

Earth Science for Society (ESfS) – March 2019 Update!

March 17-19, 2019

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Program Delivery

As of February 2nd, we have 19 school groups signed up to bring 1737 students and 217 chaperones. 12 of the schools have attended before while 7 new schools have applied. An additional 439 young people aged 7-15 and 88 chaperones have signed up from 25 Sparks, Brownies, Girl Guide, Pathfinders, Cubs, and Scouts groups. We look forward to seeing all the schools and youth groups at the event.

The event runs March 17-19, 2019 at Stampede Park in Calgary.

Sponsorship

The sponsorship team at ESfS would like to thank the generous donors who make this event possible.

Parex is sponsoring the schools on both Monday and Tuesday for \$10,000. The CSPG Foundation has donated \$10,000 for the **Energy for Us** Pavilion. Canadian Natural Resources Limited is sponsoring the **Resources and You** Pavilion for \$10,000. The APEGA Foundation is sharing sponsoring of the **Our Future!** Pavilion for \$5,000 with ESfS and the **One Dynamic Earth** Pavilion is sponsored by CSEG Foundation. A CSEG Foundation anonymous donor has provided \$5,000 for non-profit exhibitor travel grants. Chevron is sponsoring the senior student Scavenger Hunt booklet as well as a general donation, for a total of \$2,700. Repsol is the in-kind pen sponsor (2,500 pens). Brian and Elaine Russell, GLJ Petroleum Consultants and Sproule are each donating \$1,200 to sponsor a volunteer lunch. Tourmaline Oil Corp. is sponsoring the ESfS Fossil Station on Sunday and Monday for \$1,000 and providing in-kind storage for the Yukon Dan station. Inter Pipeline Ltd. is sponsoring the Canadian Geographic Floor Map for \$1,000. Paramount Resources Ltd. and Canadian Rockies Earth Science Resource Centre have each donated \$1,000. Pulse Seismic is sponsoring the water station on Monday for \$850. As paying exhibitors, the Society of Petroleum Engineers (SPE), Explor Geophysical, and Lafarge Canada Inc. are recognized for their \$650 contribution. AGAT Laboratories is sponsoring the ESfS Fossil Station on Tuesday for \$500. For general sponsorship, Earth Signal is donating \$500, Helen Isaac is donating \$500, Petrel Robertson is donating \$250, SeisWare International Inc. is donating \$200, and geoLOGIC is donating \$100.

In-kind educator resources will be donated by Women in Science and Engineering (WISE), AirTerra Inc., Geoscientists Canada, Engineers and Geoscientists BC, Journey 2050, CSEG Foundation, Canadian Association of Geophysical Contractors (CAGC), Inside Education, Royal Astronomical Society of Canada, Mining Matters, Ocean Networks Canada, Alberta Geological Survey of the Alberta Energy Regulator, Natural Sciences and Engineering Research Council of Canada NSERC-CRSNG, Natural Resources Canada - Geological Survey of Canada, and Caring for our Watersheds.

Additionally, door prizes have been donated by AirTerra Inc., Frank Slide Interpretive Centre, Burgess Shale Geoscience Foundation, Canadian Association of Geophysical Contractors (CAGC), AGAT Laboratories, Alberta Paleontological Society, Journey 2050, Ocean Networks Canada, Canadian Rockies

Earth Science Resource Centre (CRESRC), Bow Habitat Station, Calaway Park, Map Town, TELUS Spark, Laser City, Theatre Calgary, Natural Sciences and Engineering Research Council of Canada NSERC-CRSNG, Drumheller Rocks GeoTourism, Caring for our Watersheds, and Royal Astronomical Society of Canada.

Thank you very much, to all donors!

Exhibits

This year's event is shaping up to be another terrific event for the students with 35 confirmed exhibitors and we hope it will be just as rewarding to the exhibitors! View the list of exhibitors on our website: esfscanada.com/exhibit/. The Exhibitor Kit is available on the website! You will also find the floor plan and information on nearby hotels for our out of town guests. For all our exhibitors, please review this kit and let your ESfS Exhibits contact know if you have any questions. We look forward to seeing everyone at the exhibition and don't forget about the exhibitor briefing Sunday March 17th at 10:45 AM.

Marketing

2019 is an exciting time for Earth Science for Society and the marketing team. We are counting down the days and ramping up our presence online and in print. We will be running ads in multiple community newsletters as well as on different social media platforms. We successfully displayed the event at multiple CSEG, CSPG Division and CSUR technical talks. Look for us at all other networking events where we will be promoting ESfS.

Our current Social Media numbers are: Facebook – 250 Likes & 254 Followers, Twitter – 697 Followers, and LinkedIn – 1391 Connections & 98 Members.

Venue & Logistics

Venue and logistics preparations are in the final stages. All the food and exhibitor orders are in and final tallies of equipment orders have been sent to GES and CS. The floorplan is drawn up and the event plan is being updated with final times and numbers.

Volunteers

Volunteer registration opened on September 1st, 2018. For more information visit the ESfS website esfscanada.com/volunteers/. Some minor adjustments are ongoing on the volunteer schedule. As of February 13th, 86 volunteers have signed up filling 263 shifts. We are nearly full but require a few shifts to be filled for ideal coverage. Some guide volunteers will be asked to reschedule to different guide shifts to balance volunteer and student registration. The bag stuffing shift was overbooked and now will likely be cancelled so we will offer open shifts to these volunteers first. Reminders and schedules will be sent out prior to the event.

Speakers

We are excited to present two notable speakers for ESfS 2019. Presentations will take place on Sunday March 17, 2019 and the evening of Monday March 18, 2019 in the Geo-Theatre. View Geo-Theatre and Speaker information on the esfscanada.com/event/geo-theatre page.

Topic: Using geophysics to understand volcanoes and earthquakes

Date: Sunday March 17, 2019

Time: 1 pm & 3 pm

Speaker: Dr. Martyn Unsworth

Topic: The Arctic is Hot!

Date: Sunday March 17, 2019

Time: 2 pm

Date: Monday March 18, 2019

Time: 6:45 pm

Speaker: Dr. Benoit Beauchamp

The Earth Science for Society Committee

Inspiring the next generation with Earth Science.

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