMS will support and enhance the objectives and activities of the Royal Alberta Museum through a mutually beneficial relationship.

**Friends of Royal Alberta Museum Society** (FRAMS) is incorporated under the Societies Act and is a Federal Educational Charity registered as #118933225RR0001.

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### PRESIDENT'S MESSAGE

For those of you who have signed up to receive your FRAMS newsletter by e-mail – thank you! This is the first of four issues that are planned for 2009. Whether you receive your newsletter by Canada Post or by e-mail, please consider sharing this issue with your colleagues, family, and friends.

Our inaugural *Inside Info Talk and Tour* event on February 10 – a new series especially for Friends' members – was a big success. In recognition of your generous support, we invite you and a guest to come and meet fellow supporters and get a behind-the-scenes tour of *The Bug Room* at the next *Inside Info Talk and Tour* on Tuesday May 19, 2009. The FRAMS Membership Committee will be organizing these events on a quarterly basis so be sure to watch for your invitation in the mail or check our website [www.framsociety.ca](http://www.framsociety.ca) for more details.

FRAMS appreciates the support of our donors which allows us to contribute to valuable education and access programs at the Royal Alberta Museum. The very successful Museum School, the National Aboriginal Achievement Foundation (NAAF) museum intern program, and the GO! Program, which encourages disadvantaged Albertans to visit our provincial museum, are a few of the ways in which FRAMS funding supports the Royal Alberta Museum. Please keep the Friends of Royal Alberta Museum Society in mind as you plan your charitable financial contributions for 2009 and beyond. Elsewhere in this newsletter, you will find articles about the **Go! Program** and the new **Community Spirit Program**, which can benefit you and FRAMS at the same time.

Last but not least, a big thanks to fellow Board members for their ongoing contributions of time to FRAMS. The work that goes on behind-the-scenes could not happen without the dedication of the volunteer members of the FRAMS Board of Directors and our Business Manager, Marilyn Nelson.

Godfrey Huybregts  
President, FRAMS

## MUSEUM DIRECTOR'S MESSAGE

My column in this issue poses a question that challenges all museum staff - what makes a satisfying museum experience? Good museums seek to elicit emotions through exhibitions, programs, collections or research with a view to engaging visitors or calling them to action. The Royal Alberta Museum is no different; we attempt to make our users more informed about key issues facing the world. But with fully one-fifth of our audience below the age of 6, how do we balance the need to inform with the need to entertain? The truth of the matter is that exhibits with a strong children's component draw the most visitors. But is attendance the only measure of a successful institution?

These are some of the questions that I ask you to keep in mind as you visit our newest travelling exhibition - *Ends of the Earth: From Polar Bears to Penguins*. Over 30 exhibit components will be presented against a backdrop of massive scenic landscapes depicting the austere beauty of frozen and fragile Arctic and Antarctic expanses. Each combines interactive artifact-based displays with specimens and/or multimedia. Visitors will also be able to explore the unique nature of the Earth's polar regions, and learn more about polar research and how these regions are leading indicators of climate change on our planet. To complement the exhibit, the Museum will be offering a broad range of programs and activities, including films (e.g., *March of the Penguins* and National Geographic titles); live penguin visits; Ice Age story time for pre-school adventurers; and a free, evening lecture by one of the world's top polar-bear researchers, Dr. Andrew Derocher.

In presenting an issue as controversial and threatening as climate change, we have tried to strike a balance between facts and fun in order to appeal to all ages and interest levels. Let us know if we've succeeded by taking a few moments to complete a visitor-comment card, which can be found outside the *Ends of the Earth* gallery, or by sending me an e-mail at [bruce.mcgillivray@gov.ab.ca](mailto:bruce.mcgillivray@gov.ab.ca). Tell me what motivates you come to our Museum. Are you an experience seeker, driven to see and experience something new, or a facilitator motivated by the needs of others, or do you fall somewhere between these two extremes? Which of our recent exhibits have succeeded, and which, in your view, have failed to live up to your expectations, and why. Your answers will help us plan our exhibitions and programs to meet your needs.

In closing, my challenge to you is to take a polar adventure to the Museum (without the frostbite!) and to tell me - either by e-mail or through the visitor survey - about your Museum experience, so that you help us understand our audience even better.



Dr. Bruce McGillivray  
Executive Director  
Royal Alberta Museum



## FRIENDS' CALENDAR

### Please mark these dates on your calendar!

Unless otherwise noted, all events are at the Royal Alberta Museum. For more information and times, visit [www.royalalbertamuseum.ca](http://www.royalalbertamuseum.ca) or call 780-453-9100.

Continuing to March 8, 2009: *Heights of Fashion: A History of the Elevated Foot*

Continuing to April 13, 2009: *Arte en la Charrería: The Artisanry of Mexican Equestrian Culture*

Continuing to April 26, 2009: *Ends of the Earth: From Polar Bears to Penguins*

**May 19: Inside Info Talk and Tour - *The Bug Room* – for Friends' members and guest**

May 23 to September 13, 2009: *Wildlife Photographer of the Year*

June 20 to October 31, 2009: *Hummingbirds of the Americas*

October 31 to January 17, 2010: *Diamonds*



## BOARD BUZZ

- ❖ The **GO! Program** provides free day passes to Albertans who, because of financial constraints, are not normally able to visit the Royal Alberta Museum. Elsewhere in this newsletter, please read a few of the many letters of appreciation received from 19 organizations that are utilizing this valuable program supported by the Friends of Royal Alberta Museum Society and its members.
- ❖ FRAMS submitted an application on December 31, 2008, to the \$20 million **Community Spirit Donation Grant Program**. This donor-driven grant program can be used to help fund an organization's operating costs, programs and/or capital projects.
- ❖ Thank you to Ewa Burton for securing a sponsor, NDB Printing, for the new business cards.
- ❖ Farewell to former Board member Jaie Phillips who resigned in January for personal reasons.
- ❖ Kudos to Karen Hansen, who has agreed to chair the Membership Committee and to Lois Drew, who has joined the Membership Committee in addition to her duties as Board secretary. The inaugural **Inside Info Talk and Tour** event, hosted by the Membership Committee, received very positive feedback from members and guests in attendance on February 10, 2009. Thanks also to curator Cathy Roy for leading this fun and informative "talk and tour" for our members.
- ❖ Thank you to Harry Nichiporik for chairing the Fund Development Committee and to Dallas Huybregts for taking on the volunteer role of website content editor for FRAMS Communications Committee. Have you visited the website? [www.framesociety.ca](http://www.framesociety.ca)

After enjoying this issue of *Friends' Notes*, please share it with friends, family and colleagues.

## CALL FOR NOMINATIONS –VOLUNTEER BOARD AND COMMITTEE MEMBERS

We are looking for several conscientious volunteer Board and committee members to provide leadership and strategic direction, and who are interested in getting actively involved with FRAMS in supporting the Royal Alberta Museum.

There are several Board positions to be filled at the 2009 Annual General Meeting to be held in June 2009. We wanted to give FRAMS members advance notice to think about running for one of these positions or nominating someone you know. If you are interested, please submit a candidate statement of 100 words or less stating your qualifications and interest in supporting the Friends of Royal Alberta Museum Society (FRAMS). Requirements include:

- Being a member in good standing of the Friends of Royal Alberta Museum Society
- Commitment to the Mission of FRAMS
- Attendance at monthly Board meetings and the Annual General Meeting (AGM)
- Willingness to serve on a committee and attend occasional committee meetings
- Support of and participation in special events and/or fundraising events
- The ability to communicate by e-mail is desirable.

Experience, knowledge and skills in business management, policy development, committee leadership, fundraising or event planning would be beneficial. Board members are initially elected for a two-year term, with a maximum of six years. Standing committees, which are each chaired by a Board member, include: Communications; Fund Development; Membership; and Nominations Committee.

Candidate statements must be received at the FRAMS office by **May 8 2009** in order to be included in the AGM Notice of Meeting and for the name to be placed on the Proxy/Ballot. If a statement is longer than 100 words, only the first 100 words will be printed. You may send your statement to the FRAMS Nominations Committee at the mailing address on the cover page of this newsletter or to [godfrey@framesociety.ca](mailto:godfrey@framesociety.ca)



### THANK YOU TO NDB PRINTING

for their generosity in printing new business cards for the FRAMS Board of Directors.



## ALBERTA'S COMMUNITY SPIRIT PROGRAM

Albertans are already some of the most giving and generous people anywhere, and as an organization that relies on that vibrant giving spirit to carry out our important work, the **Friends of Royal Alberta Museum Society (FRAMS)** wants to tell you about a new program that could make it even more worthwhile to support your favourite non-profit or charitable organization.

If you make a donation to a Canada Revenue Agency-registered charity, you will receive a non-refundable charitable tax credit when you complete your annual income tax return. When the provincial and federal charitable tax credits are combined, Albertans now receive a 50-cent non-refundable tax credit for every dollar donated over \$200.

For example, if you donate a total of \$500 to four or five charities over the year, you will receive a combined federal and provincial charitable tax credit of \$200. This means that the donations would cost you about \$300, which is the equivalent of donating 82 cents a day. As a result of the enhanced tax credit, you may consider donating more to your favorite charities.

More support from you also means that there is a greater opportunity for the **Friends of Royal Alberta Museum Society (FRAMS)** to obtain a provincial grant to support our work in the community. The **donation grant component** of the Community Spirit Program allows our organization to apply for a grant based on the amount of money donated by individuals over a 12-month period. The more funds we raise, the better chance we have of receiving a grant to support our operations, as well as the delivery of special programs and services at the Royal Alberta Museum.

Your donation counts! Through your support you are helping our community become stronger and more vibrant. Please visit [www.communityspiritprogram.ca](http://www.communityspiritprogram.ca) for more information on the Community Spirit Program.

**CURATORS' CHOICES will return in a future issue of *Friends' Notes*.**

## FRIENDS' GALLERY

November 28, 2008 - Friends Appreciation Evening

More than 300 people attended the annual *Mammoth Pass and Friends Members Appreciation Evening*. MLA for Edmonton-Glenora The Honourable Heather Klimchuk and her executive assistant, Dr. Carol Anderson, were among the guests greeted by Board members of the Friends of Royal Alberta Museum Society (FRAMS). The Museum galleries were open to explore and activities included entertainment,



photographs with Santa and Mrs. Claus, discounts in the Museum Shop, free beverages and treats in the Museum Cafe, and a "MOE the Mammoth" mascot for the first 100 children.

Left to right: Marla Daniels, FRAMS Vice President; Marilyn Nelson, Business Manager (Mrs. Claus); Santa; FRAMS President, Godfrey Huybregts; and The Honourable Heather Klimchuk, MLA for Edmonton-Glenora and Minister of Service Alberta, at the Royal Alberta Museum on November 28, 2008.

## GO! PROGRAM

The **GO! Program** provides free day passes to Albertans who, because of financial constraints, are not normally able to visit the Royal Alberta Museum. The GO! Passes for adults and youth are distributed through 19 social service agencies. Below are a few of the many letters of appreciation received from organizations that are utilizing this valuable program supported by the Friends of Royal Alberta Museum Society and its members.

- Assist Community Services Centre
- Ben Calf Robe Society
- Bent Arrow Traditional Healing Society
- Bissell Centre
- Boys' and Girls' Clubs of Edmonton
- Candora Society of Edmonton
- Catholic Social Services
- Changing Together: A Centre for Immigrant Women
- Dickinsfield Amity House
- Food Bank
- Grey Nuns Regional Centre
- Hope Mission
- Kara Family Support Centre Society
- McDougall House
- Norwood Child & Family Resource Centre
- Salvation Army Family Services
- St. John's
- Terra Association
- WINGS of Providence Society

“The **Boys' & Girls' Clubs of Edmonton** extend our sincere appreciation to the Friends of Royal Alberta Museum Society for your donation of passes to the Royal Alberta Museum. Your donation is making it possible for several youth that attend our Youth & Neighbourhoods Centres to experience Alberta's heritage. Your generous support is valued and appreciated.”



“On behalf of the men in the **Hope Mission Breakout Community**, thank you for the passes to the Royal Alberta Museum. They are greatly appreciated and will be put to good use.”



“On behalf of our young families **Terra** serves, thank you very much for your donation of tickets for adults and youth to the museum.

We see young parents working hard to finish school. We see them learning positive parenting skills. We see them making good decisions that will help them create brighter futures for themselves and their children. With support from the community, teen parents and their children will have promising futures.”



“Over the years, **WINGS** has received a variety of donated items in order to support our families both in-house and as they move out. Your generous donation of complimentary passes to the Royal Alberta Museum is greatly appreciated and **WINGS** would like to thank you for this.”

“**WINGS** is a second stage shelter that provides long term housing for women with children who have experienced family violence. **WINGS** thrives because of our generous donors. We are ecstatic to receive complimentary passes once again because it gives our families who are in a financial situation a chance to spend some quality time with their children and learn about something new and fun. Thank you again on behalf of the families and staff at **WINGS** for your generous support.”