

way for institutions with no museum facilities to provide an educational opportunity for the community. Even a rock garden is a possibility for a museum with some outdoor space available. By soliciting donations from local building stone and other materials suppliers, as well as collecting glacial erratics and other local stone, it should be possible to accumulate a collection of rocks that can be incorporated into campus landscaping, and combined with signage to provide some information about each specimen. Participation at local events and activities, such as gem shows and even non-geological events, e.g. Canada Day celebrations, can provide an opportunity for a museum to raise its profile and reach out to people who may not otherwise be exposed to science or geology.

CONCLUSION

Although geological sciences remain somewhat of a mystery to most of the public, an enduring fascination with dinosaurs, especially among children, and a general interest in gems, precious metals and other minerals, attract people to Earth science and provide the means to further learning. Small earth sciences museums are in a good position to capitalize on this by providing opportunities for their communities to take a closer look at geology in an entertaining way. The UW Earth Sciences Museum has been doing this for over 40 years and its success is demonstrated by growing attendance and interest. While other museums will have different resources, the basics of people and specimens are always present and, with a bit of imagination and enthusiasm, can be incorporated into a variety of outreach programs.

GEOLOGICAL ASSOCIATION OF CANADA (2009-2010)

OFFICERS

President

Daniel Lebel

Vice-President

Stephen Johnston

Past President

Carolyn Relf

Secretary-Treasurer

Toby Rivers

COUNCILLORS

Shannon Acton

Georges Beaudoin

Michel Champagne

Tim Corkery

Keith Dewing

John Gosse

Mike Hamilton

John Hinchey

Don James

Stephen Johnston

Eileen van der Flier-Keller

Garth Kirkham

Daniel Lebel

Robert Linnen

Jeff Packard

Leslie Reid

Carolyn Relf

Toby Rivers

STANDING COMMITTEES

Communications: Tim Corkery

Finance: Michel Champagne

Publications: Keith Dewing

Science Program: Don James
