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Mad Science of Kalamazoo discovers advantages of new laboratory

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For the past five years, [Mad Science of Greater Kalamazoo](#) has been steadily building its business by going to classrooms and after-school programs in the schools.

Now it has a laboratory of its own. Its new location, 6811 W KL Ave., in Oshtemo Township, gives the business 1,400 square feet for parties for scientifically minded youngsters and another 1,500 square feet in storage.

Owner Krista Burkeen says 90 percent of the Mad Science's business has been in after school programs, to date. She conducts programs in more than 100 schools in Kalamazoo, Grand Rapids and Lansing.

Parties at individual's' homes also were an important part of the business, and that option will continue to be offered.

Summer camps at community centers were another way the company built its business. Today the business has 25 part-time employees.

Burkeen built the company quietly as she waited for the opportunity to set up a laboratory. This summer will be the first time the company will be able to offer summer camps at its own location.

Far from a boring lecture, science becomes a form of entertainment as children see demonstrations of melting Styrofoam, floating objects and sand that is afraid of water. Sessions typically are 45 minutes to one hour of hands-on demonstrations. Children are encouraged to ask questions and they take home things that they have made themselves, such as model rockets, periscopes, and Mad Science putty.

Programs are geared toward youngsters 5 through 12 years old and groups of no more than 20.

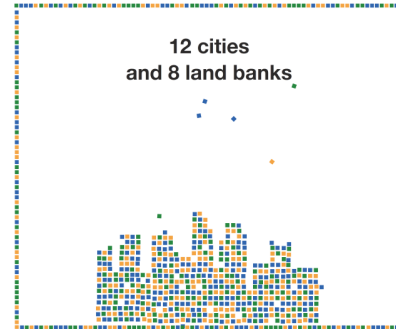
Burkeen brings a business and science background to her role as owner of the local business. She sold pharmaceuticals for 12 years before becoming a Mad Science franchisee. She has a degree from Michigan State University in Clinical Laboratory Science.

Writer: Kathy Jennings

Source: Krista Burkeen, Mad Science

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