

# ASSOCIATION OF ZOOS & AQUARIUMS

## 2009 Conference PowerPoint Presentations

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## 2009 Annual Conference PowerPoint Presentations

September 13-17, 2009  
Portland, OR

### Animal Care & Management Track

- **Training Zoos to Train Animals**
  - When Animal Exhibits Come Alive, Megan Sanders, Cheyenne Mountain Zoo
  - Creating the Experience, Suzi Rapp, Columbus Zoo and Aquarium
- **Safety Workshop – Meeting the Standards, Meeting our Needs**
  - The Job Safety Analysis and Critical Mass (Staffing), Bob King, Smithsonian's National Zoo
  - Safety Standards: Are We Awake?, Don Moore, Smithsonian's National Zoo
  - Animal Transport Safety, Frank Kohn, US Fish and Wildlife Service
- **PASA and AZA: Helping African Sanctuaries Create International Solutions**
  - Introduction, Doug Cress, Pan African Sanctuary Alliance
  - Conducting Sierra Leone's First Wild Chimpanzee Census, Dr. Terry Brncic, Tacugama Chimpanzee Sanctuary
- **New Trends and Topics in Zoo Animal Welfare Science**
  - A Comparative Approach to the Study of Keeper-Animal Relationships in the Zoo, Kathy Carlstead, Honolulu Zoo
  - Hunches, Intuitions, and Score Sheets: How to Employ Them to Improve Animal Welfare at Zoos and Aquariums, Jessica Whitham and Nadja Wielebnowski, Chicago Zoological Society-Brookfield Zoo
  - Aggression, Wounding, and Adolescent Male Chimpanzees: A Multidisciplinary Approach to Addressing a Complex Welfare Issue, Steve Ross, Lincoln Park Zoo
- **Preshipment Testing and Disease Risk Assessments: How to Protect Your Animals Without Breaking the Bank**
  - Disease Screening for Animal Moves, Bruce Rideout, San Diego Zoo
  - A Template for Pre-Shipment Planning and Decision Making, Bruce Rideout, San Diego Zoo
  - Assessing Disease Risk: How Do We Decide What To Test For? Dominic Travis, DVM, Lincoln Park Zoo
  - Using Risk Analysis to Better Understand Employee Risk of Contracting B virus from Macaques, Yvonne Nadler, Lincoln Park Zoo
- **Collection Sustainability: Looking Towards the Future**
  - Down on the Farm: The Potential of Regional Breeding Centers to Support Future Avian Collections, Bruce Bohmke, Woodland Park Zoo
  - Investigating Avian Collection Sustainability, A Potential Roadmap for Other Taxa, Sara Hallager, Smithsonian's National Zoo

## Conservation Track

- **Regional Collaboration: Diverse Models for Effective Local Conservation**
  - Overview of Regional Collaboration and NW Zoo & Aquarium Alliance, Cheryl Hummon, NW Zoo & Aquarium Alliance
  - New England Zoo and Aquarium Conservation Collaborative, Jack Mulvena, Roger Williams Park Zoo
  - Zoo and Aquarium Partnership for the Great Lakes, Tom Adams, Chicago Zoological Society – Brookfield Zoo
- **The Polar Bear Sustainability Alliance: A Collaborative Effort to Conserve the Species**
  - Amy Cutting, Oregon Zoo
  - Randi Meyerson, Toledo Zoo
  - Holly Reed, Point Defiance Zoo & Aquarium
  - Joanne Simerson, San Diego Zoo
  - Megan Owen, San Diego Zoo
  - Diane Sanzone, BP Exploration Alaska
- **From Species Recovery to Ecosystem Conservation in the Pacific Northwest**
  - Oregon Silverspot Butterfly Recovery, Anne Walker, US Fish and Wildlife Service
  - Oregon Spotted Frogs and Western Pond Turtles, David Shepherdson, Oregon Zoo
- **Improving Citizen Science Networks Through Engagement, Enthusiasm, and Shared Experience**
  - Bridging Data Quality Needs of Scientists and Citizen Science Program Participants, Mark Plunkett, Seattle Aquarium
  - Applying Citizen Science Data to Short and Medium-term Activities and Issues, Jaret Daniels, University of Florida
  - Overview of Citizen Science, Abraham Miller-Rushing, USA National Phenology Network
  - Growing Participation in Citizen Science Programs, Shelly Grow, AZA
- **Climate Change: Innovation and Collaboration in the Pacific Northwest**
  - Reducing Environmental Impacts Through ISO 12001 and LEED Certifications, Heather Brekke, Vancouver Aquarium
  - Assessing and Reducing our Individual and Collective Carbon Footprint, John Houck, Point Defiance Zoo and Mark Plunkett, Seattle Aquarium
  - Climate Change Messages for the Pacific Northwest: Engaging Our Visitors, Kerry Carlin Morgan, Oregon Coast Aquarium
- **Integrating in situ Conservation with Other Aspects of Zoo Operations**
  - Conservation Leadership as an Organizing Principle for Zoo and Field Operations, Alejandro Grajal, Chicago Zoological Society-Brookfield Zoo
  - Creating Links Between the Field and the Zoo: Guiding Principles Help to Unite *in situ* Conservation Projects with On-site Operations, Richard Bergl, North Carolina Zoo
- **Global Climate Change: Wildlife and Conservation**
  - Affects of Climate Change of the Polar Bear, Jennie McNary, LA Zoo
  - National Public Survey of the Perceived Value of Zoos and Aquariums, John Fraser, Institute for Learning Innovation
  - How Can This Information Encourage and Help Visitors to Become Part of the Solution? Lee Bodner, ecoAmerica

### Aquarium Affairs Track

- **Connectivity, Climate Change, and Corals – Oh My!**
  - Economic and Ecological Importance of Coral Reefs; the Effects of Climate Change; and the Use of Aquacultured Coral in Reef Restoration from a Resource Managers Perspective, Billy D. Causey, Ph.D., Office of National Marine Sanctuaries
  - Rivers to Reefs, Cathy Sakas, NOAA
  - Making the Connection Between Coral Reefs and the Southeast US Watershed, Shelley Du Puy, NOAA Office of National Marine Sanctuaries
- **Best of RAW: Improve, Adapt, and Overcome in the Aquarium Community**
  - Novel Prey Items for the Weedy Sea Dragon, *Pyllopterox taeniolatus*, James Clark, John G. Shedd Aquarium
  - Overcoming Budgetary and Time Constraints in Moon Jelly Production, Kirk Embree, Blank Park Zoo
- **Best of RAW: Aquatic TAGs Moving Forward**
  - Resorting Corals to the Caribbean: Project SECORE and Partnerships That Really Work, Ramon Villaverde, Columbus Zoo and Aquarium
- **Working with NOAA to Interpret Oceanic and Atmospheric Research for Aquarium Visitors**
  - Importance of Partnerships with Aquariums, Claire Fackler, NOAA
  - Exhibits and Outreach Events Between NOAA and Aquariums, Perry Hampton, Aquarium of the Pacific
  - Examples of Local Partnership Between Aquariums and CINMS, Laura Francis, NOAA
- **Towards a Common Framework for Climate Change Action by Aquaria and Zoos**
  - Building a Coalition of Aquariums Communicating about Climate Change and the Oceans, Cynthia Vernon, Monterey Bay Aquarium
- **Sustainable Life Support Design Principles**
  - Aquatic Systems Management, Juan Sabalones, The Maryland Zoo in Baltimore

### Business Operations Track

- **Embracing Diversity: Education for the 21<sup>st</sup> Century**
  - Inspiring Conservation Leaders and Incorporating Diversity, Debra Kutska, Chicago Zoological Society-Brookfield Zoo
  - EIEP-The Emergency Immigrant Education Program, Heather Shields, LA Zoo
- **Trends and the Impact to Zoos and Aquariums**
  - How the Economy is Impacting Zoos and Aquariums, Kyle Burks, Denver Zoo
  - Revenue Trends 2009: How to Keep Revenue Levels Stable in a Bad Economy, Jodie Levey, Woodland Park Zoo
  - Fundraising in the Storm of a Recession and for the “New” Zoo and Aquarium, Dr. Bert Davis, Zoological Society of Milwaukee
  - Conservation Fees: A New Way to Generate Large Amounts of Money for Conservation, Steve Burns, Zoo Boise
- **How to Hire and Train Employees and Seasonal Workers**
  - Online Application Process: Going Paperless, Dustin Deschamp, Saint Louis Zoo
  - Integrating the Multigenerational Workforce, Steph Mizer, Columbus Zoo and Aquarium
- **Message in a Minute – A Holistic Approach to your Conservation Message**
  - Background for Message in a Minute, Lizbeth Ogle, Oklahoma City Zoo
  - Fundamentals of Interpretation, Teresa Randall, Oklahoma City Zoo
- **RSP: Revenue Survival Plans**
  - I am Sorry To Tell You...You Are the Last Zoo to Arrive: Another Way We Connected With The Corporate World, Aaron Cunningham, The Calgary Zoo
  - Animal Programs: Offering Guaranteed Experiences for a Fee, Roxanna Breitigan, Cheyenne Mountain Zoo

- Making Connections While Making Budget, Tracy Brower-Thessing, Cheyenne Mountain Zoo

### **Development/Fundraising & Membership Track**

- **Getting Great Grants!**
  - Alignment of Needs, Rick Horton, Oregon Zoo Foundation
  - Strong Evaluation Plans, Monica Post, MPR Museum Consulting
- **A ROARING Success: Bringing the Pride Together**
  - Introduction, Karen Lloyd, The Oregon Zoo Foundation
  - Role of a Board Member, Suzanne Bishop, The Oregon Zoo Foundation
  - Zoo Volunteers Organize Their Own ROAR Campaign, Nancy Gunter, Oregon Zoo
  - General Curator as Fundraiser, Chris Pfefferkorn, Oregon Zoo
  - Broad-based Campaign Strategies and Employee Campaign, Bianca McCarthy, The Oregon Zoo Foundation
- **It's Easy Being Green!**
  - "Green" in Membership, Bill Tortorici, John G. Shedd Aquarium
- **Leveraging Public Sector Support with Private Sector Donations**
  - Finding the Fit: Federal Dollars Can Grow Private Interest, Debra Kerr, John G. Shedd Aquarium
- **Managing and Growing Endowments: Reality and Possibilities in a Challenging Economic Environment**
  - Jump Start Your Endowment Efforts, Cynthia Holter and Jeffrey Bonner, Saint Louis Zoo
  - Zoo Endowments-Blessings or a Curse? Christine Zrinsky, Lincoln Park Zoo
  - Knowing Today's Donors and the Implications for your Organization, Michael Wagschal, Bank of America/Merrill Lynch
- **Members to Donors – Converting the Value Member to a Mission Supporter**
  - Take the Leap and Reap the Soil, Bill Tortorici, John G. Shedd Aquarium

### **Education Track**

- **Advanced Inquiry: Deepening Engagement in Science and Conservation at Zoos & Aquariums**
  - Chris Myers, Miami University
  - Ricardo Stanoss, Chicago Zoological Society-Brookfield Zoo
  - David Jenke, Cincinnati Zoo and Botanical Garden
  - Stephanie Stowell, Woodland Park Zoo
- **Achieving Your Mission – Building Organizational Capacity through Staff Engagement**
  - Inspiration to Action: Engaging Visitors Through Fully Integrated Program Planning, Becky Barker, Woodland Park Zoo
  - Mission, Messages, and Measures: Using an Evaluation Logic Model to Engage Program Staff, Jerry Luebke, Chicago Zoological Society – Brookfield Zoo
  - You Are the Mission – A Staff Training with a Big Impact, Kirsten Perez, Los Angeles Zoo
- **Nature Education**
  - Edifice or Artifice? A Designer's Perspective on Nature Education in Zoos, Becca Hanson, Studio Hanson/Roberts
  - "Zoomazium" Exhibit, Kathryn Owen, Woodland Park Zoo
- **Aim...Shoot...Score: Evaluating Guest Experiences**
  - Evaluating the Guest Experience, Kathryn Owen, Woodland Park Zoo
  - Tweak, Tinker and Try: Formative Evaluation of Graphics for Oregon Zoo's Predators of the Serengeti, Monica Post, MPR Museum Consulting
  - Taking Stock: Critical Assessment of San Diego Zoo's Guest Experiences, Emily Routman, Informal Science Planning
- **Building Stewardship Through Meaningful Play**

- Laying the Foundation for Stewardship and Conservation through Play: The Importance of Guest Experience, Christina Klein-Ellis, Phoenix Zoo

## **Public Relations/Marketing Track**

- **Social Media in Action**
  - The Evolving Role of Social Media in PR and Marketing, Ken Peterson, Monterey Bay Aquarium
  - Using Social Media Tools to Enhance Education and Outreach, Shannon Ricles, NOAA National Marine Sanctuaries
  - Social Media: Am I Doing it Right? Rebecca Whitham, Woodland Park Zoo
- **Fulfilling Our Vision for Elephants**
  - International Elephant Foundation: Playing a Key Role in Elephant Conservation, Deborah Olson, IEF
- **Communicating Conservation Through Messaging and Advertising**
  - Do Visitors Get It? Ginnie Westmoreland, Saint Louis Zoo
  - Conservation Messaging in a Recession, Heather Doggett, Riverbanks Zoo and Garden
- **How to Build Your Brand and Increase Revenue Through Group Sales**
  - Peter Fingerhut, Columbus Zoo and Aquarium
  - Doug Rickenbach, Naples Zoo
- **Marketing That Matters: 10 Practices to Profit Your Business and Change the World**
  - Eric Friedenwald-Fishman, Metropolitan Group
- **Marketing Awards Winners and Creating Great Advertisements**
  - Minnesota Zoo's Grizzly Coast, Bill Von Bank, Minnesota Zoo
  - Dam Construction, Alison Swank, Knoxville Zoo & Frogs Forever? Campaign, Vancouver Aquarium, Sarah Kirby Yung

## **Volunteer Management Track**

- **Youth Volunteer Programs**
  - David Kessler, Smithsonian's National Zoo
  - Mari Otomo, Vancouver Aquarium
  - Dani Ives, Dickerson Park Zoo
  - Mary Corinne DeGood, Tampa's Lowry Park Zoo
- **Staff-Volunteer Relations from Recruitment to Retention**
  - Rachelle Davidson, Vancouver Aquarium
  - Melanie Knight, Vancouver Aquarium
  - Randi Gonzalez, Cabrillo Marine Aquarium
- **Building a Community of Volunteers: Making the Best Use of Your Most Valuable Resource**
  - Randi Gonzalez, Cabrillo Marine Aquarium
  - Kim Haas, Woodland Park Zoo
  - Carol Preston, NOAA
- **The Evolving Role of Docents**
  - The 21<sup>st</sup> Century Docent, Regi Mezydlo, Chicago Zoological Society-Brookfield Zoo
- **Volunteer Management Through Volgistics: Beyond the Basics**
  - Stacey Luhring, Point Defiance Zoo & Aquarium
- **Creating a Strong Volunteer-Friendly Organization by Being Your Volunteer Program's Best Advocate**
  - Promoting Your Volunteer Program with Executive Management, Regi Mezydlo, Chicago Zoological Society-Brookfield Zoo

## **Other Track**

- **Exhibit Design – On the Boards!**
  - African Elephant Crossing, Steve Taylor, Cleveland Metroparks Zoo
  - Passport to Africa, Steve Marshall, El Paso Zoo
  - Wellington Zoo, New Zealand: Meet the Locals, Becca Hanson, Studio Hanson/Roberts
- **Exhibit Design – What’s New and Innovative?**
  - Rainforest Falls at the Buffalo Zoo, Donna Fernandes, Buffalo Zoo
  - Paws On, Jon Bragan, Brevard Zoo
  - California Trails, Rich Block and Alan Varsik, Santa Barbara Zoo
- **Wanted: Zoo Director...Leadership for a New Generation...Traits for Successful Management**
  - Economic Confidence Snapshot: Zoo Directors Survey, David Walsh, Schultz & Williams
- **Going Green can be Good Business: Sustainability Planning as Policy and Practice**
  - Philadelphia Zoo’s Sustainability Efforts From a Leadership Perspective and How the Zoo has Generated Grass Roots Support, Andrew Baker, Philadelphia Zoo
  - North Carolina Zoo’s Sustainability Plan, Development, and Implementation, Mary Joan Pugh, North Carolina Zoo
  - Green Education, Rachel Bergren, Lincoln Park Zoo
  - Oregon Zoo’s Sustainable Visioning Workshop, Steve Chaney, Oregon Zoo