

Science guru Bassam Shakhashiri to keynote Midwest Jewelers Trade Show

The University of Wisconsin has graciously agreed to supply the keynote speakers to the Midwest Jewelers Trade Show, LLC. The show will be held at the Monona Terrace Community & Convention Center, in Madison, Wisconsin. The dates of the show are March 13th & 14th, 2009. The keynote speakers will make their presentations in the same lecture hall that Michael Feldman uses most Saturdays for his National Public Radio show "Wha'd Ya Know."

On Saturday morning from 8:00 to 10:00, the School of Business from the University of Wisconsin will present a 2 hour seminar. The School of Business is one of the top Business Schools in the nation. Jim Johannes will lead off the program with a discussion of the overall economy and conditions that are specific to small entrepreneurs in the Midwest. Dan Olszewski, Director of the Weinert Center for Entrepreneurship and an experienced business leader will speak about innovation. Dan is a highly regarded teacher on these topics and runs the University of Wisconsin Entrepreneurship boot camp every summer.

Sunday morning's presentation is "Science is Fun: Metals and Color." This session will feature science experiments and demonstrations displaying colorful changes and fascinating properties of various material including met-

als and jewelry. Come learn about combustion, exploding balloons, liquids that glow in the dark, polymers, and other spectacular scientific phenomena. You will sit at the edge of your seat and will see science in action.

Bassam Z. Shakhashiri is professor of chemistry at the University of Wisconsin-Madison and the first holder of the William T. Evjue Distinguished Chair for the Wisconsin Idea. He is well known internationally for his effective leadership in promoting excellence in science education at all levels and for his development and use of demonstrations in the teaching of chemistry in classrooms as well as in less formal settings such as museums, convention centers, shopping malls and retirement homes. The Encyclopedia Britannica cites him as the "dean of lecture dem-

onstrators in America." His scholarly publications, including the multi-volume series, "Chemical Demonstrations - A Handbook for Teachers of Chemistry," are models of learning and instruction that have been translated into several languages.

Professor Shakhashiri has given over 1100 invited lectures and presentations in North America, Europe, Asia, Australia, the Middle East, and South America. He is probably best known to the public at large in the USA for his annual program, "Once upon a Christmas Cheery in the Lab of Shakhashiri," which has been seen on PBS and on cable television stations throughout the country. Professor Shakhashiri has been featured in newspapers, magazines, national and local radio and television, including the *New*

York Times, the *Washington Post*, *Newsweek*, *Time*, the German-language *Business Week*, NBC Nightly News, National Public Radio, CNN, and the "Larry King Show." He appears as a regular guest on the Ideas Network of Wisconsin Public Radio.

Professor Shakhashiri is the recipient of over 35 awards, including the 2002 American Association for the Advancement of Science Award for Public Understanding of Science and Technology. In 2004 he was inducted into the Hall of Fame of the national chemistry fraternity Alpha Chi Sigma. In 2005 he received the Madison Metropolitan School District "Distinguished Service Award for Citizen," was elected Fellow of the Wisconsin Academy of Sciences, Arts and Letters, received the CHEMI-

CAL PIONEER Award from the American Institute of Chemists, the American Chemical Society Helen M. Free Award for Public Outreach for "lifelong accomplishments and for explaining and demonstrating science with charisma and passion," and was cited in the "Answer Book of Capital Newspapers" as "the coolest UW professor." In 2006 he received the Rotary Senior Service Award from the Rotary Club of Madison. In 2007 he received the National Science Board Public Service Award. In 2008 he received the inaugural Emerson Science Advocacy Medal from UNLV. He is the recipient of seven honorary doctoral degrees.

For more information please contact the Midwest Jewelers Trade Show at 608-513-8160 or visit www.MidwestJewelersTradeShow.com.

