

Science on Tap: How Loudoun Public Library Brought Cutting-Edge Science to the Public

August 26, 2020

Welcome and Announcements

- Today's webinar is a presentation of ALA's Public Programs Office, with support from ALA's Cultural Communities Fund (www.ala.org/CCF)
- Visit www.programminglibrarian.org for more online learning sessions, programs ideas and grant announcements

About the Classroom



Microphones

Only our presenters have microphone access.



Questions?

Type them in the chat box! There will be time at the end for questions.



Tech Issues?

Send a message through Q&A.

Today's Presenters



Susan VanEpps

Division Manager for Programming
and Community Engagement
Loudoun County Public Library
Leesburg, Va.

Lorraine Moffa

Program Coordinator
Loudoun County Public Library
Leesburg, Va.

MEET. DRINK. TALK SCIENCE.

Science on Tap



Bringing the library to the community

A partnership program with Loudoun County Public Library, Howard Hughes Medical Institute Janelia Research Campus, and Old Ox Brewery

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ORIGINS



Science Café Announcement



Free and open to public

GEORGIA SECTION

Tuesday, September 19, 2017

**“Bipedal Locomotion from Robots to Ostriches: An
Optimization Story”**

Speaker:

Dr. Christian Hubicki (Georgia Institute of Technology)

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Grote Pieter Potstraat 24
Antwerpen, Be 2640



Worldwide Locations for Science Café

Program names and venues vary

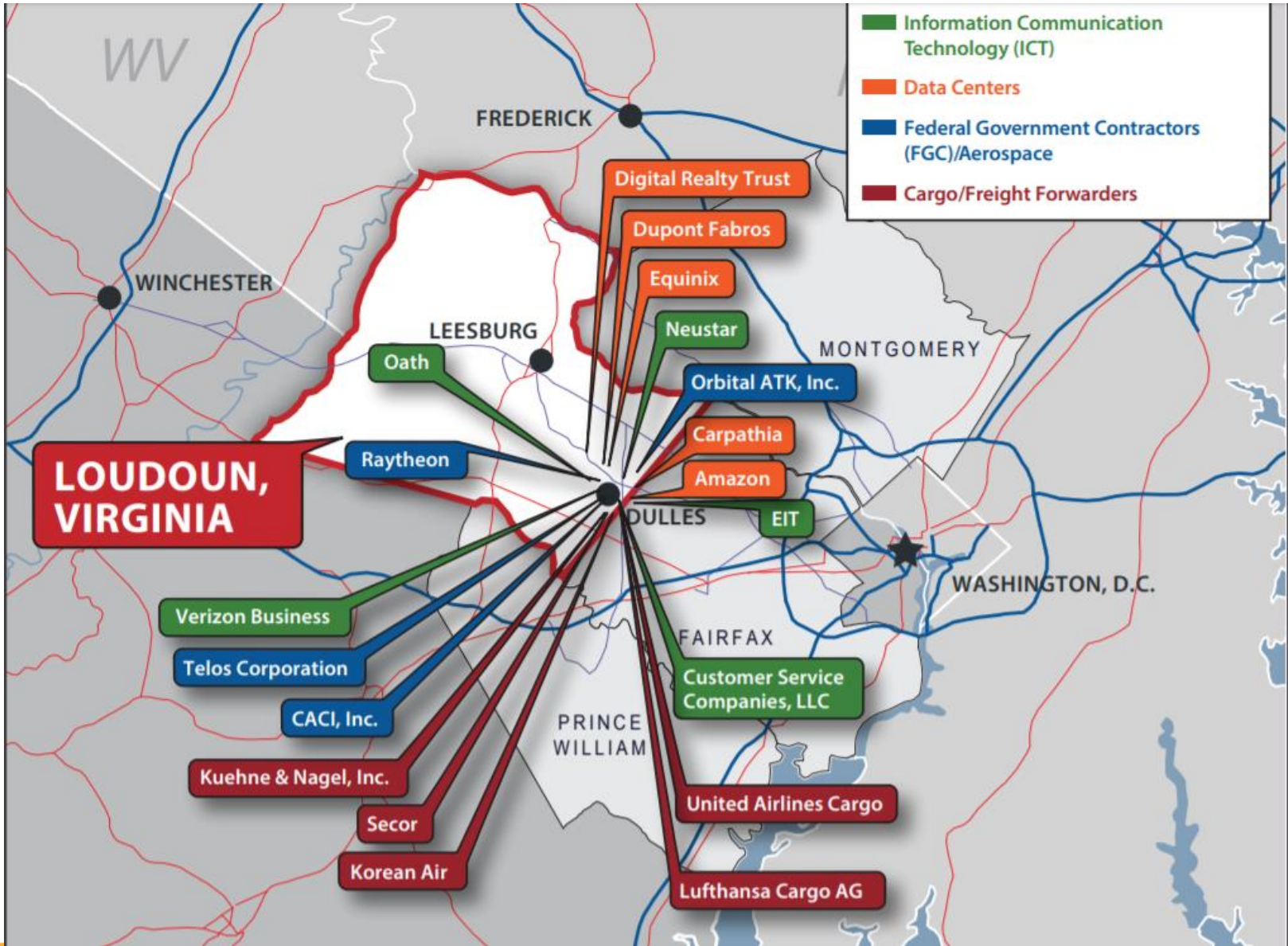
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Why At a Brewery?

- Go where the 21+ audience already is – in the science & tech corridor
- Adult audience encourages discussions of science topics and networking



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 **OLD OX**
BREWERY 

<p>YEAR ROUND</p> <p> Golden Ox Golden Ale / 5.9% ABV / 18 IBU A crisp, medium-bodied ale with orchard fruit notes on the nose.</p> <p> Alpha Ox Pale Ale / 4.5% ABV / 25 IBU Our session IPA has a surprisingly satisfying mouthfeel, an amazing hop aroma, and a smooth finish.</p>	<p style="text-align: center;">②</p> <p>SPECIALTY</p> <p> Down the Hatch Spiced / 5% ABV / 32 IBU Coated Hatch Chilies grown in and around New Mexico's Hatch Valley made their way to bottles, VA to give this mellow amber lager a pleasing tingling warmth.</p> <p> Funky Face II Mango Sour Sour - Ale / 3.7% ABV / 5 IBU</p> <p style="text-align: center;">①</p>
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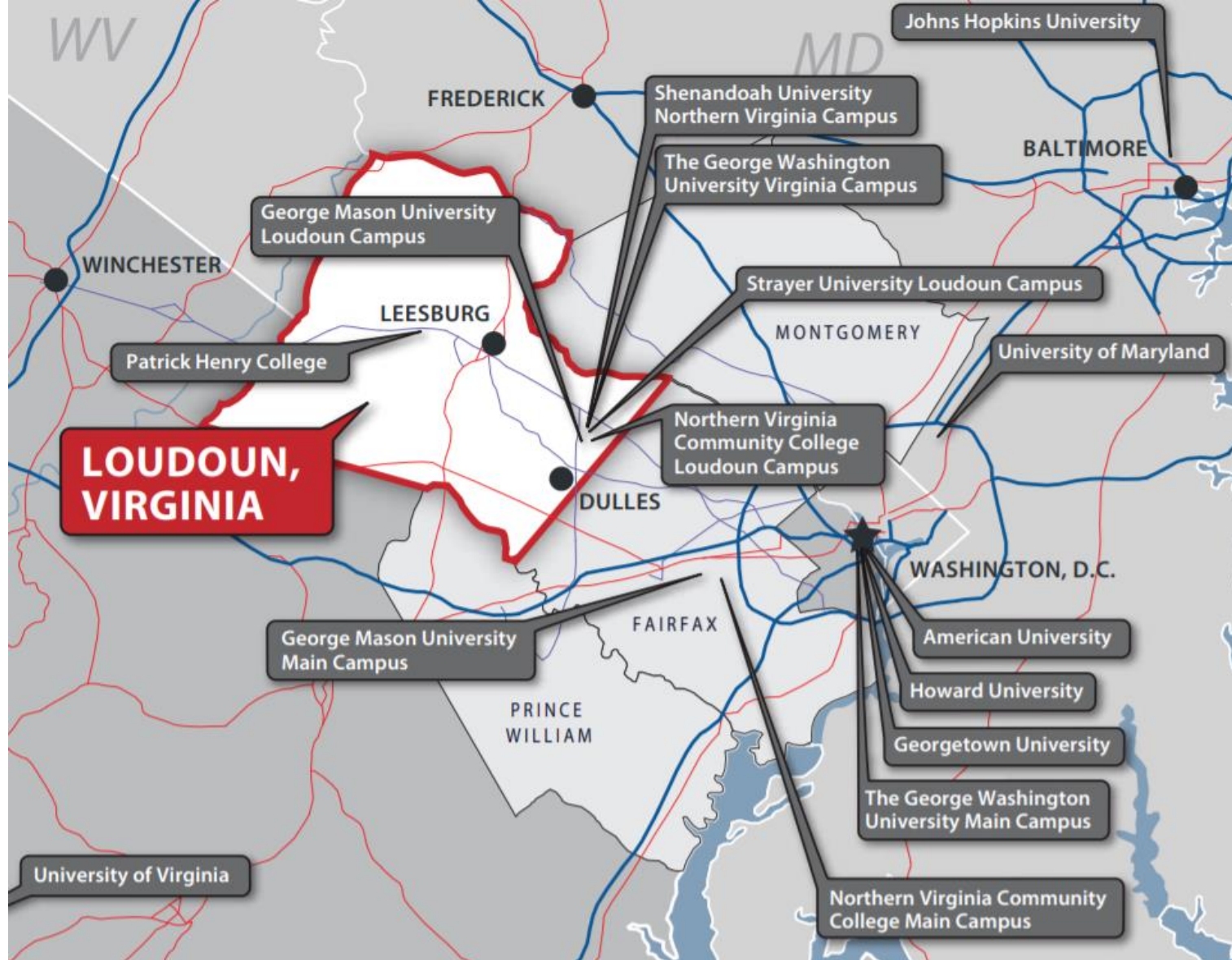
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Science on Tap:

FINDING THE SCIENTISTS

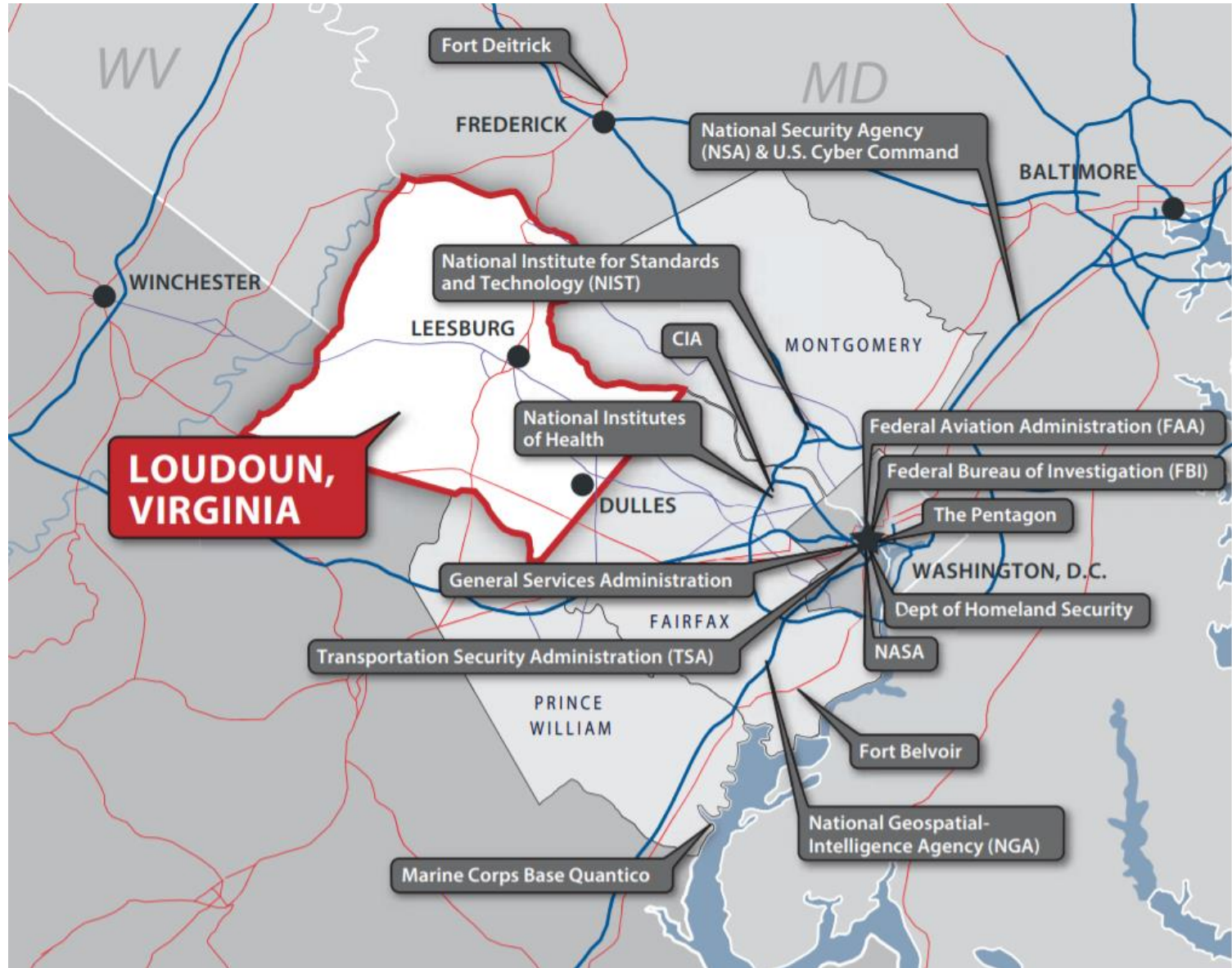
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HMI Janelia Research Campus

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Presenter	Presenter Title	Program Topic
Kristen Branson, PhD	Computational Biologist, Team Leader, Computation & Theory, Janelia Research Campus at HHMI	The Machine Learning Experience
Karel Svoboda, PhD	Senior Group Leader, Neuroscience, Janelia Research Campus at HHMI	How the Most Far Out Science Benefits Our Economy
Scott J White, PhD	Criminologist and Director of the Cybersecurity Program at The George Washington University	Human Factors in Cybersecurity
Amy J. Bastian, PhD	Chief Science Officer, Kennedy Krieger Institute and Johns Hopkins School of Medicine	Brain Health
Peter Wilczynski	Science Mission Directorate at NASA Headquarters	Science at NASA Current and Future Missions
Ulrike Heberlein, PhD	Senior Fellow, Janelia Research Campus at HHMI	Flies, Sex and Alcohol
Warren Holston	Counterterrorism Expert, Senior Officer, Central Intelligence Agency	The Dark Web
Kirk Yeager	Chief Explosives Scientist, FBI	The Bomb Detective
Bruce Kimmel, PhD	CEO, Vidrio Technologies	Tales from A Drug Developer
Kate McDole	Cellular Biologist, Janelia Research Campus	XX and XY: Guidelines or Actual Rules?
Dr. Robert Erlich	Former Chair, Physics Department, George Mason University	What If Einstein Was Wrong?

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Kirk Yeagar
The Bomb Detective
FBI

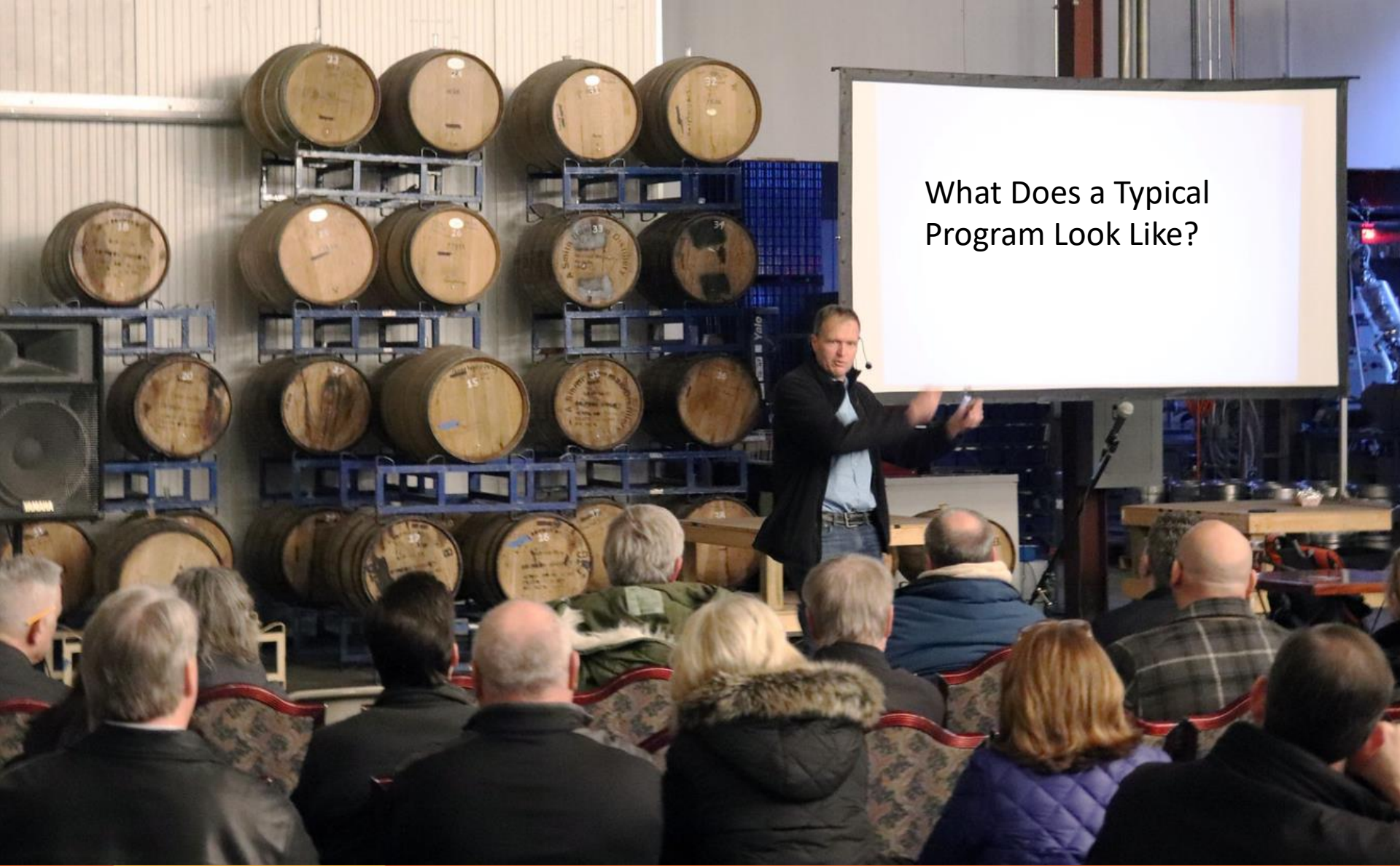
As the FBI's premier bomb expert, leads U.S. and foreign law enforcement to determine how terrorist-made explosives work, and finds new ways to detect and stop them.

What Experts Are In Your Community?

- Hospitals
- Universities
- Energy and agricultural companies
- Publishing companies and authors
- Local and state officials
- Federal government

How to Host During COVID

- Host it online using your own social media or virtual meeting platform
- Advantage: contact scientists around the world. You never know who will say yes until you ask!



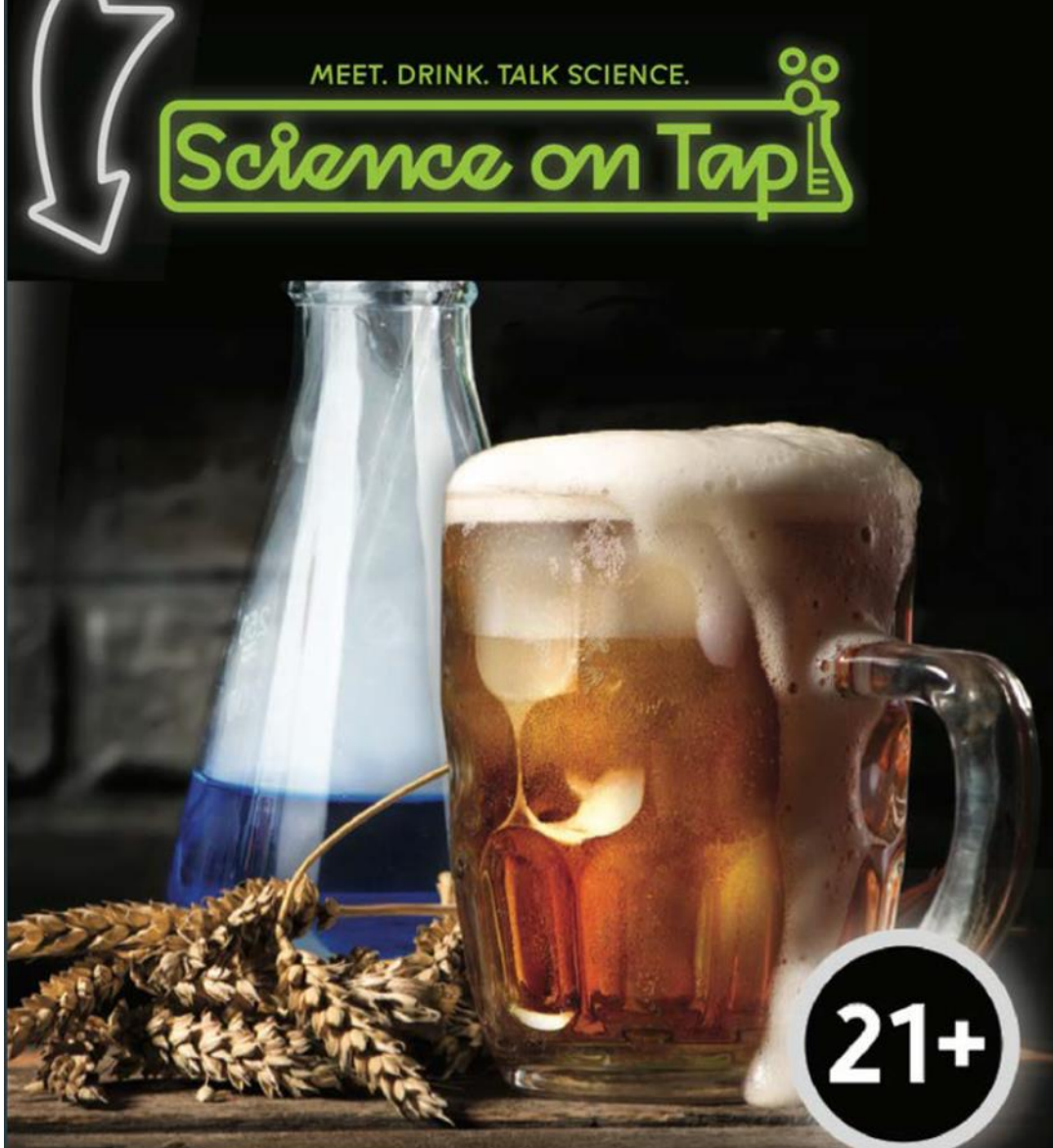
What Does a Typical Program Look Like?

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Attributes

- Big, open seating area
- Comfortable space with food & drink
- Access to scientific experts
- Lots of Q&A and interaction
- Time for networking and mingling



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Marketing Tools

- Facebook events and posts shared by all partners
- Flyers at Old Ox and library branches
- Digital displays in library branches and at HHMI
- Loudoun County Public Library program guide
- Word of mouth through Old Ox website & newsletter

MEET. DRINK. TALK SCIENCE.

Science on Tap

BIRDS, BATS AND WIND TURBINES

MONA KHALIL of the U.S. Geological Survey will share the innovative research and methods being used to reduce impacts of renewable energy production on wildlife.

TUESDAY, FEB. 5
OLD OX BREWERY, 6:30 p.m.
44652 Gullford Drive
Suite 114
Ashburn, VA 20147

LOWDOUN COUNTY PUBLIC LIBRARY
library@loudoun.gov

To request reasonable accommodations for a disability, call 703-777-0568. These do not constitute a request.

21+

OLD OX BREWERY

ABOUT US | OUR BEERS | FOOD & OTHER INFO | GIFT CARDS | NEWS & EVENTS

MEET. DRINK. TALK SCIENCE.

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BIRDS, BATS AND WIND TURBINES

OLD OX BREWERY IS COMMITTED TO BREWING EXTRAORDINARY BEER THAT HONORS FAMILY AND CONNECTS THE COMMUNITY.

OLD OX BREWERY
FEBRUARY 5 AT 6:30 PM

21+

MEET. DRINK. TALK SCIENCE.

Science on Tap

21+

HOW THE MOST FAR-OUT SCIENCE BENEFITS OUR ECONOMY
With Karel Svoboda

TUESDAY, MARCH 13
OLD OX BREWERY, 6:30 p.m.
44652 Gullford Drive, Suite 114 | Ashburn, VA 20147

TUE, MAR 13, 2016
Science on Tap
Old Ox Brewery · Ashburn, VA
11 Food · 408 people

Interested

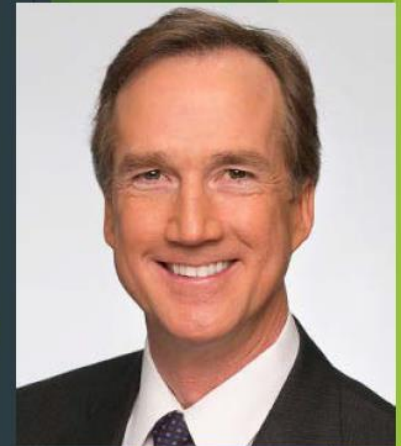
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“ Tech Business Feedback

Science on Tap is an innovative and dynamic program that extends the reach of the Loudoun County Public Library beyond the walls of their buildings to promote and nurture the high tech community. The content is excellent and engaging, delivered by subject matter experts with real-world experience. These presentations draw hundreds of people, including our RagingWire employees, customers, and partners to learn, discuss, and create. Thank you to the Loudoun County Public Library for Science on Tap and all of their programming!”

”



James Leach
Corporate Vice President
RagingWire Data Centers



RagingWire VA1 Data Center, next door to Old Ox Brewery

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Feedback

Each month, attendees exclaim “Wow, Loudoun Library is so forward-thinking, keep it up!” or tell us how much they appreciate us for “thinking outside the box” and offering programs for adults they really enjoy.

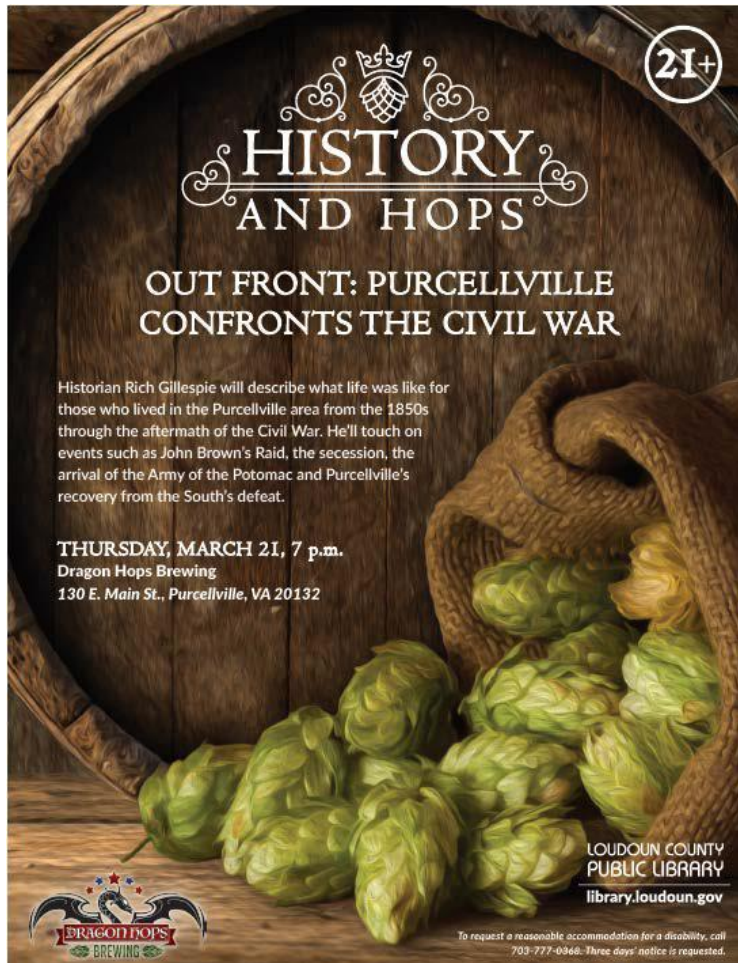
Specific comments include:

- “When I saw the flyer for this program at Ashburn Library, I thought this has got to be too good to be true.”
- “Dr. Yeager is great. I work at the FBI as well & have attended a few sessions hosted by him. Thank you for Science on Tap.”
- “Loved the presentation! This was educational and fun while hanging out w/co-workers and friends drinking beer! Very good idea to mix education and recreation!”
- “So enjoy these programs—I am very impressed with the advances/outreach the library has been doing for the last few years—well done!”
- “So many of your presentations sound great! I’m filling my calendar as your slideshow advances! And your presenter’s credentials are amazing!”
- “The talk was excellent—showed a practical intersection of economics and a concerning hard science topic.”

Budget

- Presenters: \$0
- Host Space: \$0
- Refreshments: \$0
- Marketing: Staff time

Spin-Offs



HISTORY AND HOPS 21+

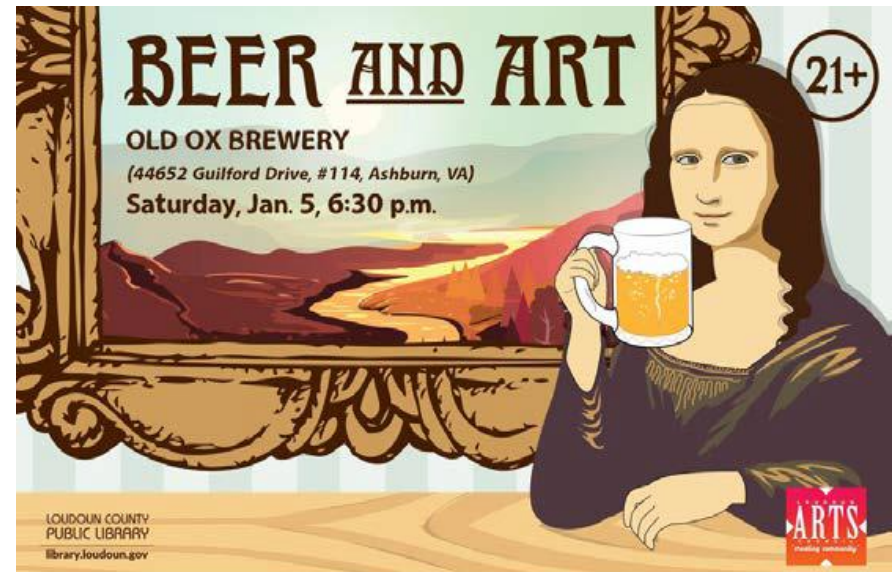

OUT FRONT: PURCELLVILLE CONFRONTS THE CIVIL WAR

Historian Rich Gillespie will describe what life was like for those who lived in the Purcellville area from the 1850s through the aftermath of the Civil War. He'll touch on events such as John Brown's Raid, the secession, the arrival of the Army of the Potomac and Purcellville's recovery from the South's defeat.

THURSDAY, MARCH 21, 7 p.m.
Dragon Hops Brewing
130 E. Main St., Purcellville, VA 20132

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To request a reasonable accommodation for a disability, call 703-777-0366. Three days' notice is requested.



BEER AND ART 21+

OLD OX BREWERY
(44652 Guilford Drive, #114, Ashburn, VA)
Saturday, Jan. 5, 6:30 p.m.

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Spin-offs have done well and furthered LCPL's reputation as innovators, providing high-quality programs for our residents.

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You Too Can Do This!

- Work to ensure good sound, displays and seating
- Partner with business carefully for a good venue and co-marketing
- Look for science, you'll find it
- Vet your speaker
- Keep trying and build over time

QUESTIONS?

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