



This week's edition of Newsweek (*October 5<sup>th</sup>, 2009*) features a story called "Flying Like an Eagle?" which includes a quote from local native Marlene Brown. In August, Brown was contacted by Daniel Stone, a Newsweek writer, and asked what ideas she would share on saving businesses. While this article focused on the U. S. Postal Service, Brown, a former teacher and American Management Association instructor, is 1 of 15 in the world to have earned the dual degrees of Certified Public Speaker and Certified Management Consultant. She traveled extensively as a business futurist, throughout the country and globally, sharing strategies with numerous groups and Fortune 500 companies.

Brown, a native of Clinton, NY, author of numerous publications, founded three small businesses, one of which was TechnoTouch© Marketing, a word she coined in 1994 when she wrote her first book. She gave up traveling at the end of 2001, when as then Chair of the Children's Museum Board of Directors, they discovered the museum was in financial trouble. Brown has worked tirelessly ever since to save and to grow the museum. She has chosen to not take a paycheck for over three years, in order to do so.

Under Brown's leadership, in 2002, the 4<sup>th</sup> floor was opened and the museum was adopted by NASA and the Office of Science. In 2003, the museum installed new Heating and Air Conditioning and became headquarter for the Int'l Hall of Fame: Bicycling, Rowing, Canoeing & Kayaking. In 2004, they secured a new oak front door and new entranceway. In 2005, they installed new energy-efficient windows throughout. In 2006, they continued their renovation and growth. In 2007, they were certified as a NYS and Federal Historic building. In 2008, they installed new lighting throughout, plus two new roof signs. In 2009, they installed new Interactive exhibits including an LED Play Dance Floor, Touch Screen history exhibits, and a Lionel Train Table. In 2010, they plan to install a new green roof with solar panels and wind turbines, finish the 4<sup>th</sup> floor's surround sound theatre, install additional bathrooms on their third floor, install an eco-system butterfly pond in back of their building. In 2011, they plan to begin their 5<sup>th</sup> floor renovation, installing a Planetarium there.

While Brown has written and secured grants to do the renovations, the museum currently receives no funding from the city, county, state, or federal government for operations costs. She and her staff of three keep the Children's Museum of History, Science & Technology aesthetically pleasing, sanitarily clean, and educationally entertaining with the 1000's of exhibits in 60 pavilions on the museum's four floors. She feels pride in standing on the shoulders of the numerous people throughout our local community who have played a part over the past 46 years of its existence, in saving and growing the museum. A strong believer in inclusiveness and collaborative marketing, this year's Festival of Trees & Lights will include exhibits reflecting how our community's various cultural groups observe the holidays.

The 1<sup>st</sup> Rotary International Governor from a Rotary eClub (and one of a small percentage of woman Rotary Governor's worldwide) Brown states that while she strongly believes in giving back to the community, her number one pride in life is that of being a mother of five and a grandmother of six.

Additional information may be found on [www.technotouch.com](http://www.technotouch.com) or [www.museum4kids.net](http://www.museum4kids.net) Brown may be contacted at her home office 853-1318 or the museum 724-6129 or by email at [marlenebrown@roadrunner.com](mailto:marlenebrown@roadrunner.com)