

ROYAL TYRRELL MUSEUM COOPERATING SOCIETY

ANNUAL REPORT

2010 - 2011

The Society has celebrated another very successful and productive year. We contributed close to \$188,000 in support of Museum research, exhibit development and Distance Learning program development. The Society received over \$46,000 in donations and grants to support Museum and Society projects. We wish to thank the Calgary Foundation, Alberta Culture & Community Spirit, and Alberta South Tourism Destination Region Association for grants received and South Calgary Periodontal Group, Encana Corporation, EOG Resources Canada, Imperial Oil Resources, the Calgary Zoological Society, the Town of Drumheller, Les Productions LPN Inc., Mundare School, Crowfoot School, Golden Learning Centre, Canada-Helps.org, Heike Cantrap, Barry Aldred, Marjorie Waymouth, Ruth Deary, and Michael Kishchuk for their generous contributions. The Society would also like to express thanks to all of its current members for their continued support.



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Through the dedication of Dean, Amie, and the excellent Gift Shop staff, the Gift Shop achieved another prosperous year realizing close to \$2,128,000 in sales. This was a 9% decrease in sales from the prior year, but still very good considering the depressed world economy. All net profit generated from the Gift Shop is held in reserve for future Museum projects.

This year saw the Society publishing a new Museum Souvenir book and the availability of Gift Shop gift cards for purchase both on-line and in the Gift Shop. Within the next year we are expecting to add on-line membership processing to facilitate easier membership renewals and purchases.

The Society assisted the Museum in its research by providing support to numerous research projects. As well as sponsoring trips within Alberta, the Society sponsored trips to the Canadian Arctic, Ontario, North Dakota, Wyoming, China, Mongolia, Uruguay, Mexico, and the UK where Museum research staff attended conferences, presented papers, collaborated with fellow researchers, and conducted further research and study. A Postdoctoral Research Fellowship position continues to be funded by the Society. The Society also financed a number of palaeontological memberships, purchased books for the RTM Library, paid for the publishing of various papers, covered the expenses for geochemical analysis of thin section samples, fossil CT scans, and sponsored access to the oil site geological database.

Support was also provided to fellow researchers for travel from Vienna and the United States to collaborate with RTM researchers. The Society continues to host the Royal Tyrrell Museum FTP site for the upload and download of research files. Gift Shop gift cards were given to a number of Museum volunteers in appreciation for the numerous hours spent offering their time. A washing machine to launder the Museum lab coats was purchased for the lab saving the Museum upwards of \$450 per year in outsourced laundry costs.

The Society is proud to provide sponsorship of the 2011 International Hadrosaur Symposium being held at the RTM September 22 – 23, 2011. This Symposium will bring noted palaeontologists and fellow researchers from Ontario, Belgium, Argentina, China, UK, Mongolia, Mexico, and the United States to share the results of their recent research on duck-billed dinosaurs and collaborate with the RTM researchers.

The Society continues to fund exhibit redevelopment in the Science Hall. In support of the Museum's Hoodoo preservation project, the Society provided funding to fabricate and install two shade structures at the Hoodoo Historical site.

To further education, we purchased equipment and software for the ATCO Tyrrell Distance Learning program. The Society continues to manage the contract for the Distance Learning Educational staff. As well, the Society administered and presented Scholarships on behalf of the Drumheller Family and the Calgary Foundation. Funding was provided for the Royal Tyrrell Museum High Science Awards. One Museum Studies Intern received a bursary from the Society to enable further study at the Museum and honorariums were given to six other students who came to train for the Science Camp. Further support to the Science Camp program was given by continuing to fund the Discovery van operation. The Society continues to be major sponsors for the yearly RTM Prehistoric Arts Contest and the Museum Scientific Speaker Series.



*The Society is proud
to provide sponsorship...*

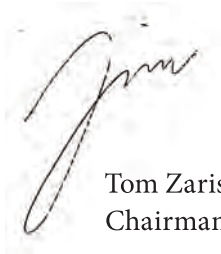
The Society assisted in promoting the Museum throughout the province and around the world through the sponsorship of promotional items from the Gift Shop for the Canadian Science Writers Conference, Flickr contest, the Ft McMurray ankylosaur discovery, and the Vertigo Theatre promotion, a fee assistance program to enable underprivileged adults to visit the Museum, a 10-millionth Royal Tyrrell Museum visitor package, anniversary gifts for the Royal Tyrrell Museum 25th Anniversary invitees, and a RTM 25th Anniversary staff reunion. The Society also funded RTM staff travel to St John's, NL for the Canadian Museum Association Conference and to Quebec City, QC for Rendezvous Canada, Canada's premier tourism travel trade show to promote the RTM as a destination to the national and international purchasers of Canadian tourism products. Local promotion of the Museum centered around sponsorship of a hole at the Drumheller Chamber of Commerce Golf Tournament, sponsorship of a Mini Chuck for Charity through Q91, support for the Museum parade float in the Drumheller and Calgary parades, and the Museum Christmas Social. The Society also contributed close to \$3,500 in Gift Shop product and RTM passes to 33 Charitable Silent Auctions. Through the Drumheller Fund, the Society provided \$14,805.00 in support to five charitable organizations, Friends of St. Anthony's, Friends of DCHS, Atlas Coal Mine Historical Society, Dinosaur Valley Heritage Society, and the Drumheller Community Golf Association.



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On behalf of the Board and myself, I would like to congratulate all Society staff on achieving another productive year, from the Distance Learning staff who engage classrooms of eager young minds, to the efficient Gift Store staff, to our administrative assistants Angela Keibel and Trudy Greene, and Business Manager Penny Dekeyser who continue to streamline the reporting mechanisms while keeping the Board and Museum up-to-date with comprehensive financial reports, to the Postdoctoral Fellow who continues to research and describe new species of fish. Excellent job everybody!

I would also like to thank Andy Neuman for his support and guidance and our group of dedicated Board members and our business manager who continue to maintain a strong relationship with the Museum, the Government, and the surrounding communities. We look forward to another successful and productive year.



Tom Zariski
Chairman, Royal Tyrrell Museum Cooperating Society



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