The Florida Museum will likely remember 2004-05 as the **Year of the Butterfly**...
A Message From the Director

Floridians will remember 2004 as the Year of the Hurricane when four powerful storms traversed the state. On Aug. 13 one of these storms, Hurricane Charley, passed directly over our Randell Research Center on Pine Island, seriously damaging some of the buildings and devastating the landscape at this important Calusa archaeological site. Less than a month later Hurricane Frances dumped inches of rain through the damaged roofing, further exacerbating the situation. After one year we are still recovering from the 2004 hurricanes. It has been a challenging year for the Randell Center, but the staff and dedicated volunteers have responded with courage and determination. With assistance from FEMA and loyal supporters, the future is looking brighter at Pineland. Now that state matching funds are in hand to complete the new Teaching Pavilion, we expect a full recovery.

While hurricanes loomed large, the Florida Museum will likely remember 2004-05 as the Year of the Butterfly. On Aug. 14 we celebrated the public opening of our fabulous new McGuire Center for Lepidoptera and Biodiversity. The long-time vision of McGuire Center Director and noted Lepidopterist Dr. Thomas C. Emmel, the $12 million McGuire Center was three and one-half years in planning and construction.

The most popular component of the McGuire Center is the Butterfly Rainforest, a 6,400-square-foot, screened outdoor enclosure with a walking trail for visitors to observe live butterflies and moths from around the world in a lush, tropical setting. Visitor response has been overwhelming. In the first year 127,000 individuals visited the Butterfly Rainforest which helped boost overall Museum attendance to a record 236,000. At the same time, McGuire staff members have garnered a significant number of research and conservation grants. One such project involves a partnership with Florida Museum educator Dr. Betty Dunckel to launch project Butterfly WINGS supported by a $1.1 million National Science Foundation grant. The Museum also added several new McGuire Center faculty curators and collection staff in the first year, and signed a memorandum of understanding with the Florida Department of Agriculture’s Division of Plant Industry to house the Lepidoptera portion of the Florida State Collection of Arthropods in the McGuire Center. I hope you will read further in this report to discover more of the details that make the McGuire Center so special.

Our McGuire Center was made possible by the outstanding generosity of Bill and Nadine McGuire of Wayzata, Minn. A $4.2 million leadership gift from the McGuires was matched by the State of Florida in 2001 to begin the project. A year later the McGuire Family generously gave another $3 million to expand the public dimension of the McGuire Center. With additional assistance from our Monarch Society members and matching staff support from the University of Florida, the transformational gifts of the McGuire family have created a singular enterprise, unmatched around the globe.

Perhaps overshadowed by the fanfare and success surrounding the McGuire Center is the fact that 2004-05 was filled with noteworthy accomplishments in all corners of the Museum. For instance, Florida Museum botanists received a $3 million grant from the National Science Foundation’s Assembling the Tree of Life initiative to research the origins and relationships of flowering plants, the second of these extremely competitive grants for the Museum. We collaborated with our Cultural Plaza partners in January 2005 on a successful fund-raiser, the "British Invasion," which raised funds to benefit the Florida Museum, the Harn Museum of Art and the Phillips Center for Performing Arts. And, our newly opened "Hall of Florida Fossils: Evolution of Life and Land" permanent exhibition was recognized with the Southeastern Museums Conference Award of Excellence.

Whether you remember last year for hurricanes or butterflies, I think you'll be impressed by everything the Florida Museum accomplished. Thank you for your continuing support of this great institution.

Douglas S. Jones, Ph.D. • Director
During 2004-2005, the McGuire Center for Lepidoptera and Biodiversity celebrated its physical completion of the facilities with a public grand opening ceremony Aug. 14. The Butterfly Rainforest and McGuire Exhibits Gallery opened to rave reviews and record crowds, with total Florida Museum attendance nearly doubling during the first year. McGuire Center curators and faculty helped bring in grants to support research, conservation and student and teacher training. Some of the more notable highlights include:

**Facilities**

- The 39,000-square-foot collection and research facility allowed lepidopterists and collections scattered among seven University of Florida buildings and the Allyn Museum of Entomology in Sarasota to come together for the first time.

- The 6,400-square-foot Butterfly Rainforest vivarium provides a living exhibit with as many as 2,000 butterflies of 55-65 species at any one time for the delight and education of 10,000 Museum visitors per month. With its 65-foot-tall height, the Butterfly Rainforest also serves as a unique research facility unmatched by any university in the Western Hemisphere for the study of flight behavior, roosting, courtship, mating and feeding strategies by tropical butterflies under environmentally natural conditions.

- More than 6,000 square feet of exhibit gallery space including the spectacular Wall of Wings, featuring 13,000 digital images and real butterflies and moths, and a World of Wings exhibit wall with panels describing important Lepidoptera research projects around the world.

- A public window into a half-dozen research laboratories and main collection room so that visitors can watch Museum scientists at work preparing specimens for the collection, rearing rare and endangered butterflies like the Miami Blue, or sequencing DNA strands and examining whole chromosomes.

- A 1,000-square-foot temperature-controlled greenhouse for the captive propagation of butterflies and their host plants.
RESEARCH AND COLLECTIONS

More than 4 million Lepidoptera specimens have been moved into the building, from both public institutions and private donations, including the Florida State Collection of Arthropods Lepidoptera Collection of 1.8 million specimens and the Allyn Museum’s collection of 1.2 million butterflies and moths. Other sizable collections moved into the McGuire Center include more than 1 million specimens from the UFZoology and Entomology buildings, 300,000 from the Nevada State Museum and 100,000 from the University of Maryland and the University of Louisville.

McGuire Center scientists raised more than 20,000 endangered Miami Blue butterflies in captivity during 2004-2005, with successful re-introduction at almost a dozen release sites in Everglades and Biscayne National Parks.

Faculty and Staff

Florida Museum Lepidoptera Curators Lee and Jacqueline Miller, who previously worked at the Allyn Museum of Entomology in Sarasota, moved to Gainesville.

Charles Covell, Professor of Biology at the University of Louisville and acclaimed moth expert, moved here as Curator of Lepidoptera after 40 years at Louisville.

George Austin, Curator of Natural History at the Nevada State Museum for 23 years, joined the McGuire Center as its new Senior Collection Manager.

Paul Goldstein, former Assistant Curator of Entomology at the Field Museum in Chicago, was hired as Assistant Curator.

Assistant Curator Keith Willmott moved here from the Natural History Museum in London.

Collection Manager and Coordinator Andrei Sourakov was hired after working as a post-doctoral fellow at the McGuire Center for the past two years.

Florida Department of Agriculture (Division of Plant Industry) Curator of Lepidoptera John Heppner joined the McGuire Center curatorial staff.

McGuire Center Director Thomas Emmel, Professors of Entomology James Nation and Dale Habeck, Butterfly Rainforest Lepidopterist Jaret Daniels, Program Assistant Christine Eliazar and post-doctoral fellows Mirian Hay-Roe and Carmen Pozo moved into their respective offices, along with more than a dozen graduate students.

By the close of 2004-2005 approximately 20 undergraduate students, high school students and adult volunteers were working as research assistants and curatorial technicians in the McGuire Center, with continued expansion planned for this vital workforce.

While 2004-2005 has been a banner first year for the McGuire Center, staff are enthusiastically planning the accession of millions of additional specimens that will more firmly establish the Florida Museum as the world’s leading center for butterfly and moth research and education.
Collections and Research

The 2004-2005 fiscal year saw another year of vigorous research and curatorial activities at the Florida Museum of Natural History. Dickinson Hall is where most of the Museum’s more than 24 million objects are housed along with the associated field notes, photographs, databases, and libraries that enhance their irreplaceable scientific value.

The Museum’s curators and collections managers received more than $4.2 million in grants and contracts, including 14 new awards totaling $1.7 million, to support research, collections curation, and education. Research at the Museum focuses on studies of DNA, anatomy, ecology, behavior, culture change, and evolution of plants, animals, and human cultures. While the Museum’s primary geographic strengths are in Florida, the Southeastern United States, and the Caribbean, the collections and research programs span the globe. Most of the collections of plants, animals, fossils and artifacts rank among the top 10 in the United States, if not in the world.
2004-2005 Research and Collections Highlights

Archaeology & Ethnography

Caribbean Archaeology
• Completed first comprehensive overview of Caribbean Archaeology.
• Research focused on human modifications of local landscapes.
• Reanalyzed Ripley P. Bullen’s collections from Savanne Suazey, Grenada.

Environmental Archaeology
• Initiated research project, Tracking Maya Animals in the Archaeological Record: Modern and Ancient Evidence from the Guatemalan Petén.
• Created Proyecto Zooarqueologico Maya database to study human impact on ancient Maya animals by over-exploitation of terrestrial and marine environments.
• Hosted first Archaeomalacology Working Group Meeting of the International Council of Archaeozoologists.
• Donation of the Paloumpis osteological skeletal fish collection, containing 254 taxa (79 new, 121 additions to underrepresented taxa in current holdings), which represents a 48 percent increase over current holdings in the osteological fish collection and establishes Florida Museum Environmental Archaeology holdings as one of the largest in the world.
• Kitty Emery, Ph.D., listed in Who’s Who of American Women.

Ethnography
• Completed database for Florida Museum web site featuring photos and catalogue entries for 500 artifacts from the Pearsall Collection of American Indian Art.
• Curated Andean Folk Art collection.

Florida Archaeology
• Significant damage to the Randell Research Center occurred during 2004 hurricanes. Heroic efforts by many people (including Florida Museum staff, volunteers and Friends of the Randell Research Center) aided in restoration of buildings, the Calusa Heritage Trail and surrounding properties.
• Significant reinterpretation of Pineland mound complex based on research of newly uncovered diaries of Frank Hamilton Gushing.
• Completed web site for the Randell Research Center.
• Ethnohistorical and archaeological study of 16th- and 18th-century social geography of South Florida, focused on the Calusa Indians and their indigenous neighbors and the migration of South Florida Indians to Cuba (including descendency among living Cubans).
• International collaborative research project on ethnohistorical study of Spanish conquest of Cuba.
• Published The Calusa and Their Legacy: South Florida People and Their Environments, a book based on the Florida Museum exhibit, South Florida People and Environments.

Latin American Archaeology
• Mayapan archaeological project involved analysis of ceramic incense burners to identify different contexts and patterns of representation.
• Studied iconography, context and external connections of effigy censers.
• Susan Milbrath, Ph.D., nominated for membership in the International Society of Archaeoastronomy and Astronomy in Culture.

Spanish Colonial Archaeology
• Published book on En Bas Saline, Haiti (site of La Navidad, Columbus’ first settlement in the New World).
• Kathleen Deagan, Ph.D., chosen as Waring Distinguished Lecturer, West Georgia College.
COLLECTIONS & RESEARCH

BOTANY

Herbarium
• Published molecular sequencing of *Phragmipedium kovachii*, the most striking new species found in past 100 years.
• Developed web site for *Assembling the Tree of Life* project.

Molecular Systematics and Evolutionary Genetics Laboratory
• Continued development of *Deep Time: A Comprehensive Phylogenetic Tree of Living and Fossil Angiosperms*.
• Initiated collaborative research project *Resolving the Trunk of the Angiosperm Tree and Twelve of its Thorniest Branches*.

Paleobotany
• Analyzed world’s first flower (*Archaefructus*).
• Received donation of John Grayson Palynology Library from the Canadian Museum of Nature at Ottawa.
• David Dilcher, Ph.D., served as University of Florida Academic Manager for the cooperative agreement between Jilin University and University of Florida.

INVERTEBRATE ZOOLOGY

Malacology
• Worked on marine biodiversity inventory of Oceania.
• Identified a new species of *Humboldtiana* from Nueva Leon, Mexico, and two new land snails of the genus *Humboldtiana* from Chihuahua.

PALEONTOLOGY

Invertebrate Paleontology
• Collected and described new species of Eocene crab from Alabama, never before recorded in the U.S.
• Collected and described nine new species of snails in the family *Epitoniidae* from the Miocene Shoal River Formation and the Chipola Formation of Florida’s Panhandle.
• Investigated Holocene climate change in Florida using oxygen isotopes in shells of coquina clams, *Donax variabilis*.

Vertebrate Paleontology
• Undertook collaborative project to document biotic change in response to rapid, large-scale global warming by studying mammalian fauna across the Paleocene–Eocene boundary in the central Bighorn Basin, Wyoming.
• Co-hosted national conference, *Evolution in Natural History Museums*.
• Recovered and negotiated donation of Pliocene whale *Baelenoptera floridana* (the Fruitville Whale Skull), the most complete fossil baleen whale skull every found in Florida.
• Preliminary investigation of Haile 7G vertebrate site, Florida, resulted in recovery of scientifically significant specimens, including oldest porcupine skeleton ever found in North America and associated skull, skeleton, and carapace of the “giant armadillo” *Holmesina floridanus*.
• Studied new fossils of the tortoise *Chelonoidis* from the Turks and Caicos Islands, and new fossil gopher tortoise specimens from Chandler Bridge Formation, South Carolina.
• Bruce MacFadden, Ph.D., appointed University of Florida Research Foundation Professor.
**Vertebrate Zoology**

**Herpetology**
- Developed HerpNET, an information network of North American herpetological databases.
- Surveyed exotic herps introduced into Florida and attempted to develop an invasive index that predicts which exotic reptiles and amphibians released in the state will not become established, which will become established in local populations only and which will become widespread invasive pests.
- Developed key to Florida geckos.

**The Katherine Ordway Chair in Ecosystem Conservation**
- Studied effects of urbanization on community and population dynamics of birds in Florida.
- Studied effects of human behavior on colonial weavers in Africa.
- Studied mechanisms determining elevational distribution of Andean birds.
- Scott Robinson, Ph.D., appointed chair of the Florida Museum Department of Natural History.

**Ichthyology**
- Revised *Peterson Field Guide to Freshwater Fishes of North America*.
- Continued research project *All Catfish Species Inventory*.
- Directed international collaborative project *The Legacy Infrastructure Network for Natural Environments*, which resulted in a web site and booklet being distributed to museums and other taxonomically oriented institutions and societies around the world.
- Rob Robins received M.S. degree (thesis – *Variation in Western Gulf Slope Percus sciens* [Percidae]).

**Mammalogy**
- Initiated *BioCorder* project, a biodiversity inventory tracking system.
- Continued research on New World monkey lice, Gorilla lice, and human head lice to study coevolution of lice and their human hosts.
- Undertook new research using stable isotope geochemistry to further assess diet from panther bone and hair.
- Completed digital imaging of entire holdings of Florida panthers.

**Ornithology**
- Continued study of systematics, biogeography, and zooarchaeology of birds on Pacific and Caribbean islands with special focus on Tobago and the Bahamas.
- Initiated Northern Arawak Diaspora Project to study two millennia of Pre-Columbian landscape alteration in northeast South America and the Caribbean.
- David Steadman, Ph.D., awarded honorary doctorate from Edinboro University, Pennsylvania.
TEACHING:

ANG 6186 Seminar in Archaeology, 3 credits
ANG 6224 Painted Books of Ancient Mexico, 3 credits
ANG 6905 Individual Studies in Anthropology, 3 credits
ANG 6917 Research Projects in Social/Cultural Anthropology, 3 credits
ANG 6930 Special Topics in Anthropology, 6 credits
ANG 6933 Problems in Caribbean Prehistory, 3 credits
ANG 7979 Advanced Research in Anthropology, 5 credits
ANG 7980 Doctoral Research in Anthropology, 12 credits
ANT 4706 Environmental Archaeology, 3 credits
ANT 4835 Laboratory Training in Archaeology, 3 credits
ANT 4824 Field Sessions in Archaeology, 6 credits
ANT 4905 Individual Research in Anthropology, 3 credits
ANT 4927 Research Project in Social/Cultural Anthropology, 15 credits
ANT 4936 Museum Internship, 3 credits
ANT 4956 Overseas Studies in Cultural Anthropology, 3 credits
ANT 6931 Historic Material Culture Analysis, 3 credits
ARH 5905 Internship in Museum Curation, 3 credits
ARH 6930 Shoshone Painting and Ledger Art, 3 credits
ARH 6946 Museum Practicum, 6 credits
ARH 6971 Masters Research in Museum Studies, 9 credits
ART 6973 Project in Lieu of Thesis in Museum Studies, 3 credits
BOT 5115 Paleobotany, 3 credits
BOT 5625 Plant Geography, 2 credits
BOT 5927 Advances in Botany, 2 credits
BOT 6905 Individual Studies in Botany, 5 credits
BOT 6910 Supervised Research in Botany, 10 credits
BOT 6927 Advances in Botany, 2 credits
BOT 6927 Seminar in Systematics, 8 credits
BOT 6931 Masters Research in Botany, 5 credits
BOT 6971 Advanced Research in Botany, 3 credits
BOT 7980 Doctoral Research in Botany, 21 credits
GEO 2200, Physical Geography, 3 credits
GLY 7979 Advanced Research in Geology, 6 credits
GLY 7980 Doctoral Research in Geology, 2 credits
LAS 4905 Individual Studies in Latin American Studies, 3 credits
LAS 6905 Individual Research in Latin American Studies, 2 credits
LAS 6971 Masters Research in Latin American Studies, 9 credits
WIS 4905 Individual Studies in Wildlife Ecology and Conservation, 4 credits
WIS 4945C Wildlife Techniques, 6 credits
ZOO 2203C Invertebrate Zoology, 4 credits
ZOO 2303C Vertebrate Zoology, 7 credits
ZOO 4472C Avian Biology, 5 credits
ZOO 4905 Individual Studies in Zoology, 29 credits
ZOO 4926 Special Topics in Zoology, 4 credits
ZOO 4936 Overseas Studies in Zoology, 43 credits
ZOO 6905 Individual Studies in Zoology, 22 credits
ZOO 6925 Special Topics in Zoology, 11 credits
ZOO 6971 Masters Research in Zoology, 3 credits
ZOO 7979 Advanced Research in Zoology, 17 credits
ZOO 7980 Doctoral Research in Zoology, 7 credits

Graduate Committees Served: 110
Graduate Committees Chaired: 66
Independent Studies: 55

COLLECTIONS & RESEARCH

Grants and Contracts

Florida Museum faculty and staff received $4.2 million in Grants and Contracts. There were 14 new awards totaling $1.7 million. Funding agencies include:

American Orchid Society Fund               National Fish and Wildlife Foundation
Evolving Earth Foundation                  T. H. Maren Foundation
Florida Department of State                United States Department of Agriculture
Florida Fish and Wildlife Foundation       United States Department of Commerce
Florida Wildflower Advisory Council
Mote Marine Laboratory

National Foundation on Arts and Humanities National Science Foundation
Project Aware
State University of New York

Georgia
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming

International

Antigua          Australia
Bahamas          Bangladesh
Belgium          Belize
Bolivia           Brazil
Bulgaria         Canada
Burma            Bermuda
Bursa             Brazil
Ceylon           Brazil
China            China
Colombia         Colombia
Costa Rica       Cuba
Cuba             Denmark
Dominica         Dominican Republic
Ecuador          El Salvador
Ethiopia         Falkland Islands
Egypt            Finland
Equatorial Guinea
Estonia
Fiji
Gabon            Georgia
Germany          Georgia
Ghana            Georgia
Greece           Gambia
Guatemala        Ghana
Guyana           Greece
Haiti            Guatemala
Honduras         Hawaii
Hong Kong        Hong Kong
Hungary          Hong Kong
Iceland          Hong Kong
India            Indonesia
Ireland          Iran
Israel           Ireland
Italy            Japan
Jamaica          Jordan
Japan            Jordan
Kenya            Jordan
Korea            Kenya
Kosovo           Kenya
Kuwait           Kuwait
Laos             Kuwait
Lebanon          Lesotho
Liberia          Liberia
Lithuania        Liberia
Madagascar       Liberia
Malaysia         Liberia
Mali             Maldives
Mauritius        Malta
Mexico           Mexico
Mississippi       Mexico
Montenegro       Mexico
Morocco          Morea
Myanmar          Morocco
Namibia          Morocco
Netherlands      Mauritius
New Zealand      Mauritius
Nicaragua        Mauritius
North Korea      Mauritius
Norway           Mauritius
Oman             Mauritius
Pakistan         Mauritius
Peru             Mauritius
Philippines      Mauritius
Puerto Rico      Mauritius
Qatar            Mauritius
Romania          Mauritius
Russia           Mauritius
Slovakia         Mauritius
South Africa     Mauritius
Spain            Mauritius
Sri Lanka        Mauritius
St. Vincent and the Grenadines
Switzerland      Switzerland
Syria            Switzerland
Taiwan           Switzerland
Thailand         Switzerland
Tonga            Switzerland
Trinidad and Tobago
Tunisia          Tunisia
Turkey           Tunisia
Turkmenistan     Tunisia
Uganda           Tunisia
Ukraine          Tunisia
United Arab Emirates
United Kingdom
United States
Uruguay          United States
Venezuela        United States
Vietnam          United States
Wales            United States
West Indies      United States
Yemen            Yemen
Zambia           Yemen
Zimbabwe         Yemen
Zimbabwe

States


Grants and Contracts

Florida Museum faculty and staff received $4.2 million in Grants and Contracts. There were 14 new awards totaling $1.7 million. Funding agencies include:

American Orchid Society Fund               National Fish and Wildlife Foundation
Evolving Earth Foundation                  T. H. Maren Foundation
Florida Department of State                United States Department of Agriculture
Florida Fish and Wildlife Foundation       United States Department of Commerce
Florida Wildflower Advisory Council
Mote Marine Laboratory

National Foundation on Arts and Humanities National Science Foundation
Project Aware
State University of New York

T. H. Maren Foundation
United States Department of Agriculture
United States Department of Commerce
United States Department of Interior
University of San Diego
Exhibits and Public Programs

It was an exciting year for Florida Museum Exhibits and Public Programs. The Museum completed the planned build-out of its permanent exhibitions and opened the spectacular Butterfly Rainforest. A full calendar of special programs and temporary exhibitions, including the national blockbuster Chocolate, kept visitors excited about the Florida Museum.

Permanent Exhibitions

Butterfly Rainforest at the McGuire Center for Lepidoptera and Biodiversity

The McGuire Center for Lepidoptera and Biodiversity opened to international acclaim on Aug. 14, 2004, as the world’s largest research center devoted to Lepidoptera (butterflies and moths). This world-class facility includes an impressive scientific foundation as well as public spaces that bring the science of Lepidoptera, biodiversity, and conservation alive through state-of-the-art exhibitions and a live butterfly conservatory – the Butterfly Rainforest. See more information on the McGuire Center on pages 4-5.

Awards

The Southeastern Museums Conference awarded its “2004 Award of Excellence” to the Hall of Florida Fossils: Evolution of Life and Land, the Museum’s third permanent exhibition hall, which opened in May 2004. This prestigious peer-juried award recognizes an outstanding new exhibition in the southeastern states with a budget of more than $1 million.
EXHIBITS & PUBLIC PROGRAMS

Visitation and Outreach
With more than 236,000 visitors, Museum attendance increased nearly 92 percent from the previous fiscal year. The Museum’s various outreach programs reached 148,424 people, representing a 15 percent decrease over last year, due to fluctuations in attendance caused by programs starting and ending, as well as staff changes.

Temporary Exhibitions
It was a sweet year for temporary exhibits as we highlighted Chocolate: The Exhibition from Chicago’s Field Museum. This blockbuster exhibit explored the natural and cultural history of chocolate and inspired thousands of chocoholics and their friends to visit the Florida Museum. Next came Microbes: Invisible Invaders, Amazing Allies from Clear Channel Exhibitions. This exhibit exploring harmful as well as beneficial bacteria was popular with school classes and families. During the summer we hosted Natural Curiosity: Artists Explore Florida, our own installation featuring the original works of 18 local artists.

Galleria exhibits included the photographic show Chocolate Today in the Ancient Mayan Heartland, featuring the El Salvador work of University of Florida anthropologist Allan Burns. Florida Bird Portraits showcased photographs by Jim Miller, and The Ordway Preserve featured UF conservation and research programs at this interesting natural area through the lenses of staff photographers Jeff Gage and Tammy Johnson.

Other temporary exhibitions included the eighth annual Trashformations, highlighting high school and college student art made from recycled materials. In conjunction with the Alachua County Public Schools Visual Arts Program, the Children’s Natural History Gallery featured artwork created by elementary students related to the themes of our permanent and traveling exhibits.
SCHOOL PROGRAMS

More than 23,000 pre-K through 12th-grade students participated in education programs either on-site at the Museum or through outreach presentations at their schools.

On-site programs included docent-led guided tours of our permanent and temporary exhibit galleries, Home School programs such as Squirmy Science and Green Machines, and Outdoor Naturalist programs such as Ecosystem Expedition and Sensing Nature which utilized the UF Natural Area Teaching Laboratory south of Powell Hall. Docents led more than 4,000 students on tours of the Museum’s permanent exhibits.

With the recent installments of the Hall of Florida Fossils and Butterfly Rainforest, more than 12,000 students participated in guided or self-guided tours. Inquiry Box outreach presentations to school and community groups throughout North Central Florida reached more than 11,000 individuals and included such topics as Florida’s Reptiles and Amphibians, Florida’s Fossils and Geology and Florida’s Early Native People. Each Inquiry Box contains a collection of objects and a teacher’s guide with participatory lessons and activities. Expansion of this program is planned for the 2005-06 school year.

PUBLIC PROGRAMS

Nearly 5,000 adults and children participated in public programs at the Museum. These activities included summer camps, adult workshops and classes, field trips, lectures, weekend and school holiday classes for children, and a preschool program for tots and parents. Adult classes ranged from Sunday afternoon lectures and one-day workshops on Useful Plants in Autumn to six-week courses on Butterfly Gardening. Children’s programming was expanded to include preschoolers and their parents with Wiggles and Walkers, weekend programs for children with Let’s Explore Small Stuff and Sunday Snoop, and family workshops and fieldtrips that included Gardening with Containers and a Seahorse Key Birding Trip.

The Florida Museum and the Samuel P. Harn Museum of Art collaborated with the Alachua County Public Schools on our annual Educator’s Open House, which features the educational resources of the UF Cultural Plaza museums and community agencies, and this year included a free sneak preview of the Butterfly Rainforest. In February, through a partnership with Dance Alive!, more than 1,800 students and teachers were able to experience the Ladybug Action Hero performance at the Curtis M. Phillips Center for the Performing Arts and then take a tour of the Butterfly Rainforest at the Museum. The Museum Associates Board generously sponsored the student admissions to the Butterfly Rainforest.

The Museum currently is developing new curriculum guides for all of its permanent exhibits. The first packet for the Butterfly Rainforest and indoor McGuire exhibits is complete and can be found on the Museum’s web site, www.flmnh.ufl.edu/education/guides/butterfly-guide.pdf. Development of subsequent guides is underway for the Hall of Florida Fossils, Northwest Florida: Waterways and Wildlife, South Florida People and Environments and the Pearsall Collection of American Indian Art. Along with teacher curriculum guides, training sessions and manuals also were developed for docent and staff training.

The Museum’s Public Programs also included annual and special events such as Collectors Day, Science Spooktacular, Celestial Celebrations and From Yeast to Beasts. Attendance at these events ranges from 500 to more than 3,000 visitors. During the summer, the Museum designed a Discovery Room full of artifacts, materials and activities that encouraged family interaction and fun. At the same time, staff from the Museum’s Research and Collections division showcased some of our rarely seen collections and talked with visitors about the Museum’s research and conservation efforts.
EXHIBITS & PUBLIC PROGRAMS

Volunteers
With the increase of programming and Museum attendance, the need for more volunteers became very apparent. During the first six months after the Butterfly Rainforest opened, the Museum held more than 10 specialized sessions to train interpreters who would interact with guests in the exhibit. The Museum also revamped the Jr. Volunteer Program and trained nearly 100 middle and high school students to work as interpreters at Discovery Carts stationed throughout the Museum and as assistants during children’s classes and special events.

Docents participate in training programs that include background information about the Museum’s permanent and temporary exhibits as well as effective techniques for engaging students in learning through objects and exhibits.

- 400 individuals volunteered in the Museum, both behind-the-scenes and working with the public
- Volunteers, including 77 active docents, contributed nearly 24,000 hours to the Museum
- Docents Chris and Joan Schneider of Ocala received the first Florida Museum James Pope Cheney Volunteer of the Year Award

Financial Assistance Programs
In order to make Museum programs, and now the Butterfly Rainforest, accessible to all visitors regardless of socioeconomic status, the Museum has developed two programs to cover admission and program fees. For those individuals who want to participate in one of our Public Programs and need assistance to do so, the Museum’s Scholarship Program covers the costs of those activities. Funding for this program comes from individual donations and revenue generated by fees from other programs.

While general admission to the Museum’s permanent exhibits is free, we must charge admission to the Butterfly Rainforest to make the exhibit self-supporting. Our Admission Assistance Program was developed to provide financial assistance to economically disadvantaged individuals and groups in our community so that they have the opportunity to experience the joy of interactive learning at the Museum’s living Butterfly Rainforest. The Museum actively solicits contributions from individuals, corporations and foundations to fund this program.
Office of Museum Technology

2004-2005 HIGHLIGHTS:

• Sarah Fazenbaker, Jason Keel, Dan Stoner and Bill Paine completed more than 20 web site and 18 programming, software/hardware and construction projects throughout the Museum.

• Charles Tompkins, Fazenbaker, Stoner and Paine completed the McGuire Center technology setup and configuration, including ticketing software and hardware for the Butterfly Rainforest exhibit and assistance in selecting a new point-of-sale system for Museum gift shops.

• Eric Ramsey, Matthew McDonell, Tompkins, Stoner, Fazenbaker and Paine fulfilled nearly 2,000 Museum help desk requests.

Marketing & Public Relations

The Florida Museum Marketing and Public Relations Office had an extremely busy year, including providing support for the McGuire Center for Lepidoptera and Biodiversity dedication and public opening, as well as the Museum’s temporary exhibits and other departments. This included sending out 350 press kits nationwide and coordinating design and printing of numerous materials.

Other highlights:

• Planned and coordinated 90 print and broadcast media visits.

• Produced and distributed 74 press releases and media advisories and 115 print and broadcast advertisements for various programs, activities and events.


• Coordinated and produced the Museum’s pages for Natural History Magazine.

• Distributed Museum brochures at 475 locations on interstates 4, 10, 75 and 275 and U.S. 19 throughout Central and North Central Florida, and at all Florida Turnpike service plazas and Florida welcome centers.

Annual Budget

FY 2004-2005

Total Expenditures: $19 million

Collections & Research $13.3 million (70%)

Exhibits & Public Programs $4.2 million (22%)

Operations $1.5 million (8%)

State Allocation/UF $8 million (42%)

Gifts $4.9 million (26%)

Grants & Contracts $4.2 million (22%)

Total Revenue: $19 million

Earned Income $1.1 million (6%)

Investments $0.8 million (4%)
Center for Informal Science Education

The Center for Informal Science Education has state, federal and private foundation funding for a variety of initiatives that engage participants in science learning, reach new audiences and contribute to our understanding of how people learn science in formal and informal education settings.

- The Thomas H. Maren Foundation provided funding for Family Science Programs as well as four books for each Head Start family and new components of the Marvelous Explorations through Science and Stories science curriculum project, which is a collaborative program of the Alachua County Public Schools Head Start/School Readiness and Alachua County Library District/Youth Services.

- A Head Start Innovation and Improvement Projects planning grant ($99,591) was received from the Administration for Children and Families for An Innovative Science-based Head Start Literacy Curriculum: Expansion and Evaluation of Marvelous Explorations through Science and Stories (MESS). One of 30 awards made nationally from almost 700 initial applicants, the project partners include Childhood Development Services Inc. of Marion County, Marion County Public Library System, Silver River Museum and Environmental Education Center and Marion County Public Schools.

- Thirty-two natural history museum staff members from across the country attended the October 2004 Evolution Conference held at the Museum. They discussed the data on visitor understanding of evolution obtained from 600 study participants, ages 7–80+ years at six natural history museums across the country, and made recommendations for ways to increase the effectiveness of evolution-related exhibits and programs. The National Science Foundation funded the project.

- The National Science Foundation awarded a three-year $1.1 million grant for Project Butterfly WINGS: Winning Investigative Network for Great Science, a collaborative project with the University of Florida’s Department of Wildlife Ecology and Conservation and 4-H, Florida Cooperative Extension Service. This field- and web-based citizen science project engages 4-H youth in the study of butterflies.

- The State of Florida, Florida Wildflower Advisory Council and Florida Wildflower Foundation Inc. awarded a $94,409 grant for Educating the Public about Florida’s Wildflowers and Butterflies. The project includes a brochure and web site featuring 50 Florida native wildflowers and 50 Florida native butterflies, an exhibit and a demonstration garden.
Development

The opening of a new research and exhibition space is a special occasion for any museum and provides an exciting opportunity for staff, donors, visitors and friends to celebrate its contributions to science and to the community at large. The Florida Museum of Natural History was fortunate to have such an occasion last August at the opening of the McGuire Center for Lepidoptera and Biodiversity and with it the chance to honor the vision of benefactors Bill and Nadine McGuire and Director Tom Emmel.

The McGuires’ extraordinary generosity allowed the Museum to create this internationally recognized center whose hallmark is a comprehensive approach to the study of biodiversity. As exciting as seeing this dream fulfilled has been the momentum that they have created through their giving, allowing the Museum to leverage additional gifts from a number of diverse individuals and organizations. The Monarch Society, created last year to recognize donors who commit at least $10,000 to the McGuire Center, has grown to include 45 members. Numerous research and education grants from private foundations and state and federal agencies, including the Elizabeth Ordway Dunn Foundation, the Disney Wildlife Conservation Fund, the National Fish and Wildlife Foundation, and the Florida Wildflower Advisory Council/Florida Wildflower Foundation, have been secured during the last year, testifying to the quality and breadth of the faculty and graduate students’ work.

Other private gifts have built upon the McGuire legacy, enabling the Museum to reach out to individuals and groups that would otherwise be unable to take advantage of its programs and exhibitions. The Climb for Cancer Foundation made a gift to create The Butterfly Connection, a program in conjunction with the Arts in Medicine Program of Shands Hospital that provides free admission to the Butterfly Rainforest for cancer patients, their families and caregivers. Likewise, gifts from the Florida Museum Associates and private individuals and foundations have created and supported an Admission Assistance Program for the Butterfly Rainforest.

The Florida Museum has continued its partnership and joint fundraising efforts with the Samuel P. Harn Museum of Art and Curtis M. Phillips Center for Performing Arts. Building upon the success of the University of Florida’s sesquicentennial celebration in 2003, the three Cultural Plaza institutions hosted The British Invasion Party and Concert. This event was a great success, with more than 800 attendees raising nearly $100,000. These funds were divided equally and used to enhance education programs, outreach, exhibitions and performances at all three venues.

Private Support

FY 2004-2005

- Non-alumni: $3,180,991 (83%)
- Alumni, students & parents: $299,119 (7.8%)
- Foundations: $172,135 (4.4%)
- Organizations: $22,155 (0.6%)
- Corporations: $160,415 (4.2%)

Total: $3,834,815
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Walt Disney World Company
Maple Hill Foundation (R)
The Museum Collector’s Shop, Inc. (M)

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Key:

* = Associates Member
C = Curators Society
D = Deceased
F = Founders Society
(n) = gifts this fiscal year
M = Monarch Society
R = Randell Research Center


### Popular Publications, Miscellaneous Reports:


**Milanich, J.T. 2004.** Water world—beneath southwest Florida’s veneer of modern development is an extraordinary archaeological landscape. *Archaeology 57(5):46-50.*


Ways to Support the Museum...

Every gift to the Florida Museum of Natural History — whether of time, resources or collections — enhances and expands all of its activities, including the quality of the visitor experience. There are a variety of ways you can contribute to the Museum and its mission, and participation is welcomed at any level:

**Private Gifts** are crucial to the Museum’s success and are tax-deductible. Cash, securities, real estate, collections and other assets are accepted and may be unrestricted or directed to the department or program of the donor’s choice. Individuals also may include the Museum in their estate planning by naming it as a beneficiary of a bequest or life insurance policy, or by establishing a charitable remainder trust or gift annuity.

**Monarch Society** gifts support the Museum’s McGuire Center for Lepidoptera and Biodiversity. Members of this society commit $10,000 to enhance the Butterfly Rainforest living exhibit as well as the tropical biodiversity research, education and outreach conducted by the McGuire Center’s international faculty and staff.

**Corporations** can demonstrate their commitment to the Museum by supporting a variety of programs. An affiliation with the Museum can help fulfill a corporation’s philanthropic or marketing goals.

**Organizations** and corporations may rent the Museum’s unique spaces, including the Butterfly Rainforest, Central Gallery, Galleria and McGuire Center Gallery for special events.

**Volunteering:** The Museum relies upon a dedicated corps of docents and volunteers of all ages. All volunteers receive training, and opportunities exist in every area of the Museum, including Education, Exhibitions, Public Programs

**Membership** funds are unrestricted and strengthen all of the Museum’s programs, from world-class traveling exhibitions to internationally recognized scientific research. Members are recognized annually and receive a variety of benefits including access to special events and programs, invitations to meet with visiting scholars and artists and sneak previews of exhibitions, and unique travel opportunities. Facility rentals and membership in the University of Florida’s President’s Council are additional benefits available at higher levels. Annual membership giving levels include:

- **Associates:** $40 to $250
- **Curators Society:**
  - **Benefactor:** $500 and above
  - **Fellow:** $1,000 and above
  - **Patron:** $2,500 and above
  - **Director’s Circle:** $5,000 and above

For additional information please contact us:
Gifts and Corporate Sponsorship: (352) 846-2000, ext. 205
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