



what *Museum 2.0* is about

Nina Simon talks about her creation of Museum 2.0 as if she woke up one morning astounded to discover herself transformed from electrical engineer (which she is) into the guru of museum social interactivity. Not true, of course, but what is true is that the world of information, networks, and communication changed just about that fast and she was entrepreneur enough to grab a hold.

And, she has proven herself in the world of museums as a guide in the dawn of museum interactivity, engagement, and social networking. A passionate activist for the integration of social, dynamic, participatory experiences, Nina has built Museum 2.0 to be a design firm helping museums worldwide use social technology to create dynamic, audience-driven exhibitions and programs.

Nina's work encourages museums to allow their constituents to "muck about" in the stimuli of the space, to create environments that encourage each participants unique experience, and to allow even the exhibit to be designed by the public.

She has had some extraordinary experience prior to Museum 2.0 that led her to this role. She was hired by the International Spy Museum in Washington D.C. where she was charged with making *Operation Spy* an immersive experience. Nina then became curator at The Tech Museum of Innovation in San Jose, where she worked at the cutting edge of exhibition design, using "crowd-sourcing" and prototyping exhibits through a wiki and Second Life. She also led the design of a multi-platform game that accompanied season 3 of the CBS television show CSI:NY.

This all led to Museum 2.0 and a remarkable list of consulting and teaching roles with museums and museum organizations around the world. To see a list of and links to her most recent projects with links to her work:

<http://www.museumtwo.com>

As Nina is want to say in presentations, "it's all about you." Join Nina and the Women in Business community October 1 for a dynamic, interactive conversation about values, principles and change guided by feminine values and behaviors. Register at www.SantaCruzChamber.org



womenomics: new rules for a new age

Claire Shipman and Katty Kay "laid down the law" for their employers, telling them what they wanted, when they wanted it, and how much they were willing to tolerate – and their employers said, "Ok." So, we aren't all gorgeous television news personalities, but Katty and Claire's book, *Womenomics: Write Your Own Rules for Success* encourages women to "work the way you really want". Here is a summary of a few of their rules:

- Companies that employ more women in senior positions succeed. Value yourself accordingly.
- Time is the new currency. Don't be afraid to trade time for money.
- Identify what you want – what you really want – and create a plan to get it, not what others say you should want.
- Status is a trap. Trade it for time – in a minute.
- Guilt is a useless emotion. Learn to say no.
- Work smarter – find the 20% of the work that makes a real difference and do it well
- Set deadlines, create schedules, plan meetings.
- Use technology, don't let it use you.
- Turn the job you have into the you want -- negotiate.

Womenomics is available at local book stores.