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## Ithaca's Sciencenter gets second industry award

*Staff report*

The Sciencenter has won the 2009 Roy. L. Shafer Leading Edge Award for Business Practice, becoming the only museum to have been recognized for innovation in business practice twice from a 42-country organization of science centers and museums.

The award was given by the Association of Science-Technology Centers in recognition of the Sciencenter's Sustainability Initiative. The Sciencenter first received the award in 2005 for its Wall of Inspiration exhibition.

The Sustainability initiative was launched in 2006 to inspire youth to apply science to the biggest world issues and put society on a more sustainable path. It began with a focus on making the center's own practices and management more environmentally, financially and socially sustainability, then sought to engage the community through workshops on alternative-energy and conservation, programs in the museum on climate change and watershed health, field trips on conservation and renewable energy, and new interactive exhibits on alternative energy, waste reduction and watersheds.

"Our Sustainability Initiative has had a positive impact on every aspect of the Sciencenter," executive director Charlie Trautmann said, "but the real excitement of this award is that it helps us advance a community conversation on sustainability that's relevant to children, parents, teachers, business and community leaders alike."

The Association of Science-Technology Centers (ASTC) is an international organization of more than 422 science centers and museums in 42 countries dedicated to furthering the public understanding of science among increasingly diverse audiences. This ASTC award program recognizes extraordinary accomplishments and contributions to the field made by large and small museums of science around the world.

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