



Impact Report 2021 - 2022



About the Zing

Like a moment of discovery, the power of curiosity, the spark of wonder, and the impact of learning, the Amazeum Zing represents the “aha moments” that are central to the mission of the Scott Family Amazeum to provide meaningful, integrated, interactive learning experiences in science, technology, engineering, art, and math.

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The Amazeum exists to spark and nurture the curious and creative spirit in all of us. This approach helps develop the innovative thinking needed to build strong communities and meet 21st century challenges.



Dear Scott Family Amazeum Friends,

It is *always* such a joy to assemble a collection of stories to share with you for our annual Impact Report. Well, a joy AND a challenge - how do you narrow down to share only a few?

The magic of what we call *Everyday Amazing* surfaces so many moments of discovery, learning, and play with kids, families, and learners of all ages. Climbing to the top of the Canopy Climber for the first time. Making your own stop motion animation film in the Playlab. Visiting with your school and best friends on an Unfield Trip. Meeting parents of other curious little explorers, and making a play date to come back for Partners in

Play. The magic isn't just limited to Museum Way - the team exported over 100 programs around the broader region in the last year alone!

Digging in just a little more, the magic compounds and deepens quickly. We watch so many amazing educators expand their experiences with a STEAM-rich learning approach for their classroom, and extend their own personal skills in making and tinkering. Makers are hard at work, sharing their craft in classes and public programs, selling a patchwork of products in the Curiosity Corner store, or building exhibit experiences with the team. Of course, the Creative Studio always has new ideas under

construction in the fabrication workshop, so dropping in just makes me go "WOW!" on a daily basis.

As we pivot from reflecting on the past couple of years to looking out over our future horizons, that magic is accelerating rapidly - what an amazing time to be in Northwest Arkansas! The intersection of Museum Way and J Street is seeing breathtaking new construction, and we're excited for the continued growth of the campus and neighborhood.

This upcoming year you'll begin to hear more, too, about exciting new plans to grow and expand the Amazeum experience. Through

continued conversations and listening in the community, the Amazeum is drafting up a host of new and innovative ways to connect learners of ALL ages in explorations rich in sciences, art, and play for the young and young at heart.

Thank you to each and every one of you who make this place amazing, every day of the year - it wouldn't be magic without YOU!

Stay Creative. Stay Curious. And have an incredibly Amazeum year.

- Sam



A handwritten signature in black ink.

Sam Dean
Executive Director



Rising to the Occasion

How Donors & Supporters Helped the Amazeum Thrive During the Pandemic

The financial support of our community provided much-needed stability to the museum, ensuring our team could continue sharing STEAM education in innovative ways.”

As the Amazeum looked to emerge from the shadows of the COVID pandemic, our team was confronted with a host of formidable challenges. One of the most significant obstacles was the ever-evolving landscape of public policies and guidelines related to health and safety. Navigating this constantly shifting terrain was no easy feat, and required the Amazeum team to be nimble and adaptable in order to ensure that our facility was safe for guests. Another challenge was reengaging the public in our programs and finding new ways to connect with our community. This led to a reimagining of our programming, such as the introduction

of virtual options for camps, educator professional development, and the Amazeum YOU video series, as a means of staying connected with our audience.

In the face of the unprecedented challenges posed by the pandemic, the Amazeum greatly benefited from the unwavering support of donors and supporters who stepped up to help in a variety of ways. They provided gifts at all levels to the Curiosity Fund, which not only helped the museum weather the storm but also enabled it to thrive. And with the support of our community, the Amazeum was able to launch AmazeumYOU, an online

platform that helped to keep the community connected to the museum during the pandemic.

The team also faced significant hurdles when producing an engaging virtual UnGala fundraiser in the face of the pandemic. To address this, the Amazeum adopted a hybrid approach for UnGala 2021. With timed entry and a completely virtual option, guests were able to enjoy the event at their comfort level. They could come to the museum to explore and engage around the museum's impact, with lower capacity thresholds and experiences designed with distancing and sanitation in mind. Additionally,



all guests enjoyed an experience kit which included a take – and – bake meal and adult beverages. From the comforts of their own homes, guests could engage in a virtual program focused on the heart of the museum: Creativity and Community. The virtual program featured the education team facilitating a chain reaction both

at the museum and in everyone's homes, and community partners including educators, nonprofit organizations, and corporations who make the impact of the museum a reality. Through this innovative approach, the team was able to pivot and produce a successful and engaging virtual UnGala.

Overall, the generosity of donors and supporters played a crucial role in helping the Amazeum navigate the challenges of the pandemic. The financial support of our community provided much-needed stability to the museum, ensuring our team could continue sharing STEAM

education in innovative ways. As a nonprofit organization, we are forever grateful for the support of our community, which allowed the Amazeum to continue our mission of fostering curiosity, creativity, and community.



Communities for Immunity

Working with the Northwest Arkansas Council and Arkansas Children's Hospital, the Amazeum brought COVID-19 vaccines to 827 people over a three-month period. The Amazeum was available as a safe, convenient, and comfortable location for many families to receive their vaccines. Teammates worked to distribute educational materials to guests and coordinated social media campaigns to inform the community of the benefits of immunization, thus increasing awareness. Nine immunization clinics were held on-site at the Amazeum during popular operational times including Saturdays and our weekly Priceless Nights. Families who attended vaccination clinics on Saturdays were given access to the Amazeum at no cost, as well as passes to attend again for booster doses. This initiative was supported through grants from the Institute of Museum and Library Services, alongside the Association of Science and Technology Centers.

Scan here to learn more about our Community Health and Vaccine Event.



Making Spaces for STEAM in Northwest Arkansas & Beyond

From its infancy, the Scott Family Amazeum has garnered national attention among trailblazers in experiential learning thanks to its culture of promoting maker education in Northwest Arkansas. By establishing robust maker programs in 28 local schools since 2016, its early vision of being the area's leader in STEAM (science, technology, engineering, art and math) education is certainly being realized.

The Children's Museum of Pittsburgh was one such leader that took interest in the Amazeum's philosophies, and subsequently included it as part of multi-institutional research to uncover the ethos of the most impactful maker spaces. The Amazeum's approach left an impression on the Children's Museum of Pittsburgh, which was in the process of creating Making Spaces, a nationwide program to equip institutions in designing and facilitating professional development around maker-centered learning throughout their communities. Since its founding in 2016, Making Spaces has been recognized for its pioneering approach, receiving support from organizations including Maker Ed, Kickstarter, Google's Making & Science Initiative and Cognizant's Making the Future Program.

"Being invited to the inaugural cohort that piloted Making Spaces aligned with the appetite we were seeing locally for STEAM curriculum in schools," said

Mindy Porter, the Amazeum's director of education. "Becoming a Making Spaces regional hub coincided with The New School in Fayetteville seeking our guidance in developing their own makers space. Today the original Tinkering Studio we helped launch continues to serve grades K-4, and the school has since opened an Innovation Center for grades 5-12. As one of our first sites, The New School helped lay the blueprint that has impacted more than 26,000 youth and 350 educators nationally."

Vaughn Elementary in Bentonville, currently in Making Spaces, has found significant overlap in meeting the criteria to be recognized as an Arkansas STEM Model Program school. This rigorous new distinction is based on the Federal STEM Program focused on building strong foundations in STEM literacy, increasing diversity, equity, and inclusion in STEM education, and preparing students for the future STEM workforce.





“The Northwest Arkansas Education Service Cooperative, the local division of the state’s Department of Education, is an invaluable partner in accelerating equitable STEAM education. We’ve consulted on initiatives for the Arkansas STEM Model program, while they share input and help recruit for Making Spaces,” said Mindy. “I like to think of our partners and stakeholders as being like-hearted, but with different muscles – together we form a strong body. Flexing our unique muscles will continue to elevate the maker landscape.”

As Northwest Arkansas positions itself as a STEAM leader, schools in neighboring states have engaged the Amazeum for professional development support and are poised to embark on their own Making Spaces journeys.

“It’s invigorating to be in this position where schools across the country are reaching out to replicate our approach,” said Mindy. “The best feedback is when students or educators move to other schools and ask about maker programs, because they expect them. That’s one of our greatest motivators to ensure our community is full of these opportunities.”

George Elementary Family Day

On March 30th, 2022 George Elementary school in Springdale, AR was impacted by an EF-3 tornado where their kitchen, cafeteria, and especially their gymnasium suffered major damage. While their community came together in support of the school and were able to clean and repair the cafeteria and dining area, students were unable to play as usual due to destroyed playground equipment and the loss of their gym. The Amazeum team connected with George Elementary school officials to put on a night specifically for their students and families to gain a little respite through play and hands-on exploration at no cost. Teammates worked together to provide catering from local Springdale restaurants, prepared special pop-up activations, and organized giveaways for families who were in attendance. Additionally, school teachers were supplied with gift cards to Amazeum’s museum store, Curiosity Corner, to purchase games and toys for their classrooms.



Powering the Amazeum's STEAM Engine

Tucked behind the 3M Tinkering Hub lies the Fabrication Shop – the figurative (and literal) engine that powers the Amazeum's "STEAM" (science, technology, engineering, art and math) machine. The Fab Shop has garnered attention and partnerships from local businesses like Bentonville Brewing Company to national brands like Pampers. Led by former director of exhibits and facilities Erik Smith, the team has added another "first" to its repertoire – designing and producing exhibits for another institution, Tulsa's Discovery Lab.

The Fabrication Shop's staff is no stranger to the Discovery Lab, which was founded in 2007 and opened a 50,000-square-foot facility in January of 2022 next to the coveted Gathering Place park. In fact, Discovery Lab's own design team was instrumental in co-creating one of the Amazeum's first elements – a giant tunnel

constructed with clear packing tape that could hold 10 high schoolers 14 feet in the air.

"Outfitting our new facility with engaging components is a top priority, so tapping the Amazeum to produce technologically sophisticated exhibits was a natural choice, says Raymond Vandiver, Discovery Lab executive director/CEO. "Their caliber of innovation is exactly what we're striving to offer in one of the most interactive children's museums in the country."

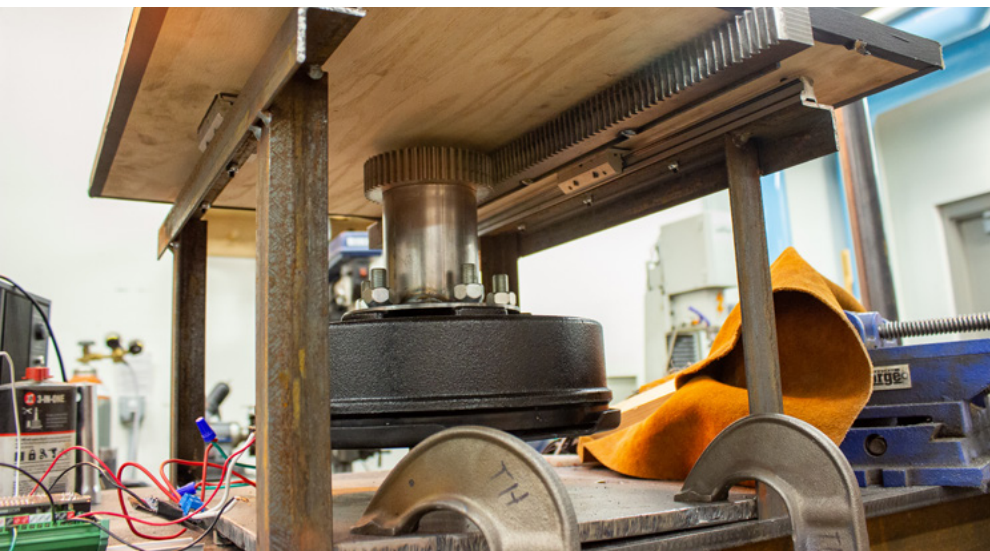
Outfitting our new facility with engaging components is a top priority, so tapping the Amazeum to produce technologically sophisticated exhibits was a natural choice."

With the "if you can dream it, we can build it" attitude the fabrication team is known for, they designed, prototyped and engineered three geology themed simulations to immerse guests in the science, sounds and sensations of volcanoes, earthquakes and plate tectonics.

"When you think of typical earth science exhibits, they are often no more than a step beyond a flip panel in terms of experience. However, with the expertise from our team we're able to build out these complex concepts – like the geology of the Hawaiian islands with hot spots beneath Earth's crust, or how plate tectonics shift – in a way that's immersive and dynamic," says Erik. "Our earthquake simulation platform mimics those up and down and back and forth motions that allow guests to get a realistic sense of what it's like to ride out an earthquake rather than simply

watching it on a tabletop or feeling one type of movement." Erik can attest to its authenticity as it was modeled after a shaker table from his alma mater, the University of California, which tests the design efficacy of large structures during simulated earthquakes.

"It's incredible to see the opportunities and partnerships we've secured thanks to the ingenuity of our boundary pushing, solution-finding staff," says Sam Dean, Amazeum executive director. "As our reputation continues to gain traction, it's invigorating to have members of our community and the wider maker ecosystem want to be part of the magic happening here at the Amazeum. This STEAM engine has left the station, and I can't wait to see how we accelerate the momentum beyond our walls while offering even more tinkering and creating experiences within them, too."



UnGala

Our annual UnGala is a time for our exhibits team to shine! Premiering in 2017 as a showcase for creativity and play, the Amazeum's only fundraiser continues to be a loved event in the community. Funds raised from UnGala increases impact, access, and educational opportunities in our community. This one-of-a-kind event reflects who the Amazeum is as an organization: always engaging, hands-on, and rooted in learning and fun!

Over the years the event has featured tethered hot air balloon rides, an oobleck pool guests were able to run (and ride) across, glowing teeter-totters that responded to movement, a life-sized mouse trap game, and a 25-ton, 26-foot long, hydraulic-powered, hand and forearm sculpture called *Hand of Man*. In 2022 the UnGala brought *Pop!* to Bentonville, a voice-activated display revealing a wavy, wiggly surprise. This exhibit made its way from Canada to the Amazeum, then landed in Lawrence Plaza in downtown Bentonville for the community to enjoy.

Be sure to save the date for our next UnGala:

Friday, April 21st

Look for tickets on our website at amazeum.org/events/ungala.



Gallons of paint
used in Art Studio

287



Broken props
fixed in Fab Shop

500

Reflects Numbers from FY22.

Library Programs

Close your eyes for a moment and reflect on your most engaging learning experiences. Likely school did not immediately come to mind. At the Amazeum, we know that many impactful learning experiences happen outside of school settings most often in libraries, museums, science centers and other cultural institutions. Imagine the impact when these institutions collaborate.

While the building was under construction, libraries reached out to the Amazeum asking for the museum to participate in summer reading programs. Libraries long used these programs to support student learning during school intercessions to make reading a fun activity where participants often had a choice in content. As subject integration became popular in schools, libraries began searching for support to bring STEAM disciplines into summer reading programs.

Public libraries in Bentonville, Springdale and Fayetteville started connecting with the

Amazeum before the museum was built. Once the building opened, requests started coming in from across Northwest Arkansas.

"We started bringing some 'Amazeum-ness' to libraries three summers ago with 10 or so programs," says Ashlee Bailey, Amazeum educational programs manager. "These were a big hit and we started to expand our summer library programs to include more sites and diversify our offerings to meet different age groups." This initial success led to developing more robust and diverse programs for libraries to choose, expanding the options and opportunities for engaging with diverse audiences.

Bella Vista, Pea Ridge, Eureka Springs, Gentry, Siloam Springs, and West Fork are now regular stops for the Amazeum during the summer, drawing large numbers of patrons to experience amazeum-style hands-on, interactive activities. Like other cultural institutions, the Amazeum switched to a virtual delivery for some of





the libraries, but last summer offered a window of opportunity for in-person, on-site activations. “At Siloam Springs, 99 people attended a workshop designed for 25,” says Ashlee. “They knew the Amazeum was coming.”

Eureka Springs reached out to the Amazeum early on and continues to be a great partner. “The impact the Amazeum has on our community is about discovery, equitable access, and connection between science and fun,” says April Griffin, library director, Carnegie Public Library Eureka Springs. “The Amazeum’s reputation draws people to attend programs. People tell us it’s their first visit and they decided to attend a program because they heard the Amazeum was in town,” continues April.

With reputation and relationships built, planning is underway to expand opportunities for library patrons and librarians to stay connected with the Amazeum throughout the year. “We are preparing more programming for during the school year and professional development for librarians to expand their skills,” says Ashlee. Staying connected with regional libraries is also a key strategy to connecting with new audiences for the Amazeum. “I’m talking with librarians to gather information about what they are doing for diverse audiences, teens and adults to learn how the Amazeum can be a space for them,” Ashlee concludes.

This initial success led to developing more robust and diverse programs for libraries to choose, expanding the options and opportunities for engaging with diverse audiences.”

For many people, the most memorable learning experiences occurred outside of a school setting. The Amazeum and community partners play a crucial role in expanding access to informal learning opportunities for children and adults throughout the region.

Scan here to learn more about our Decatur STEAM Night.



Miles traveled
4,004



Libraries visited
20 in **8** counties



Participants
1,900+

Reflects Numbers from FY21-FY22.

Play, Learn, & Grow

Accessibility Initiative Encourages Children & Families Impacted by Disabilities

Since opening our doors in 2015, the Scott Family Amazeum has kept our commitment to ensure all children – even those with unique challenges – have access to the fun-filled and learning opportunities we provide. This commitment is evidenced through our accessibility initiative programs, which are offered throughout the year in cooperation with our community partners.

Coby Anderson, the Amazeum's guest experience manager who oversees the accessibility programs, says that these programs are designed to be beneficial for children with a wide range of unique challenges.

"We host kids who are severely affected with ADHD, kids who are completely non-verbal, and those who may have epilepsy or cerebral palsy," Coby explains, adding that up to 1,000 children with disabilities attend the Amazeum's accessibility initiative programs each year.

Two of the more popular programs of the accessibility initiative are Sensory Friendly Days and Sensory Friendly Nights, which are offered exclusively for children impacted by disabilities and their caregivers and held in cooperation with the Amazeum's community partners.

Scan here to
learn more about
our Sensory
Friendly Night.





These sensory friendly events are designed so the environment is not overwhelming for children who may be sensitive to excessive light and sound. They also feature “calm-down spaces” for guests who may get over-stimulated.

Our community partners in Northwest Arkansas are essential to the success of the accessibility initiative programs. Organizations that share the mission of inclusion and accommodation include Ability Tree, Autism Involves Me, The Down Syndrome Connection of Northwest Arkansas, Play with Passion, and Trike Theatre.

Maddy Schultz, executive director of Ability Tree, said the collaboration with the Amazeum has been “fantastic.”

“They’re incredible in so many ways,” she said. “It’s encouraging to know that there’s a place like the Amazeum that has the desire and the heart to help these kids. And they don’t just talk about it; it’s something that

It’s encouraging to know that there’s a place like the Amazeum that has the desire and the heart to help these kids...They put in the work to make these kids feel included.”

they take the time and energy on to make a positive impact. They put in the work to make these kids feel included.”

“The human to human interaction and connection is essential to making our accessibility initiative programs so successful,” says Coby, adding that teammates actively participate in on-going training to create a welcoming, inclusive environment that supports families with special needs. “We strive to make everyday amazing for all guests.” Our team at the Amazeum is also crucial in executing the accessibility initiative programs, and they participate in training



to help them better accommodate and empathize with children facing challenges.

“We emphasize that it’s important to remember that they are humans who just happen to have a disability. Using people-first language is great, and our partners can also help with awareness and understanding on what to look for,” adds Coby.

Part of this training includes the most effective approach to supporting behavioral issues that may arise during an event. “Regardless of the challenge, our team supports the teacher or caregiver to work with the child to redirect their focus and attention,” Coby adds.

“Usually it means (the child) has hit their sensory overload



and is no longer able to cope. So it’s crucial for us to have that understanding,” he said, adding that this can mean welcoming the guest in a calm-down space so they can regulate their emotions.

These challenges are minor when compared to the joy that he and his staff experience when they see the difference their work has made in a child’s life.

“Seeing our guests enjoying their time with their family and caregivers and hearing how much it means to them is truly amazing. It’s why we do it,” Coby concludes.

Learn more about our accessibility initiatives on our website at amazeum.org/visit.



Fun Facts*

*Numbers reflect totals from FY21-FY22 unless otherwise noted.



Approx. annual attendance in 2022

223,300



Partners in Play attendance

22,486



Member households in

47 states



1,918 kWh
used daily



Visitors from all

50 states, **+**
D.C., Puerto Rico, and
the U.S. Virgin Islands



22,926
attended Priceless
Nights



People reached
through social media

700,000+



372

educational programs
offered in 2022



Amazon for All Passes

847



Split for earned vs contributed:

45% earned

55% contributed



25,000+

students visited
for UnField Trips



999

kids of all ages
attended camps



1,000+

children with disabilities
and their families attended
accessibility programs



In 2022, the Marketing
team created and
placed content for

150+ ads



818

Teachers participated
in professional
development in 2022

Thank You, Donors*

You helped us continue to spread the joy of curiosity & creativity throughout Northwest Arkansas and beyond.

William and Karen Akins
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3W Magazine
Ability Tree
Arkansas Arts Council
Arkansas Children's Hospital,
Pediatric Healthcare Sponsor
Arkansas Department of Parks,
Heritage and Tourism
Arkansas Economic
Development Commission
Arvest - Investments &
Retirement Planning
Arvest Foundation
Association of Science and
Technology Centers ASTC
Bay Cities
Bell Sports
Better Homes and Gardens
- The Mayer Team
Cox Communications
The Clorox Company
Custom Tee Rex
Delta Dental of Arkansas
Delta Dental of Arkansas Foundation
Energizer Battery
First Horizon Foundation
Flight Speech Therapy, LLC
Flintco Construction Company
Foundation for Global Education
Greater Bentonville Area
Chamber of Commerce
Hamilton Beach Brands

Institute of Museum and
Library Services
Kitestring Technical Services
Lamar Advertising Company
Mitchell, Williams, Selig,
Gates & Woodyard PLLC
Nabholz Construction
National Science Foundation
National Endowment of the Arts
New York Hall of Science
Paramount Consumer Products
Outlyr
Patti Johnson Wilson Foundation
Pampers, Baby Care Sponsor
Paul M. Angell Family Foundation
Pilot Company
Procter and Gamble
Runway Group, LLC.
Samsung Electronics America
Shiloh Technologies
Small Business Administration
Spectrum Brands
Spin Master
Starr Family Foundation
Teradata
UBS Financial Services, Inc.
United Way of Northwest Arkansas
Vericast
Visit Bentonville
Walmart Foundation
Walmart Museum
Walton Family Foundation
Willard and Pat Walker
Family Foundation
Windgate Foundation

*Reflects major contributors from July 1, 2020 - June 30, 2022.



Financials & Board of Directors

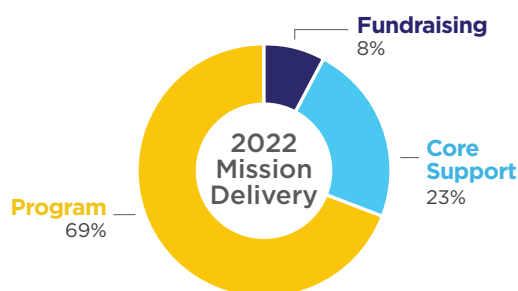
Revenue and Support

	FY 2021	FY 2022
Admissions and Memberships	\$928,734	\$1,253,686.00
Contributions and Grants	\$1,291,441	\$1,870,697.00
Net Museum Store Sales	\$74,323	\$262,985.00
Special events	\$85,077	\$167,413.00
Investment Income	\$117,192	-\$60,789.00
Misc Income	\$2027	\$1,429,912.00
Total Revenue and Support	\$2,498,794	\$4,923,904

Expenses

Program Expenses	\$2,798,773	\$3,347,397.00
Core Support	\$1,115,772	\$1,126,938.00
Fundraising	\$460,365	\$367,090.00
Total Expenses	\$4,374,910	\$4,841,425.00

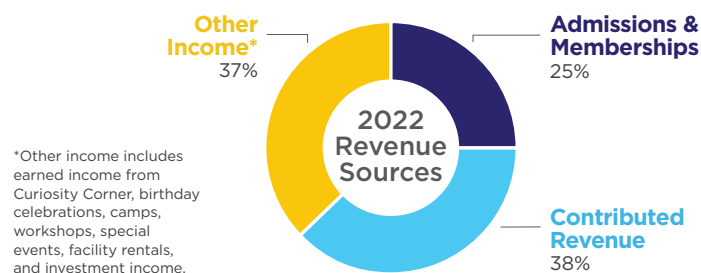
Change in Net Assets	-\$1,876,116	\$82,479.00
Net Assets, Beginning of Year	\$23,635,144	\$21,759,028.00
Net Assets, End of Year	\$21,759,028	\$21,841,507.00



Board of Directors

Thank you to all the Board members who served in 2021 and 2022.

Bill Akins	Sarah Goforth
Ellie Bertani	Michelle Hayward
Kelly Carlson	Matthew Hegi
Robin Copestick	Ken Mantel
Kathleen Dalton	Elda Scott
Alan Dranow	Eric Scott
David Echegoyen	Shannon Starr-Arcana
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Scott Family
AMAZEUM

1009 Museum Way | Bentonville,
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Special thanks to the Scott Family and our Signature Sponsors

