

The New Playing Fields: *Building a 21st Century Sandbox*

September 24, 2008

Katie Murphy Amphitheatre
Seventh Avenue at 27th Street
New York, NY 10001

sandboX summit[®]



The goal of Sandbox Summit® is to ensure that the next generation of players becomes active innovators rather than passive consumers of technology.

Welcome.

The benefits of play are well documented. Not only is play fun, it's how kids learn. Play teaches them the skills they need to read, share, create, and become happy, well-adjusted adults. However, as more and more toys become embedded with chips, buttons, and controllers, the ways and means of play are changing. Because kids will play with whatever is at hand, it is the responsibility of business leaders, educators, and parents to make sure that the toys and tools they are using today provide them with the kind of open-ended experiences that stimulate creativity and foster the critical thinking skills necessary to succeed in the 21st century.

Sandbox Summit[®], is a series of conferences designed to address how technology affects the ways kids play, learn, and connect in today's digital world. Through high-energy panels, innovative demonstrations, original research and thought-provoking discussions with industry leaders, journalists, analysts, and educators, Sandbox Summit[®] brings an added dimension to corporate conversations.

sandbox summit[®]

The Founders

We have been playing for a long time. Claire has been ensconced in toys and media at Parents' Choice Foundation for over ten years. Wendy has been evaluating kids' toys and activities professionally for fifteen years (and as mother of three for over twenty years). Two years ago, after seeing hundreds of products at the New York Toy Fair, we were discussing our favorite finds and realized that nearly every toy had some tech twist. The days of jump ropes and jacks were being replaced by electronic Skip-its and Gameboys. At that moment we knew we had crossed the digital Rubicon. However, whether it's high-tech, low-tech, or no-tech, kids want — and need — to play. With a nod to Jean Piaget, Maria Montessori, and Fred Rogers, we know some of the most productive free play happens in the sandbox. We created Sandbox Summit® to spark the kind of interactions that promote play for all the right reasons.



Claire S. Green

Claire is the president of Parents' Choice Foundation, the nation's oldest nonprofit guide to quality children's media and toys. Since taking the helm in 1999, she has been determined to preserve and promote the organization's reputation as a leading authority in, and advocate for quality children's media and toys.

Claire's immersion in the children's toy and media marketplace has made her an invaluable participant and advisor to industry leaders. She is a frequent speaker at industry meetings and has been widely quoted about the best in children's media, toys, books and music.

Prior to heading Parents' Choice Foundation, Claire wrangled the national press corps for Presidential visits, the international press for the 1996 Olympic Broadcasting Unit, produced award-winning film and video projects, served as Deputy Campaign Manager for a U.S. Senate race, and directed large-scale public events. She credits these early think-on-your-feet jobs with honing the skills now required to supervise and administer multiple programs, and arbitrate decisions that are rarely black and white.

Claire graduated from Goucher College. She lives in a cabin in the middle of the woods in Maryland with her husband and dog Sammy.



Wendy Smolen

Wendy has been a key player in the toy industry for over 15 years, testing, evaluating and rating products. As the Editorial Director of *Toy Wishes* magazine, she is responsible for choosing the "Hot Dozen" toys of the year from among hundreds of entries. Formerly, as Deputy Editor at *Nick Jr. Family Magazine* and Lifestyles Editor of *Parents* magazine, she turned the holiday toy sections at each publication into one of the most popular features of the year. At both magazines, she also established synergistic relationships with their online counterparts.

Wendy has appeared on numerous television and radio shows, and has been interviewed by many national publications discussing timely subjects that appeal to modern parents. She is the author of *Playing Together* (Simon & Schuster), and is currently co-authoring a book for boys with her teenage son.

Prior to looking at the ways and means of kids' play, Wendy played with more grown-up toys as the creative director of two international cosmetic companies. She earned a B.S. at Cornell University.

Wendy lives in Connecticut with her husband and three children who have literally gone from crib to college testing her theories on play.

***Play is the work of children.
It's very serious stuff.***

— Bob Keeshan

***We don't stop playing because
we grow old; we grow old
because we stop playing.***

— Benjamin Franklin

***You can discover more about a
person in an hour of play than
in a year of conversation.***

— Plato

I just play for fun.

— Anna Kournikova

***If A equals success, then the formula
is A equals X plus Y and Z, with
X being work, Y play, and Z keeping
your mouth shut.***

— Albert Einstein

When I grow up I want to be a little boy.

— Joseph Heller

Sandbox Summit® Advisory Board

Warren Buckleitner, Ph.D., Editor,
Children's Technology Review

Jane Clark Chermayeff, President, Jane
Clark Chermayeff & Associates, LLC

David Elkind, Ph.D., Professor Emeritus
of Child Development at Tufts University,
Author, *The Hurried Child*

Judy Ellis, Founder and Chair,
Department of Toy Design, Fashion
Institute of Technology

Jim Engle, President, Little Kids, Inc.

Ellen Galinsky, President, Co-founder,
Families and Work Institute

Richard Gallagher, Ph.D., Director of
Special Projects, Institute of Attention
Deficit Hyperactivity and Behavior
Disorders, Assistant Professor of Child
and Adolescent Psychiatry, NYU Child
Study Center

Stephen Gass, President, Every Baby
Company, Inc.

Lisa Guernsey, Journalist and Author,
Into the Minds of Babes

Andy Kaplan, CFO, DonorsChoose.org

Alexandra Kennedy, Vice President,
Editorial Director for *FamilyFun* and
Wondertime magazines, Disney
Publishing Worldwide

Michael H. Levine, Ph.D., Executive
Director, Joan Ganz Cooney Center
at Sesame Workshop

Scot Osterweil, Creative Director,
MIT Education Arcade

Mitchel Resnick, Ph.D., Professor of
Learning Research, MIT Media Lab

Nancy Schulman, Director, 92nd Street Y
Nursery School

Peggy Healy Stearns, Ph.D., Children's
Software Designer and Consultant

Teri Weiss, Senior Vice President of
Production & Development, Nickelodeon
Preschool Television.

Alice Wilder, Ed.D., Co-creator, Think It,
Ink It Publishing and Head of Research
and Education, PBS *Super Why!*

The Game Plan

The New Playing Fields: Building a 21st Century Sandbox

September 24, 2008

Katie Murphy Amphitheatre

Seventh Avenue at 27th Street

New York, NY 10001

8:00 A.M. - 8:25 A.M.

Check in and Breakfast

8:30 A.M. WELCOME REMARKS

Claire Green and Wendy Smolen, Cofounders, Sandbox Summit®

8:40 A.M. - 9:10 A.M. KEYNOTE

Michael T. Jones, Chief Technology Advocate, Google

We want our kids to be able to function in organizations that respect creativity, critical thinking, and out-of-the-box solutions. How can we help them develop the skills they need to get there?

9:15 A.M. - 10:05 A.M. PANEL DISCUSSION

Play is the way kids learn: What do we really want toys to teach them?

Moderator: Alix Kennedy, Editorial Director for *Wondertime* and *FamilyFun* magazines

Panelists: Jim Gray, Ed.D., Director of Learning at Leapfrog Enterprises; Michael McNally, Brand Relations Director, LEGO Systems; Mitchel Resnick, Ph.D., Professor of Learning Research, MIT Media Lab; Nancy Schulman, Director, 92nd Street Y Nursery School

10:10 A.M. - 10:40 A.M. PRESENTATION

Cracking the Toy Code: What Real Kids Want from Toys

Presenter: Peter Shafer, Vice President Harris Interactive

BREAK

11:00 A.M. – 11:45 A.M. PANEL DISCUSSION

It All Comes Back To Innovation: The New Paradigm Of Play

Moderator: Maggie Jackson, journalist, and author of *Distracted: The Erosion of Attention and The Coming Dark Age*

Panelists: Alice Cahn, Vice President of Social Responsibility, Cartoon Network; Larry Hitchcock, Chief Executive Officer, Kidthing.com; Deborah Linebarger, Ph.D., University of Pennsylvania; Kathy Hirsh-Pasek, Ph.D., Stanley and Debra Lefkowitz Professor, Department of Psychology, Temple University, author, *Einstein Never Used Flashcards*

11:50 A.M. – 12:15 P.M. PRESENTATION

Fun Follows Function: Ten Tips for Developing Quality Toys

Presenters: Carly Shuler, Fellow, Joan Ganz Cooney Center at Sesame Workshop
Carla Engelbrecht Fisher, Educational Technologist

12:20 P.M. – 1:00 P.M. PANEL DISCUSSION

Show and Tell: Stocking the Digital Playroom

Moderator: Barry Joseph, Global Kids, Inc., Director of the Online Leadership Program

Panelists: Margaret Johnson, CEO and Cofounder, Sabi, Inc.; Mike Nakamura, Founder and CEO, Senario; Erik Beck, Network Producer, Next New Networks, Scott Arpajian, Cofounder, Dizzywood

1:10 P.M. – 1:30 P.M. PRESENTATION

Preschool Gets Web Wise: Welcome to Sesame Street's Digital Neighborhood

Presenter: Makeda Mays Green, Director of Education and Research, Digital Media at Sesame Workshop

1:30 P.M. – 2:45 P.M. NETWORKING LUNCH

The Speakers



Scott Arpajian, Cofounder, Dizzywood

Scott is a cofounder of Dizzywood, a virtual world for kids ages 8 to 12, focused on active learning and collaborative play. He oversees Dizzywood's business and product strategy, community outreach and content development. Prior to founding Dizzywood, he spent a decade at Download.com, which he founded at CNET in 1996. During his time at Download.com, he grew the business to over 50 million monthly users. Scott graduated in 1992 from Boston University with a Bachelor's degree in Mass Communication.

He is author of *How to Use HTML 3*, which won the Computer Press Award for Best How-to Book in 1997. He lives in Tiburon, California with his wife and two children.



Erik Beck, Network Producer, NextNewNetworks

Erik is an actor, producer, filmmaker and master of low budget special effects who was born and raised in California. He is the cofounder of the popular internet TV network Indy Mogul and creator of its most popular show "Backyard FX". He has been featured in the following press, *Wall Street Journal*, *MediaWeek*, Yahoo News, NewTeeVee, CNN, G4 TV and was recently named a Webby Award 2008 Honoree, as well as being a finalist in the "Tournament for the Hottest Male Web Host". Erik graduated from

Chico State University in Political Science and worked in various fields before creating Indy Mogul and joining Next New Networks. Indy Mogul averages a million video views a month and has large and loyal community of filmmakers and movie enthusiasts."



Alice Cahn, Vice President of Social Responsibility, Cartoon Network

Alice's responsibilities include directing content and the implementation of outreach and pro-social initiatives across all of the Cartoon Network divisions. Prior to joining Cartoon Network, she served as Managing Director of the Markle Foundation's Interactive Media for Children Program. Alice came to Markle from Sesame Workshop where she served as President of the Television, Film and Video group. From 1993 to 1998 she was head of children's programming for US Public Broadcasting Service (PBS).

Alice did her Master's work in Educational Technology at San Francisco State University and holds a Bachelor of Science in Education from New York University. She and her partner live in Maplewood, NJ and have three children.



Carla Engelbrecht Fisher, Educational Technologist

Carla is a children's technology developer, game designer, educational researcher, and author. She is a doctoral candidate at Teachers College, Columbia University, studying technology and its relationship with human cognition and development, particularly as it applies to children and games. In her career, she has worked for *Highlights for Children*, PBS KIDS Interactive, Sesame Workshop, and a host of other children's media groups to produce and consult on interactive content that includes a wide variety of games

and Web sites. In 2007 and 2008, she held a Teachers College Rose Fellowship in partnership with Sesame Workshop. Carla also holds a master's degree in media studies from the New School University and has, on occasion, been known to make balloon animals and hats.



Jim Gray, Ed.D., Director of Learning, LeapFrog Enterprises

Jim is responsible for LeapFrog Enterprises' core curriculum and the learning design of the company's numerous products. Previously, Jim managed the LeapFrog Learning Lab where he oversaw user experience and product development research involving thousands of children. He was a Postdoctoral Scholar at the Center for Innovative Learning Technologies, and Instructor of Interactive Media Design at the Rochester Institute of Technology. Jim has contributed to dozens of publications and published

studies. He has a doctorate from the Harvard Graduate School of Education and a bachelor's degree in Early Childhood Education from Michigan State University.



Makeda Mays Green

Director of Education and Research, Digital Media, Sesame Workshop

Makeda is responsible for researching and developing content for various interactive platforms, including online, mobile devices, and video game consoles, at Sesame Workshop, the nonprofit children's educational organization behind Sesame Street. She supports the Workshop's mission by focusing and examining the potential of current and emerging digital media platforms to deliver quality educational material to children and families.

Most recently, Makeda was instrumental in the development and launch of Sesame Workshop's re-designed website (www.sesamestreet.org). She has created content for *Sesame Street Games*, an interactive game service available on Cablevision, *Panwapa*, a website and outreach initiative to help increase children's awareness of the wider world, and numerous games including the Parents' Choice award-winning V.Smile title *Bert & Ernie's Imagination Adventure*. She also co-authored the study *The Use of Mobile Phones to Support Children's Literacy Learning*.

Previously, Makeda was a Senior Curriculum Specialist, who oversaw the development of content for various Outreach initiatives, including Talk, Read, Write; Happy Healthy Ready for School and You Can Ask. She also served as a Curriculum Specialist for Program Research and developed content for Workshop programs such as, *Sagwa*, *The Chinese Siamese Cat* and *Dragon Tales*.

Makeda holds a B.A from Wesleyan University and a M.A. and Ed.M in Counseling Psychology, from Columbia University. She currently resides in Stamford, CT.



Kathryn Hirsh-Pasek, Ph.D, Stanley and Debra Lefkowitz Professor, Department of Psychology, Temple University

Kathy serves as Director of the Infant Language Laboratory at Temple University and was the recipient of the Great Teacher and the Eberman Research Awards. Her research in the areas of early language development and infant cognition has been funded by the National Science Foundation and the National Institutes of Health and Human Development and has resulted in 10 books, and over 100 publications. She is a Fellow of

the American Psychological Association and the American Psychological Society, She has served as the Associate Editor of Child Development and is treasurer of the International Association for Infant Studies. Her book, *Einstein Never Used Flashcards: How children really learn and why they need to play more and memorize less*, (Rodale Books) won the prestigious Books for Better Life Award as the best psychology book in 2003. Kathy received her bachelor's degree from the University of Pittsburgh and her Ph.D. at University of Pennsylvania.



Larry Hitchcock, CEO, Kidthing.com

Larry created Kidthing with one goal: to make a safe digital media platform that would engage his young daughter. After 2 years of development, Kidthing.com was born. Happily, his daughter uses it every day.

Larry has spent over 20 years as an executive in the Internet and television industries. As President and Executive Producer of Skyrocket Pictures, he oversaw strategic branding for leading broadcast networks such as MSNBC, ABC Family/Disney Channel, CBS Sports NBC Nightly News, and The WB Network. His work has been awarded 5 Emmys and 25 Promax/BDA Awards.

Larry has extensive digital media and Internet publishing experience. As VP, Business Development for Pearson's Headland Digital Media, he led digital business development across Pearson and created Headland's Digital Event business including online events for CBS Sports' NCAA Final Four Trivia Madness, Sport's Illustrated's Gridiron Challenge, Penguin Books' *Dark Tower* by Stephen King and Putnam Books' *Politika* by Tom Clancy. He created Headland's strategy for developing leading technologies, including e-commerce, active demographic acquisition, and multi-player online games.

With his brother Jeff, Larry helped launch Children with Diabetes (www.childrenwithdiabetes.com) in 1995.

The Speakers



Maggie Jackson, Journalist and Author

Maggie is an award-winning columnist and author of the recently published book, *Distracted: The Erosion of Attention and the Coming Dark Age*. Chosen as a best summer book of 2008 by the Seattle Post-Intelligencer, *Distracted* has been featured in *BusinessWeek*, *The New York Times*, *The Boston Globe*, *Vanity Fair*, *Chicago Tribune*, *The Sunday Times of London* and in other media outlets around the world. *Publishers Weekly* called *Distracted* “richly detailed and passionately argued...” Jackson is the

Boston Globe’s popular “Balancing Acts” columnist and has written for many national publications. Her first book, *What’s Happening to Home*, examined the loss of home as a refuge. A former foreign correspondent for *The Associated Press* in Tokyo and London, Jackson has won numerous awards for her coverage of work-life issues, including the Media Award from the Work-Life Council of the Conference Board. Maggie is a graduate of Yale University and the London School of Economics. She lives in New York City with her family.



Margaret Johnson, CEO and Cofounder, Sabi Games

Margaret is the CEO and Cofounder of Sabi Games. Prior to establishing Sabi, Margaret worked at Microsoft for eighteen years, starting out as technical marketing support for the Los Angeles sales office. She then became a core member of the team and participated in the ship of several versions of the Windows operating system. It was when she was exploring advances in gaming with the Xbox team that she was able to see firsthand, the positive affects video games can have on children. This experience got

Margaret hooked on creating innovations within video games to help kids practice skills they need in the 21st century. Prior to leaving Microsoft in February, 2008, Margaret led an incubation team that discovered new ways to fuse practice in reading understanding and creativity into really fun and novel children’s games.



Michael T. Jones, Chief Technology Advocate, Google

Michael is charged with advancing Google’s technology to organize the world’s information and make it universally accessible and useful. He travels the globe to meet and speak with governments, businesses, partners, and customers to carry out this mission. He previously was Chief Technologist of Google Maps, Earth, and Local Search—the teams responsible for providing location intelligence and information in global context to users worldwide.

Before its acquisition by Google, Michael was CTO of Keyhole Corporation, the company that developed the technology used today in Google Earth. He was also CEO of Intrinsic Graphics, and earlier, was Director of Advanced Graphics at Silicon Graphics. A prolific inventor and computer programmer since the 4th grade, he has developed scientific and interactive computer graphics software, held engineering and business executive roles, and is an avid reader, traveler and amateur photographer using a home-built 4 gigapixel camera made with parts from the U2/SR71.



Barry Joseph, Global Kids, Inc., Director of the Online Leadership Program

Barry came to Global Kids in 2000 through the New Voices Fellowship of the Academy for Educational Development, funded by the Ford Foundation. He has developed innovative programs in the areas of youth-led online dialogues, video games as a form of youth media, the application of social networks for social good and the educational potential of virtual worlds, combining youth development practices with the development of high profile digital media projects that develop 21st

century skills. He has also worked with GK’s development program to secure funding from a number of foundations and corporations. Barry served on the steering committee of the MacArthur Foundation’s Digital Media and Learning initiative and his writing appeared in the Foundation’s *Ecology of Games* volume in 2007. He has spoken at numerous conferences and published articles in a wide variety of publications. Barry holds a BA from Northwestern University and an MA in American Studies from New York University.



Alexandra Kennedy, Vice-President, Editorial Director for *FamilyFun* and *Wondertime* magazines, Disney Publishing Worldwide

Alix was on the launch of *FamilyFun* in 1991, and has overseen its editorial throughout its growth. She also conceptualized and developed *Wondertime*, a learning-focused magazine for parents with young children; it launched in 2005. In addition to the magazines, Alix manages brand extensions including book publishing, online publications, and broadcast efforts.

She has a B.A. from Colgate University and a Master of Fine Arts in poetry from the University of Massachusetts. She lives in Northampton, Massachusetts with her husband and two sons.



Deborah L. Linebarger, Ph.D., Assistant Professor of Communication, The Annenberg School for Communication, University of Pennsylvania

Deborah's research focuses on the relationships among children's developmental status, their use of media, and their larger social worlds. Her research combines descriptive work evaluating relationships between children's media use and their cognitive and social development; micro-level experimental work to detect the features used in media that elicit attention and contribute to comprehension of content; and macro-level program

evaluation and intervention work that combines the knowledge gained through both descriptive and basic research and applies it in various real-world contexts. Her research has been presented at numerous conferences and published in psychology, communication, education, and pediatric medicine books and journals. The courses Deborah has taught include children's cognitive development and media use; childhood and play; and research methods and challenges unique to children and families. She received her Ph.D. from University of Texas, Austin.



Michael McNally, Brand Relations Director, LEGO Systems

Michael has over 10 years of experience in the toy industry, the majority of which he has spent overseeing communications for The LEGO Group, makers of the world's leading construction toys for children. Everyday, he tackles the question of how a classic toy such as LEGO stays relevant in today's high-tech playground. His success in keeping low-tech LEGO bricks in the national headlines and top of mind with today's parents attests to his communication skills. Michael directed the successful

launches of both BIONICLE and LEGO MINDSTORMS NXT. Michael also serves as a member of the communications outreach committee for the Partnership for 21st Century Skills. His "online" role in communications is guided by his "offline" duties as dad to two girls.



Mike Nakamura, Founder and CEO, Senario

Mike's life dream was to play shortstop in the major leagues. But when his tryout for the Cincinnati Reds in 1979 fell short of his goal, he shifted his sights to going pro in business. After gaining extensive experience in retail management, sourcing, buying and merchandising, Mike set out to create his own import company. In the eight years since he founded Senario, it has become one of America's fastest growing private companies as noted by Crain's Chicago Business. With his incisive ability

to identify products that captivate mass consumer audiences, Mike has not only created many popular consumer goods but has amassed hundreds of today's most coveted licenses and developed new products to help youth and kids develop healthy, beneficial play patterns.

Mike's latest innovation, HURU HUMITM, will be launched by Senario in August 2008 and is designed to encourage self-discovery and social skills by using technology to spur real-life interaction among 'tweens and teens.

Prior to founding Senario, Nakamura served as the director of general merchandising at Arbor Drugs and held positions in retail management for Kmart and Children's Place.

The Speakers



**Mitchel Resnick, Ph.D.,
Professor of Learning Research at the MIT Media Lab**

Mitch develops new technologies to engage people (especially children) in creative learning experiences. His Lifelong Kindergarten research group developed the “programmable bricks” that were the basis for the LEGO MindStorms and PicoCricket construction kits. Mitch co-founded the Computer Clubhouse project, an international network of after-school learning centers for youth from low-income communities. His group recently developed a new programming language, called Scratch, which makes it easier for kids to create their own interactive stories, games, and animations — and share their creations on the web.



Nancy Schulman, Director of the 92nd Street Y Nursery School

Nancy has been the director of the 92nd Street Y Nursery School in New York City since 1990. She is also a member of the 92nd Street Y Wonderplay Leadership Team, the Y’s early childhood initiative. Before joining the 92nd Street Y, she was the admissions director and a teacher at Horace Mann Lower School in New York from 1973 to 1990. Nancy has served on the ISAAGNY (Independent Schools Admissions Association of Greater New York) Board since 1984 and is co-editor of the New York Independent Schools Directory. She serves on the NYU Child Study Center Education Advisory Board and the Syracuse University School of Education Advisory Board. Nancy received a B.S. in Elementary Education from Syracuse University and an M.A. in Early Childhood and Elementary Education from New York University. Nancy is the co-author of *Practical Wisdom for Parents: Demystifying the Preschool Years*.



Peter Shafer, Vice President, Harris Interactive

Peter is charged with developing new business in the association, not-for-profit and youth and education markets for Harris. He is also the managing director of the Youth Center of Excellence, a division of Harris that focuses on research with youth ages 8 to 24. Prior to joining Harris, Peter was Director of Marketing for The Gallup Organization and The Gallup Poll, where he led all strategic aspects of Gallup’s on-line publishing, magazine publishing and electronic data services for clients, including The Gallup

Poll Tuesday Briefing, and The Gallup Brain.

Peter is the author of two books relating to public affairs measurement and has written numerous articles for journals, periodicals and newspapers. He is a founding member of the editorial board of the Journal of Association Management and currently chairs this group. Peter has a BA in Political Science from Washington College and a Masters in Marketing from the University of Maryland. He is also a Division I college football official. Peter and his wife have four children.



Carly Shuler, Fellow, Joan Ganz Cooney Center at Sesame Workshop

Carly is a researcher, developer and author in the children’s media and toy industry. Currently, she is a Fellow at The Joan Ganz Cooney Center at Sesame Workshop, where she recently authored an analysis of the informal educational media market for children entitled *D is for Digital*. Throughout her career, Carly has worked with a host of children’s media and entertainment groups including Sesame Workshop, SpinMaster Toys, and WGBH.

She holds a master’s degree in Technology, Innovation and Education from the Harvard Graduate School of Education, where she studied how media and technology can be used to educate children effectively. Carly is passionate about the magic that happens when fun, research, and education converge and is dedicated to working on quality children’s products that inspire thought and creativity.

Coming Next:

Is Play Becoming Too Much Work?

**Don't miss this engaging Sandbox Summit®
panel discussion at
The 92nd St. Y
Wonderplay Conference
November 14, 2008**

For information, go to:
www.92y.org/content/wonderplay_conference.asp

We could never have reached this Summit without the help and support of so many people. Thank you to Bill Southard, Lisa Hanlon, Carrie Gonzalez, Carol Shufro, Judy Ellis and the senior Toy Design Class at F.I.T., Dana, Riki, and Zak Smolen, Gina Zuk, Keri Stelmack, Jessica Hensley, Suzanne Martin, Pam Hacker, The "Dixie Chicks," Jodi Lefkowitz, Ruth Kelley, and Bob Hurwich.

— Wendy & Claire

Notes

sandbox summit®

